

A Homecoming Campaign: How to Seamlessly Integrate Tradition with the Future

Steven Whyte | *University of the Pacific*

Jim Hooker | *Stratelyst Creative*

SESSION DESCRIPTION

Take a decades old tradition like Homecoming, hosted by an Alumni Office, throw in some new divisions and mix it all up with a Campaign Launch – certainly sounds like a recipe for a seismic event doesn't it? Well, take a deep breath and navigate those waters with eyes wide open and your best diplomatic foot forward. Stirring up the status quo can require a whole new set of learning skill sets, but it is easily accomplished with the right people in place. First thing to do is to hire an outside colleague to help climb this mountain. This session will take you through an actual event and how we went from start to standing ovation.

SPEAKER BIOS



Steven Whyte | *University of the Pacific*

Steve caught the Event Planning bug back in 1985 while working for his family business planning the company's annual trade show. That led to a huge trade show in Las Vegas, then working for a special event and advertising company in Stockton. Steve purchased that company and rebranded it WhyteHouse Productions. In 2006, Steve accepted his current position at University of the Pacific as Manager of University Events and Protocol, responsible for all major university wide events, visiting dignitaries, protocol advising, development and donor events, commencement and a host of other events hosted by UOP schools and colleges.



Jim Hooker | *Stratelyst Creative*

Jim Hooker is an award-winning event strategist with over 19 years producing world-class academic and entertainment events. In 2012 he launched Stratelyst Creative (previously Innovative Protocol) to assist non-profit associations and academic institutions in strategically maximizing their experiential processes by accentuating the value of emotional relationship building between the organization and its constituencies through events. His clients include University of California (both Irvine and Davis), Partners In Health, University of the Pacific, USC, Caltech, Boston University, Williams College, Georgia Tech and Arizona State University. Jim is a graduate of UT Austin and holds a master's degree from the USC Annenberg School for Communication and Journalism where his research focused on "The Influence of High Touch Event Communication on Donor Support."