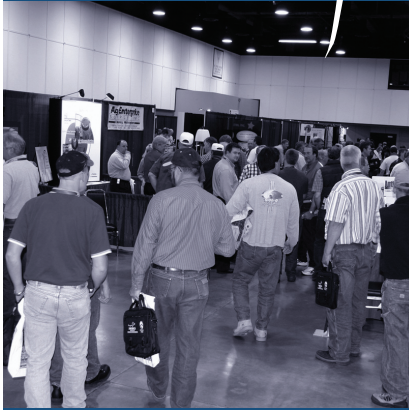


# WASHINGTON STATE UNIVERSITY *Professional Education*



## Conference Services

### OUR PRINCIPLES

*For over 50 years, our clients have trusted us to deliver innovative event management and program marketing services that are efficient and represent cost effective business practices for every detail, from budget development to program evaluation. The key to our long history and high quality reputation is building lasting relationships while providing the most professional, competitive, and comprehensive program services, customized to meet the needs of our clients. Through active involvement in industry associations, the staff of Professional Education stays current with cutting edge knowledge, new technologies, and the latest trends and best practices.*

### OUR TEAM

*Creating, planning and delivering a successful conference requires the investment of countless hours and the management of hundreds of details, more than one person alone can deliver with the high quality standards we demand. By partnering with Washington State University's Professional Education unit, you will work with an experienced conference management team which will plan and coordinate all program logistics, allowing you to oversee the process while still attending to your regular duties and responsibilities. Our experienced conference management team is supported by specialists in marketing, media and technology, and financial processing, all of whom serve our clients through a dedicated program manager. Because of our long history and experience, the Professional Education staff will always save you time and frequently save you money, through the leveraging of our long-term relationships in the hospitality industry and well developed negotiating skills.*

### OUR CLIENTS

*Washington State University's Professional Education unit serves a wide variety of businesses, government agencies, trade associations, school teachers and university professors, non-profit community organizations, and ordinary citizens interested in special topics of importance. We serve many of our clients annually, some for over 20 years, and one for almost 60. Our programs are delivered state-wide, regionally and nationally, and attract global audiences.*

WASHINGTON STATE IVE





---

## OUR SERVICES

*Complete Flexibility. You decide what role we'll play in your event. While we have the resources to handle the entire process, we would be pleased to assist you with any of the following services.*

**Marketing and Public Relations** Create the program marketing plan, develop a target market list, design and distribute direct mail and electronic promotions, create and host your program Web site, write and distribute press releases, manage press conferences, and design, deliver and analyze conference evaluations.

**Financial Management** Develop budget scenarios, ensure all event details are accounted for, manage revenue collection and expense payments, and produce financial reports.

**Venue Selection and Negotiation** Locate the most appropriate venue for your conference, negotiate the most beneficial facility and catering prices and terms, and minimize attrition penalty risks.

**Sponsor and Exhibitor Management** Identify, negotiate and manage potential sponsor and exhibitor participation, and ensure sponsors and exhibitors receive special attention, recognition and treatment.

**Speaker Management** Manage fee negotiations and contracts, travel arrangements, special accommodations, and presentation requirements.

**Registration Services** Provide a flexible and secure registration system that allows attendees to register online or offline. From basic to complex, we'll track registration choices, distribute confirmations and fee invoices, and provide regular registration data updates.

**Vendor Management** Source third party vendor services, negotiate contracts, manage and pay vendor expenses, and ensure all third party work is completed as agreed.

**Conference Materials Management** Assemble conference registration packets and binders, create name badges, and prepare signage.

**Media Services** Arrange for and manage audio-visual support, capture keynote addresses on video, and create CD's containing conference presentations.

**On-site Management** Provide a professional welcome for all event attendees, manage registration and check-in process, coordinate all on-site logistics, and seamlessly manage frequently changing circumstances.

PLEASE CALL US FOR A FREE CONSULTATION.

*A University that  
Works for You.*

PUYALLUP | PULLMAN  
7612 Pioneer Way E | PO Box 645222  
Puyallup, WA 98371 | Pullman, WA 99164  
253-445-4575 | 509-335-3530

# WASHINGTON STATE UNIVERSITY *Professional Education* Conference Services

## WHAT OUR CLIENTS ARE SAYING...

*Putting together a conference for 300 plus people can be a daunting task. Fortunately, we had the staff from CDPE on board to help us out and wow... what a difference it made. The 2006 Pacific Northwest Bridge Maintenance Conference turned out to be a real success. I'm not sure if we could have achieved such a level of success without the support of CDPE. CDPE's staff are truly professionals. **They know what needs to be done, how to get it done, and they have the motivation to make it happen.** The success of our 2006 Pacific Northwest Bridge Maintenance Conference is testament to the high level of professionalism that CDPE's staff possesses.*

