

EVENTS

Whether your event is large or small, a meeting, workshop, conference, banquet or exposition, we will work with you to provide the service that you need. A list of some of the previous events that we've provided services for include:

Premium Ice Cream Project
Consumer Cooperative Management Association Conference
Scientific Fishing Tactics and Techniques
International Electric Machines and Drives Conference
Erosion Control Workshops
Annual Wisconsin Frame Builders Conference & Tour
HACCP Training Courses
Childhood Lead Poisoning Prevention and Treatment
Midwest Dairy Herd Health Conference
Agronomy Centennial Celebration
Woodland Owners Workshops
Ending Violence Against Women: Creating a New Reality
CALs Honorary Recognition Banquet
Stray Voltage Courses
Meat Processing Courses
Government Affairs Seminar
Midwest Rural Energy Conference
Wisconsin Corn and Soybean Conference
Cheese Technology Short Course
Milk Pasteurization and Process Control School
Gamma Sigma Delta Banquet
Dairy Plant Water and Waste Management Short Course
Interim Short Courses
Quality Milk Conference
Wisconsin Aquaculture Association Conference
Land Information & Computer Graphics Training Courses
Farmers Cooperatives Conference

CUSTOMERS

We've assisted the following university or state-affiliated groups with their events. This is only a partial list. We would be happy to provide references regarding our services upon request.

Wisconsin Department of Natural Resources
Animal Science Department
School of Nursing
UW Urban Cooperative Initiative and the National Cooperative Business Association
Food Science Department
Wisconsin Department of Agriculture, Trade and Consumer Protection (WDATCP)
Department of Agronomy in cooperation with the Wisconsin Corn Growers & Soybean Associations
Dairy Science Department
Division of Continuing Education Extension
WDATCP in cooperation with the Wisconsin Aquaculture Association
Center for Dairy Research in cooperation with the Wisconsin Association of Milk and Food Sanitarians
University of Wisconsin Extension
Department of Biological Systems
Engineering in cooperation with the Wisconsin Frame Builders Association
Wisconsin Department of Health and Family Services
North Central Branch of the Entomological Society of America
History of Medicine Department in cooperation with the American Association of the History of Medicine
Biological Systems Engineering in cooperation with the Midwest Rural Energy Council
Wisconsin Electric Machines and Power Electronics Consortium
Spatial Information and Analysis Consortium

CALS Conference Services

All your event planning services under one roof!



Photo Credit: Jeff Miller/UW-Madison University Communications

Agricultural Dean's Residence
620 Babcock Drive

COLLEGE OF
**AGRICULTURAL
& LIFE SCIENCES**
UNIVERSITY OF WISCONSIN-MADISON

ABOUT US

CALS Conference Services provides assistance in planning and organizing events for university and state-affiliated groups. We plan events, large and small, including conferences, continuing education programs, banquets, receptions, association meetings, and expositions in places from Eureka, California to Boston, Massachusetts, as well as in most cities in Wisconsin and all around campus.

Our goal is to provide leadership and high quality services so that your event is meaningful for your participants and as painless as possible for you, the coordinator.

FLEXIBLE SERVICES

We realize that each program is different, with its own particular goals and unique needs. Our wide range of services allows us flexibility to tailor a plan as individual as your program.

We offer a free consultation to discuss your event and will provide you with a quote for the cost of our services. By customizing our services, you can take advantage of exactly what you need at a price that is well within any event budget. Let us concentrate on the details so you can focus on the program itself.

CONTACT US!

Call us at 608-263-2421 or 608-265-0482. Together, we will decide which of our services meet your particular needs.

Visit us on the web at
www.cals.wisc.edu/ccs
Email: conference@cals.wisc.edu

SERVICES

PLANNING AND SUPPORT

We can help you eliminate the potential pitfalls that can overshadow even the best program or event. Our staff can assist you with the following details so you can concentrate on the program itself:

- ◆ Establish location, menu and lodging arrangements
- ◆ Order instructional materials, supplies, and AV equipment
- ◆ Prepare program evaluations and summaries
- ◆ Assemble participant packets and instructional notebooks
- ◆ Confirm speakers, arrange transportation, book entertainment and tours

REGISTRATION

A major concern for any conference planner is registration. Registration represents a direct commitment of time and money from your audience to participate in your event. We provide the following registration services:

- ◆ Promptly and professionally register participants
- ◆ Provide on-line registration services
- ◆ Prepare standard or customized name tags, certificates and rosters
- ◆ Provide confirmation letters
- ◆ Collect income and process fees
- ◆ Produce up-to-date registration status reports

FINANCIAL MANAGEMENT

Financial management is another way we can assist you in achieving a successful program. CALS Conference Services provides these financial services:

- ◆ Process all bills and payments related to the conference
- ◆ Determine program budget, including estimates for travel, supplies, and expenses
- ◆ Produce financial report summaries for review of revenue and expenses
- ◆ Provide guidance on university fiscal policies for conferences and other events
- ◆ Determine registration fee schedules

MARKETING

We can design the appropriate promotional brochures and press releases to tell your audience what's being offered and how they can benefit from it. Our marketing services include the following:

- ◆ Design and develop brochures and other publications
- ◆ Mail program announcement, brochure or other promotional materials
- ◆ Write and send press releases to the appropriate publications
- ◆ Design newsletters
- ◆ Host event related information on our web site