

Aventri: How This Event Management Platform Plays a Vital Role in Event Centralization at the Most Innovative University in the United States

Tye Thede | *Arizona State University*

Cara Pelander | *Aventri*

SESSION DESCRIPTION

The Aventri event management platform has the power and flexibility global enterprises need and the ease of use and scalability important to event professionals. Learn how Arizona State University, as a client of Aventri, has used the platform to help centralize event information, simplify event coordination and create a more consistent event experience across its campuses.

SPEAKER BIOS



Tye Thede | *Arizona State University*

Tye Thede, Director of Special Events and certified protocol officer in ASU's Office of University Events and Protocol has the expertise, connections and vision to lead his team to produce events that are innovative, memorable, and impactful. Thede has over 25 years of high-profile university event management experience and is exceptional at problem solving, creativity, and flexibility to produce high level and high quality events. He excels at logistics and operations, relationships and teamwork, and his attention to detail means that events and meetings are flawless from concept to completion. Thede's department is responsible for planning and executing large scale events to small, yet vital meetings which support the President's office and advances the University's mission and goals. The Office of University Events and Protocol also coordinates high level university meetings, high profile visits, as well as event consultation with countless internal and external departments. His office also serves as a home for the ASU Meeting and Event Coordinators and Associates (MECA) organization, assisting ASU event professionals on a variety of areas. Thede holds a BA and MPA from Arizona State University. He is also a graduate of the prestigious Protocol School of Washington, the only fully accredited protocol school in the United States. Thede is a member of the Protocol & Diplomacy International's Protocol Officer Association. He is also proud to serve on the ASU Martin Luther King Jr. Celebration Committee as well as the ASU Salute to Service Committee.

Cara Pelander | *Aventri*

Cara joined Aventri in June 2018 as the VP of Account Management for North America. She is responsible for the strategic direction of the entire account management team working on client retention and customer growth. Prior to Aventri, she was with Active Networks for 8 years most recently holding the title of Director of Account Management.