~ ARCHIE ALLEN

**Maintenance and Operations  
Superintendent, Bridge**  
WSDOT Northwest Region  
Bridge Maintenance

*Having CDPE as a part of the conference team allowed us to concentrate on the content and goals of the conference. **CDPE took care of all the details that went beyond our expertise**—online registration, fee collection, meeting space contracts, hotel contracts, speaker negotiations, registration at the conference, etc. If everything goes smoothly, these details are not noticed by conference attendees; however, if done poorly, it becomes the focus of the conference experience. The 2006 ICSEW Leadership Conference was one of the most successful ever because of CDPE's expertise!*

~ MELISSA BEARD

**Conference Committee Chair**  
Interagency Committee of  
State Employed Women

*The Center for Distance and Professional Education allows post collegiate opportunities to fill the gaps in knowledge and interests—to focus on what is important to you or simply what you find enjoyable. **Variety, flexibility and customization** makes CDPE the go-to resource for continued life long learning.*

~ GARY CLUFF, CIMA, AAMS

**Partner/Instructor**  
Oxford Investment Partners—Wealth  
Management Seminar

*It has been such a pleasure working with CDPE for the past five years on our annual emergency preparedness conference. They have handled all of the logistics seamlessly and **never missed a single detail.** The success of our conference is due in large part to the professionalism and expertise of CDPE, and **I highly recommended them** for conference management or event planning.*

~ LISA SCOTT

**Chair, Steering Committee**  
Partners in Emergency  
Preparedness Conference

*After years of organizing events on our own, the Northwest Solar Center discovered the resources of CDPE—what a difference they make! Our programs are now **"Better/Smarter/Classier/Easier/More Fun/ and Budget Wise."** Who could ask for more... the smart money would be to "use CDPE."*

~ MIKE NELSON

**Director**  
Northwest Solar Center

WASHINGTON STATE UNIVERSITY



World-Class Learning Solutions.

[www.capps.wsu.edu](http://www.capps.wsu.edu)

The CDPE unit has provided a critical conference planning and coordination service for numerous regional and national workshops. Their familiarity with my clientele and conference venues **has been invaluable.**

~ JOE HARRISON

**Professor**  
Washington State University—Puyallup  
Livestock Nutrient Management

Working with CDPE to plan events, manage a conference and control marketing has been a financial boost for the Mirabeau Park Hotel.

Their staff has the clients' business goals in mind at all times. **And I would recommend this organization** to any entity that is looking for meeting planning or event organizing.

~ KAY RIPLINGER

**Director of Sales**  
Mirabeau Park Hotel

Since 1984, it has been my pleasure to collaborate with the conference managers at the Center for Distance and Professional Education to produce the Sewing and Stitchery Expo, now the largest consumer sewing show in the USA. CDPE has been **a valuable partner** in the development and marketing of the Expo and been a catalyst for the great expansion and growth we experience each year.

~ JOANNE ROSS

**Program Chair**  
Sew and Stitchery Expo

The staff at CDPE make it easy for us to successfully host educational conferences for our profession. They handle all the logistics and details so we can concentrate on the technical content of the conference.

We've been using the staff at CDPE to help us with our conference—Road and Street Maintenance Supervisors' Conference—forever... **it's hard to imagine trying to put together something like this without their help.** The conference services provided by the CDPE team are the best! They keep us coming back year after year.

~ RICO BAROGA

**Maintenance Policy Manager**  
Washington State Department  
of Transportation

The Northwest Biosolids Management Association (NBMA) has worked with the Washington State University Center for Distance and Professional Education for over a decade to present our annual conference. Year after year, we strive to present a quality event that provides a forum for networking and continuing education. We could not offer this level of excellence without CDPE's coordination of contract negotiation, facility set-up, speaker arrangements and registration management. **We have come to rely on their professional and personalized service.**

~ MAILE LONO-BATURA

**Manager**  
Northwest Biosolids  
Management Association

Working with WSU's CDPE on our national conference **saved us time, money and stress!** Participants loved the work they did to make the conference experience great.

~ KEVIN WRIGHT

**State Program Manager,  
4-H Youth**  
Washington State University  
Extension 4-H

PLEASE CALL US FOR A FREE CONSULTATION.

*A University that  
Works for You.*

PUYALLUP	PULLMAN
7612 Pioneer Way E	PO Box 645222
Puyallup, WA 98371	Pullman, WA 99164
253-445-4575	509-335-3530