

## The Protocol of Events

Whitney Smith | *UC Davis*

### SESSION DESCRIPTION

As event planners we all know the ‘ugly truth’ – protocol can make or break your event. Protocol may seem like outdated notions of the past, but they are actually the common rules and common sense things we do each day. You would be surprised at how much you rely on the unspoken rules of protocol to conduct to manage your day. During this breakout session you will understand and recognize the things you already know and DO on a day-to-day basis and incorporate them confidently into your next event. There will be plenty of time for audience participation, best practices and Q&A, so come prepared with your protocol challenges and let’s demystify event protocol together!

### SPEAKER BIOS



Whitney Smith | *UC Davis*

As a seasoned, award-winning, event professional with over 15 years of experience, Whitney Smith currently serves as the Director of Ceremonies and Special Events, in the Office of the Chancellor at UC Davis. Whitney is responsible for producing over 150 Chancellor hosted events annually on campus, including 13 commencement ceremonies, ground breakings, ribbon cuttings, as well as various special event galas and awards highlighting students and faculty. The majority of her event planning experience is within a higher education setting, and her experience includes coordinating numerous events for former presidents, members of the cabinet, ambassadors and foreign dignitaries.

Whitney is a passionate and goal oriented leader, who understands and values her important role at UC Davis, and continuously finds ways to implement her learning and experiences into creating successful events for UC Davis. In her free time, Whitney enjoys reading, spending time with family and volunteering in the community.