

### **ASEC Track: March Madness Indeed: My Road to the Final Four**

**Julie Morrison** | *Villanova University*

#### **SESSION DESCRIPTION**

Villanova University made its second trip to the NCAA National Championship in two years in April of 2018. For me, it was the first. From the moment the basket went in the hoop at the Sweet 16 game and realizing we were off to San Antonio, the next 8 days of my life were a blur. I will discuss charter travel arrangements, pre-game social events and staffing all relating to the weekend's events. I learned it is possible to do 10 events in 4 days on zero sleep. When Villanova was crowned NCAA National Champions though, it was all worth it. Come along as I share my ride with you all.

#### **SPEAKER BIOS**



**Julie Morrison** | *Villanova University*

Julie Morrison serves as Director of Special Events in the Office of University Advancement at Villanova University. In her role Julie provides management and strategic direction to the Special Events Team. The Special Events Team manages over 400 events a year both on and off campus for the Office of University Advancement.

Prior to joining Villanova, Julie held the role of Director of University Events at La Salle University in Philadelphia. At La Salle, Julie oversaw all of the special events of the university including academic, athletic and alumni events.

She has her undergraduate degree from Susquehanna University and a Certificate in Meeting and Event Planning from Northeastern University.