

Mayo Clinic Presents

The Jobs We Juggle!

CME Planners Keeping CME in Motion

July 14 – 15, 2008

InterContinental Chicago

Chicago, Illinois

Join us for this interactive workshop designed to address the day-to-day issues CME planners face!



Limited Registration!

For more information

Call: 800-462-9633 or 904-953-7114
or visit us at: www.mayo.edu/cme/

E-mail: cme-jax@mayo.edu

Cancellation Policy

Cancellations must be received prior to June 14. A \$75 cancellation fee will apply. Refunds will not be provided for cancellations after June 14 or for no-shows.

Accommodations

The Jobs We Juggle will be held at the InterContinental Chicago in Chicago, Illinois. A block of guest rooms have been reserved at a discounted rate of \$219/night plus tax (currently 15.4% and subject to change). Please reference Mayo Clinic when making reservations to receive the discounted group rate. Reservations can be made by calling 800-628-2112 or 312-944-4100. The reservation cut-off date is June 13, 2008. Hotel check-in is 3:00 pm and check-out is 12:00 noon.

Located on Chicago's famed Magnificent Mile, Michigan Ave., the InterContinental Chicago is close to shopping, dining, museums, and theatres. Navy Pier, Shedd Aquarium, and the beach are just minutes away. This 41-story high-rise hotel offers over 790 guest rooms, an indoor swimming pool, dining and entertainment options, health club, business center, and many other features to meet the needs of both business and leisure travelers.

Ground Transportation

GO Airport Shuttle offers daily shuttle service from O'Hare International Airport (ORD), Midway Airport (MOW) and downtown Chicago. Reservations are not required for transportation from the airports to downtown. However, reservations are recommended 24 hours in advance for transportation from downtown to the airport. Contact GO Airport Shuttle reservations at, 877-544-4646 or www.goairportshuttle.com.

Parking

Current parking rates at the InterContinental Chicago for valet parking is \$48.00 per 24-hours with unlimited in and out privileges. The cost for parking is not included in the registration fee.

Registration

The Jobs We Juggle registration fee is \$395 per person and will include a comprehensive course syllabus and refreshments throughout the workshop. **To maintain an interactive, discussion oriented environment, registration will be limited.** To register please visit www.mayo.edu/cme or fax/mail the attached registration form.

Guest Faculty

Murray Kopelow, MD, MSC, FRCPC
*Chief Executive
Accreditation Council for Continuing Medical Education*

George Mejicano, MD
*Associate Professor of Medicine
Assistant Dean for Continuing Medical Education
University of Wisconsin – School of Medicine*

Jonathan Howe, JD
*President
Howe & Hutton, LLC*

Gary White, BA
*Executive Vice President
HelmsBriscoe*

Richard Berger, MD, PhD
*Dean, Mayo School of Continuing Medical Education
Professor of Orthopedics, Mayo Clinic College of Medicine
Mayo Clinic*

All other faculty members are representatives of the Mayo School of Continuing Medical Education.

Monday, July 14, 2008

- 7:00 am Continental Breakfast/Exhibits
- 8:00 Welcome and Introduction
- 8:15 The Current State of CME
*Murray Kopelow, MD
Richard Berger, MD, PhD*
- 9:25 Designing Your Course
- 10:25 Break / Exhibits
- 10:45 Legal Issues in Meeting Management
Jonathan Howe, JD
- 11:45 Lunch & Exhibits
- 12:45 pm Getting the Most Out of Your Speakers
- 1:45 Doing More with Less: Budget Management
- 2:45 Negotiating Your Way to Favorable Agreements
Gary White, BA
- 3:45 Break & Exhibits

4:00 Obtaining and Managing Commercial Support
5:30 Adjourn

Tuesday, July 15, 2008

7:00 am Continental Breakfast/Exhibits
8:00 Where is Everyone? Effective Marketing to
Attract Attendees
9:00 The Why, What, When, How and Who of Needs
Assessment Development
10:10 Break & Exhibits
10:30 Outcomes Measurements
George Mejicano, MD
12:00 pm Lunch & Exhibits
1:00 Innovation: Technology and More
Richard Berger, MD, PhD
2:00 Document Management
3:00 Break & Exhibits
3:20 Evaluations
4:20 Participant Open Forum
5:20 Closing Session
5:30 Adjourn



Mayo School of Continuing Medical Education presents...

An interactive workshop designed to offer CME planners tools to smoothly juggle the many different responsibilities related to CME planning and accreditation requirements.

The purpose of **The Jobs We Juggle** is to address practical issues and day-to-day challenges CME planners face. This can only be done by hearing from you! After registering for the workshop, you will be provided with a survey link asking for your best practices, specific questions, and specific areas of concern to help build the program content. This information will be used to lead the discussion during each sessions to best meet the needs of what CME planners really want to know. So, limber up and get prepared to be an active participant in this two-day workshop which is expected to really set CME in motion!

Who should attend? You should if you're...

- Someone who is looking to share CME experiences.
- Preparing for reaccreditation or applying for accreditation.
- Working to expand your knowledge base within your current position.
- Curious about other CME professionals' best practices and willing to share your own.
- Just looking to spend time with other CME professionals facing the same challenges as you.

Why attend? You should attend to...

- Learn how to formulate appropriate evaluative questions to obtain the desired results.
- Identify changes in the ACCME Accreditation requirements and ways to apply those changes to your current processes.
- Become more effective in increasing faculty/speaker adherence to deadlines.
- Determine the overall value of your meeting.
- Discover new trends in technology and how to apply those to CME courses.

Workshop Structure...

- Exercises and case-studies
- Small and large group discussions
- Mini Lectures
- Q & A Sessions
- Actionable take-aways such as new perspectives, fresh ideas, and innovative strategies!

