

### **ASEC Track: Marketing Athletics Special Events and Creating Awareness of the Growing Field**

**Colleen Johnson** | *Director of Special Events, North Carolina State University*

#### **SESSION DESCRIPTION**

Practices for branding and marketing athletics special events through marketing materials, website design, social media, and more, and how it has helped increase the number of events we have hosted in our facilities. Our revenue has doubled in the past year, and much of this has had to do with outreach, awareness and community involvement to gain knowledge of the value hosting a special event in our athletics facilities. Client retention and repeat events have become a huge factor in continuing to build revenue and increase awareness of the value and quality of the event experience in our venues.

#### **SPEAKER BIOS**

**Colleen Johnson** | *Director of Special Events, North Carolina State University*

Colleen Johnson was named the Director of Special Events for NC State Athletics in the Summer of 2017. In this role, Johnson handles event sales and customer relations for all campus and external special events hosted in Athletics venues. She also serves on the Board of Directors at the NC State University Club. Johnson has an extensive public relations and marketing background. Prior to coming to NC State, she worked for a PR firm in Vancouver for three years. In addition, she held jobs in Atlanta working in consumer affairs at Coca-Cola and as a producer's assistant at Sport South Television. Before becoming NC State's Director of Special Events, Johnson coached women's gymnastics for 18 years at the collegiate level, including 12 seasons at NC State. She was a four-time Assistant Coach of the Year and spearheaded community service efforts at NC State with the Pack earning the Community Spirit Award 12 times. As a gymnast, Johnson collected many different accolades. She was a member of the Canadian National Gymnastics team from 1988 to 1991, including being a part of the bronze medal winning team at the 1991 Pan American games in Cuba. In her collegiate career at Florida, Johnson earned All-American status on the bars in 1992. She competed in the all-around at four consecutive NCAA Championships, and finished in fifth place in the All-Around at the 1994 SEC Championships. Johnson graduated from the University of Florida in 1996 with a degree in public relations. In 1995, she was named the Scholar-Athlete of the Year at Florida, and was an academic All-American from 1992-95. She is also a freelance choreographer in her spare time.