

# AEP CONFERENCE SCHEDULE

NEW ORLEANS, LA | JANUARY 10-11, 2010



## SUNDAY, JANUARY 10, 2010

### Welcome Reception

New Orleans Marriott at the Convention Center

## MONDAY, JANUARY 11, 2010

### Registration/Continental Breakfast

New Orleans Marriott at the Convention Center

### Welcome

Lisa Hurley  
Editor, Special Events Magazine

### Opening Session: Dignitaries

Melissa Werner  
Arizona State University

### Q&A Session

#### Cost Cutting and Planning on a Budget

Mary Anthony  
Trinity University

Jennifer Sessoms  
Marian University

Sean Kramer  
Barry University

Paulina Munoz  
Barry University

### Exhibition Break

### Breakout Sessions

#### Catering Costs ~ Breaking it Down!

David Casteel, Mitchell's Catering

#### AV Basics on a Budget

Hunter Gray, Maestro Productions

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## **Decor on a Budget**

Dave Merrell, AOO Events

## **Invitations + Social Media**

Bonny Katzman, BK Designs

Ryan Hanson, BeEvents

## **Round Table Discussion Luncheon**

"How Are You Cutting Costs at Your University?"

## **Breakout Sessions**

### **Let's Talk! Dollars and Sense... Events that Create Money**

Maggie Collum  
Sam Houston State University

### **Sustaining Your University: Less Cost & Intentional Programming**

Lori Corvino  
Bowling Green State University

Susan Ballard  
Bowling Green State University

## **Board Meetings**

Kathleen Harney  
Johnson & Wales University

### **The President's Dialogue - Increasing Our Profile with an Eye to the Bottom Line**

Sue Bennett  
University of Guelph

Claire Alexander  
University of Guelph

## **CASE STUDY: Emory University Campaign Kickoff**

Michael Kloss  
Emory University

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**Break**

**Top Cost-Cutting Tips: A Discussion Forum**

**WEDNESDAY, JANUARY 13, 2010**

**AEP Wrap Up Session at The Special Event Show**

Morial Convention Center