Your easy button for making events happen.

Iowa State University
Extension and Outreach
Conference Planning and Management

CPM is your go-to team of event planning professionals at Iowa State University and beyond. From events and conferences to professional development, youth camps, and more - one contact can make it all happen.

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Where every detail connects, and each moment counts.

Because great events don't just happen, they're built - one thoughtful detail at a time.

Event Strategy and Development

We help you build a strong foundation.

- Engage with clients to understand strategic goals and desired outcomes
- Classify event type to ensure compliance throughout the planning process
- Identify event framework and delivery format
- Build comprehensive budget, planning timeline, and establish formal service agreement
- Develop event proposal responses and present to decision-makers
- RFP distribution on behalf of clients, review bid responses,and recommendations
- Facilitate site visits
- Liaising with local tourism bureaus and other stakeholders

Venue and Vendor Management

We manage logistics and coordination so you can focus on content.

- Source venues and manage contracts
- Selection, procurement, coordination, and compliance for vendors and services
- Negotiate and manage overnight accommodations
- Coordinate AV, decor, entertainment, and event elements
- Arrange local tours, off-site activities, and transportation logistics
- Assist with navigating permits, insurance, and safety planning

Event Communication and Web Presence

We ensure attendees stay informed.

- Content management for custom event websites and registration portals
- Guide abstract submission process
- Pre- and post-event communications, reminders, and evaluations
- Source and interface with designers for graphic needs or marketing resources
- Offer support with printed and digital event materials

Speaker and Program Management

Keeping your program – and presenters – on track.

- Call for papers and abstract submission support
- Coordinate session types and workshops to build a balanced, structured agenda
- Collect content for promotional and program materials
- Facilitate travel, lodging, honorariums, and reimbursements
- On-site assistance with audio-visual needs, room setup preferences, session materials, and attendance expectations
- Arrange welcome gifts, awards and recognitions

Exhibitor and Sponsor Services

We maximize value for your partners.

- Exhibitor and sponsor package consultation
- Registration and invoicing
- Collection of logos, promotional items, and materials
- Assist with booth layout and assignments
- Ensure fulfillment and delivery of incentives
- Manage communication and logistics

Attendee Coordination and Support

We handle attendee details to create a seamless, accessible experience.

- Interface with Registration Services for online and on-site registration with secure payment processing
- Custom name badges
- Coordinate attendee accommodations including accessibility and dietary needs
- CEU management: interface with providers; participant attendance and reporting; issue certificates
- Ground and air travel; lodging accommodations and reimbursements
- Transportation coordination (ground, shuttle, and airport transfers)
- Source, assemble, distribute attendee materials and giveaway items

Virtual and Hybrid Event Support

Your event – delivered anywhere.

- Platform selection between virtual/hybrid conference options
- Web conferencing setup and management for select platforms (Zoom, Webex, Teams)
- Full-service support for virtual events on RingCentral, our premier digital platform, featuring:
  - Concurrent breakout sessions and multiple tracks
  - Virtual sponsor/vendor tables
  - Enhanced keynote stage experience
  - Attendee engagement tools
  - Assign session access by registration level
- Tech checks and coordination, speaker onboarding, practice sessions, and day-of production support
- Live technical support and troubleshooting during event
- Virtual attendance tracking and log-in records
- Recording and sharing of content

On-Site Event Management

We're there when it matters most.

- Facility layout and setup
- Assist with audio-visual and technology needs
- Check-in/instructions, material distribution, and support for attendees, speakers, vendors, and sponsors
- Volunteer check-in and coordination of duties
- Orchestrate day-of schedule details
- Oversight of catering arrangements
- Real-time, adaptive problem solving

Financial Management

Your finance partner – down to the last detail.

- Budget planning and ongoing expense tracking
- Contract processing and fulfillment
- Travel reimbursements and stipend payments
- Honorarium payments and award disbursement
- Sponsor invoicing and reconciliation
- Transparency and comprehensive financial summary updates
- Compliance with ISU policy, grant, and insurance requirements
- Invoice generation and secure payment processing