

# AEP CONFERENCE SCHEDULE

PHOENIX, AZ | JANUARY 23-24, 2011



**SUNDAY, JANUARY 23, 2011**

## **Registration Open**

Wyndham Phoenix

## **Welcome**

Arizona State University Downtown Campus

Sally Webb, CSEP  
AEP Committee Chair

## **Panel Discussion**

### **Working Across the University: How Arizona State University Collaborates on Event Planning**

*Arizona State University is the largest public research university in the United States, with a Fall 2010 student enrollment of 70,440. ASU, also known as The New American University, is spread across four campuses in the Phoenix Metropolitan Area. ASU works in unique and interesting ways, not only academically, but from an event planning perspective as well. There is no single, centralized office of events at ASU which has great advantages as well as disadvantages. The panel consists of event planners from the ASU Foundation, the ASU Public Affairs Office, the Office of University Ceremonies as well as event specialists from colleges at three of the four campuses that make up Arizona State. This panel will share how collaboration has resulted in events that have great impact and how we often must share event planning responsibilities.*

Rebecca Albrecht  
Director of Special Events, College of Liberal Arts & Sciences  
Arizona State University

Elizabeth Apodaca  
Special Events Manager, College of Public Programs  
Arizona State University

Heidi Maxwell  
Events Manager, New College of Interdisciplinary Arts & Sciences  
Arizona State University

Darci Nagy  
Events Coordinator, Sr., Office of Special Events  
Arizona State University

Jennifer Van Paris  
Senior Director of Event Planning, ASU Foundation  
Arizona State University

Melissa Werner  
Director, ASU University Ceremonies  
Arizona State University

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## Welcome Networking Reception

Wyndham Phoenix

## MONDAY, JANUARY 24, 2011

### Registration

Wyndham Phoenix

### Continental Breakfast

### Welcome

### University Events: Impactful?

Dr. Christine Wilkinson  
Senior Vice President and Secretary of the University  
Arizona State University

### Showcasing Panel

*A collaboration of two presentations:*

*Budget Conscious Events During Trying Economic Times - Challenging economic times call for creative fundraising events. Garner ideas for showcasing your university president at your national events without breaking the budget, and get inspired for successful fundraising events with ever decreasing budgets. Is your school currently in a campaign or about to embark on one? Let's talk about branding your campaign events frugally but tastefully to ensure maximum effect. This presentation will encourage discussion and sharing of ideas.*

*Battling the Bulge - Are you constantly trying to "trim" your events down to meet a tiny budget? Is it hard to fit into those jeans again! In response to the economy let's look at actual events and how to keep them slim and trim, but perceived as fabulous and well done.*

Christina Rees  
Senior Donor Relations Coordinator  
University of Virginia

Maggie Collum, CSEP  
Director of Special Events  
Sam Houston State University

### Break

### Breakout Sessions

#### Engaging Event Participation through Social Media

*Social media and networks have steadily increased over the past few years. During this time, the ways in which people use social and new media have matured from a platform for personal engagement to a professional communications tool. In addition, the ability to quickly and widely crowdsource tasks and engage in digital conversations can allow for events to be experiential — even before and after the fact. The accessibility and reach achieved by social media is*

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*extraordinary. Every event should consider the integration of social media in their communications, marketing and relationship management strategies.*

Sherry Main  
Director of Communication  
University of California, Irvine

## **BGSU Centennial Alumni Awards: 100 of the Most Prominent Alumni**

*In April 2010, BGSU recognized and honored 100 of our most prominent alumni in celebration of the University's Centennial. With a goal of 450 event participants, we welcomed over 850 alumni, honorees, family, friends and community members that evening. The weekend of events was two years in the making. We faced many challenges along the way, beginning with the selection of 100 alumni out of an alumni base of 155,000 and culminating to a venue with a thought capacity of 500. The end result was amazing and made lasting impressions on many.*

Lori Corvino  
Assistant Director of Alumni and Development  
Bowling Green State University

