

AEP CONFERENCE SCHEDULE

TAMPA, FL | JANUARY 22-24, 2012



SUNDAY, JANUARY 22, 2012

Registration

Hyatt Regency Tampa Lobby

Buses begin departing from Hyatt Regency Tampa for Stetson Law Center

Registration

Stetson University Law Center

Welcome

Sally Webb Berry, CSEP
AEP Committee Chair

Panel Discussion

Using Corporate Design Techniques to Deliver Successful Academic Programs

Sally Webb, CSEP (Moderator)
AEP Committee Chair

David Fischette
CEO, GO West Creative

Kenneth Kristoffersen
President & Creative Director, POP Kollaborative, Inc.

Jill Moran, CSEP
President, jsmoran special events
Director, Special Events Institute

Warren Dietel
President, Puff 'n Stuff Events Catering

Panel Q&A Session

Break

Panel Discussion

Special Events Councils & Other Forms of Networking

What does it take to implement, organize, structure and run an event planners council in higher education? Join us for a conversation about best practices for starting and running a council on your campus. From small shop to large university, we all face similar issues when planning events. Building a network of support on your campus not only creates closer relationship with colleagues, but adds professionalism and understanding of the issues faced by

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planners on a daily basis. We hope your take away from this session will be the "Top 10" Tips for Starting and Maintaining an Event Planners Council.

Jenny Jones (Moderator)
Director of Alumni Affairs
Duke University School of Medicine

Khadine McNeill
Assistant Director of Conference & Event Services
Duke University

Jill Townshend
Deputy Director of Special Events & Protocol
University of California, San Diego

Melissa Werner
Director of University Ceremonies
Arizona State University

Panel Q&A Session

Reception

Stetson University Law Center

Buses depart from Stetson University Law Center for Hyatt Regency Tampa

MONDAY, JANUARY 23, 2012

Breakfast & Late Registration

Hyatt Regency Tampa

Welcome & Recap

Kathy Wright
Nasher Museum of Art
Duke University

Richard Williams
Loyola University Chicago

Breakouts

Shovels and Red Ribbon and New Buildings... Oh My!

Planning a groundbreaking or a grand opening for a new building is a huge undertaking for any campus...planning both for 7 different buildings in 6 years...now that is downright frightening! Come see how The University of Nebraska Medical Center has come up with new ideas to make each event unique and special. Learn how to overcome the

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challenges that come along with building openings as well as some great tips on how to make these events eye catching and fun.

Jessica Brummer
Associate Director of Special Events and Community Outreach
University of Nebraska Median Center, Dept. of Public Relations

Building an Office of Events

In 2008, CSUB embarked on a journey to build an office of events that includes the university event scheduling office that oversees the use of facilities for events on campus. The intent was to centralize all event use into one office and better serve our external community. In three years, we have created a centralized system with collaboration. This includes a full-time event coordinator, nine facility coordinators and an event operations team to support these events. We have also built a standard on-line facility use form, system to implement services and an office of events website with event planning guidelines.

Susan Hopkins
Director of University Advancement Events
California State University Bakersfield

Alumni Relations & Volunteer Engagement

Have you ever wondered how to increase attendance at an event? Or, create some WOW with a small budget? Volunteers are the answer. Building relationships with volunteers can create a network where you will have a captive audience for your event as well as a pool of resources from which you can drink. Secure, motivate and cultivate student volunteers for your events.

Heather Hawes
Director of Special Events
Spelman College

LaurieAnn Russell
Director of Affinity Programs
Hamilton College

BlueBash: Involving the Campus Community in Launching a Capital Campaign

How do you get campus excited about your capital campaign launch? Build it into other campus programming and increase the impact of the combined efforts. Learn how Case Western Reserve University launched the capital campaign as the kick-off to alumni weekend, the board of trustee meeting, a creative showcase featuring innovations of faculty, students, and alumni, and capped it all off with the undergraduate program board's fall concert.

Eric Dicken
Senior Executive Director of Donor Relations, University Events and Presidential Protocol
Case Western Reserve University

Lara Kalafatis
Vice-President for University Relations
Case Western Reserve University

Break

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Breakouts

Breakouts same as above

Exhibit Hall Break

Discussion Lunch

Discussion Breakout Sessions

Small Schools (Less than 5,000)

Julie Morrison
Director of University Events
La Salle University

Shea Patterson Young
Administrator for Special Events
University of North Texas Health Science Center

Steve Whyte
Director of University Events
University of the Pacific

Medium Schools (5,000-15,000)

Melissa Robinson
Special Events Associate
St. Edward's University

Nancy Strutzenberg
Development Event Coordinator
Drake University

Debbie Wood
Director of Special Events
The University of Texas at Tyler

Large Schools (Greater than 15,000)

Leila Eid
Associate Director of Events
Northeastern University

Mary Jo Ross, CSEP, CPCE
Department of Food & Lodging Management
University of Central Florida

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Jessie Steward
Director of Special Events for University Advancement
University of California, Irvine

Break

General Discussion Forum

Jim Hooker
Office of Cultural Relations and University Events
University of Southern California

Closing Remarks

Exhibit Hall Cocktail Reception

TUESDAY, JANUARY 24, 2012

Follow-up Session at The Special Event*

The Influence of High-Touch Event Communication on Donor Support

In his master's thesis, Hooker examined the influence of event communications on building an emotional relationship with potential donors. First laying the groundwork through supporting theories, Hooker shows that experiential marketing is growing in influence, both academically and in corporate America, as the public becomes savvier to traditional marketing conventions. Using USC as a case study, he interviewed donors, deans, advancement officers and a university president. He scrutinized patterns of giving-behavior and examined the willingness of an institution to use events as an integral part of its marketing outreach. He then assessed the influences of an event on shaping a donor's willingness to make a substantial and a possibly transformational gift to an institution.

Jim Hooker
Office of Cultural Relations and University Events
University of Southern California

* To attend this session you must purchase an education pass to The Special Event.