Susan Ballard  
Assistant Director of Alumni and Development  
Bowling Green State University

## **Dancing through the Life Cycle of a Campaign**

*So you are in a campaign, now what!?! We will explore the life cycles of a campaign, with both success stories and lessons learned, from beginning to end, with lots of dancing in between! The excitement will begin with a campaign kickoff, shuffle through the events and strategies in the middle of the campaign and wrap it up nicely with a celebration event, not forgetting about all of the post-campaign work the campaign just generated. Join us for a fun, yet educational, discussion of dancing through a campaign!*

Carolyn Ent  
Director of Events, President's Office  
Elon University

Rita Manning  
Executive Director of Special Events  
University of Georgia

Keri Smith-Norman  
Director of Events  
Mayo Clinic

## **Top Five Things You Need to Know About Event Production**

*Dave Merrell, President of AOO Events, gives insight about the top ten things to know about event production. Dave will also be opening to the floor up for an interactive discussion and taking your questions about event production!*

Dave Merrell  
President, AOO Events

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## War Stories Luncheon

Sally Webb (Host)  
AEP Committee Chair

## Breakout Sessions

### Event Planning 101: Tips, Tricks & Tools

*This presentation offers attendees several event-planning methods and organizational strategies developed at UC Irvine. From Event Analysis Metrics to detailed Planning Checklists, participants will learn how a highly organized event planner successfully navigates multiple high-level events per year ranging in size and scope. Strategies, tactics, and helpful tools will be dissected within a case-study format, and analyzed for outcomes, results and impact.*

Jessie Steward  
Associate Director, Health Affairs Events  
University of California, Irvine

### It Doesn't Come with a Title: Uncommon Practice Leadership

*How do you lead people who don't report to you, or get results when you don't have the title or authority? The answer is uncommon-practice leadership. It's not your position that gives you power; it's your behavior. Discover uncommonly displayed behaviors that create positive influence, enhance results, and initiate natural followership. Immediately apply four cornerstone behaviors, while reducing mistakes that may be hijacking your effectiveness and eroding your event results.*

Nan Russell  
President, MountainWorks Communication

### Everything Old is New Again - Re-Purposing Equipment in Creative Ways

*With the "new reality" that has converged on all our campuses, event planners have to be more creative than ever, especially when it comes to how our equipment budgets are spent. While the budgets may have changed, the locations haven't. We still are expected to put on beautiful events in the same spaces for the same audiences over and over. This session will look at creative ways to repurpose decor equipment that you already own, criteria to consider when determining whether to buy or rent, and creative ways to finance the purchase of your equipment.*

Richard Williams  
Director of Special Events  
Loyola University Chicago

### Working Smarter with Event Partners

*Are you getting the most out of your relationships with third party vendors? This panel of industry leaders with experience in partnering with academic institutions has tips and ideas on how to maximize the mutual benefits of your relationships with caterers, rental companies, event management firms and more.*

Dianne Budion-Devitt  
President, D3Dimensions

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Jill Moran  
Owner, jsmoran special event planning & management

Debra Roth  
Director of Design and Creative Events, Pink Powered by Moss

Sally Webb  
President, The Special Event Company

## **CASE STUDY: Inauguration of a New President**

*This case study will focus on the challenges faced when installing a new leader at your institution - from committee creation, constituency support, and program design to producing supporting events, branding and marketing the new president, and reaching beyond your school to other academic institutions and societies to support your mission. Through this in-depth examination, you will have an opportunity to find answers to the most difficult questions you will face when placed in charge of one of your universities most significant moments - the inauguration of a new president!*

Jim Hooker  
Associate Senior Vice President, Office of Cultural Relations and University Events  
University of Southern California

## **Break**

## **Round Table Forums**

## **Open Mic: General Session Discussions**

## **WEDNESDAY, JANUARY 26, 2011**

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

Arizona Convention Center

\*This session is open to TSE Education Pass Holders Only