

# AEP CONFERENCE SCHEDULE

CHICAGO, IL | JANUARY 13-15, 2013



**SUNDAY, JANUARY 13, 2013**

## **Registration**

Chicago Marriott Magnificent Mile

## **Buses shuttling between Chicago Marriott Magnificent Mile and Loyola University Chicago**

## **Registration**

Loyola University Chicago

## **Welcome**

Loyola University Chicago

Sally Webb Berry, CSEP  
AEP Committee Chair  
CEO, The Special Event Company

## **Keynote Session**

### **Dinners, Doors, and Deals: The Imperative of International Protocol**

*Once viewed as the exclusive purview of diplomats, royal courts, and the military, protocol now exists as an essential ingredient in fruitful collaborations, negotiations, events, and relationships in a wide range of settings, particularly on the global stage. Simply stated, protocol matters -- who sits where; how you address people; what flags you use; what gifts you present; how you relate to other cultures. In this session, you will learn some of the foundations and tools of protocol and how to employ them in a strategic, focused, and successful manner.*

Chris Young  
President, Protocol & Diplomacy International Protocol Officers Association  
Executive Director, The Protocol School of Washington

## **Keynote Q&A Session**

## **Break**

## **Panel Discussion**

### **Experiential Events in Academia**

*Experiential Events is the art of creating an experience where the result is an emotional awareness and connection to an institution, person, brand or product. Potential guests, whether they are prospects, donors or alumni are faced with extensive choices where the market is becoming more competitive. Economic conditions are forcing event professionals to become marketers and invest in innovative programs, where unique experiences will engage your audience.*

*Learn tips and trends from a panel of recognized industry experts, moderated by Special Events Magazine Editor, Lisa Hurley, on how to create networking experiences, which strengthen the relationship with your target audience through the delivery of experiential events.*

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Lisa Hurley (Moderator)  
Editor, Special Events Magazine

Sally Webb Berry, CSEP  
CEO, The Special Event Company

Robert Sivek, CSEP, CERP  
COO, The Meetinghouse Companies, Inc.

Rick Jobe  
Principal/Owner, Jobe and Associates

## Panel Q&A Session

## Networking Reception

Loyola University Chicago

## MONDAY, JANUARY 14, 2013

## Sponsored Breakfast & Late Registration

Chicago Marriott Magnificent Mile

## Welcome & Day 1 Recap

Sally Webb  
AEP Committee Chair  
CEO, The Special Event Company

## The Kathleen S. Nelson Memorial Lecture

### No Excuses: Only Consequences

*Handling the unexpected is a cornerstone of professional event management and when something does go wrong, how you respond is critically important. The success of the event, the safety of those in attendance, and your credibility are at stake. This session will describe the tools, techniques, and procedures for turning problems into solutions.*

Julia Rutherford Silvers, CSEP

## Breakouts

### Strategies for Partnering with an Athletic Department

*Let's face it, as much as we would like for alums and fans to be excited about our university's advancement in space science, nothing draws people together like a sporting event. Does your athletics department come to you when they will be in another city to partner with you? Is your department looked at by athletics as an asset for their development effort? Find out how to leverage your expertise in event planning with the needs of an athletics department to rally the troops.*

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Jill Hall  
Vice President, Student & Alumni Relations  
University of Arizona

Ashley Clayton  
Alumni Events & Tour Coordinator  
The University of Alabama

## **The Ins and Outs of Academic Conferences**

*This breakout session focuses on the unique aspects of planning conference and symposia for academic institutions, both on campus and off-property. This session should discuss best practices in meeting planning and outline the differentials between meeting and event planning processes, giving specifics of the type of programs which fall into each category.*

Helena Weiss-Duman, PMP  
Director, External Relations & Office of Protocol  
University of California, Berkeley

## **Putting the Substance in the Spectacle - Creating Memorable Experiences**

*In the fall of 2008, Loyola University Chicago announced a half a billion dollar comprehensive campaign, the largest effort in its history. With a reduced budget and the desire to hold the event on campus, learn how the Loyola Special Events team created an unforgettable evening that was pure Loyola in its own backyard (specifically a parking lot) that alumni are still talking about.*

Richard Williams  
Director of Special Events  
Loyola University Chicago

## **Taking it on the Road – Best Practices in Regional and International Events**

*Planning events regionally and internationally can be one of the most exciting and challenging parts of our jobs. Join us for a panel discussion on best practices in venue and vendor selection, working with volunteers, how to bring campus alive at a regional event, and traveling with the President and Deans, amongst other things. We'll share stories and photos from past events and have an open discussion on ideas and suggestions.*

Sally Webb Berry, CSEP  
CEO, The Special Event Company

Becky Wehle  
Executive Director of Donor Relations  
University of Rochester

## **Break**

### **Breakouts**

*Same as above breakouts*

### **Networking Luncheon**

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## Hands-On Workshops

### **Production 101: Creating Impactful Events with Simple Lighting & Décor**

*The most important purpose of any academic event is to deliver a message about an institution. Unfortunately, many academic event producers fail to utilize the appropriate technology to deliver that message. This is primarily due to one of two issues - fear of cost or a fear of not knowing what lighting or A/V will support their needs. This session will educate attendees on the basics in utilizing lighting, audio and visual support for academic events. Discussions will address basic terminology, best use and understanding of equipment, and how to reinforce your institution's message through technology.*

Jim Hooker  
Founder and President  
Innovative Protocol

Hunter Gray  
Creative Director  
The Special Event Company

### **You Can Have It All: Making a Big Impact for Small Money**

*Think you need to spend big to create stand-out events? We want to bust that myth and introduce you to a new way of thinking. By expanding your awareness, taking a step outside the box, and flexing your creative muscles, you can make fun, fabulous, and financially feasible a standard part of your event vocabulary. It's all about developing the right mindset. We'll give you hints on how and where to save but hope the biggest takeaway will be inspiration to step out to find creative savings on your own.*

Kathy Kay  
Director of Special Events, Pratt School of Engineering  
Duke University

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

## Break

### **Hands-On Workshops**

*Same as above workshops*

## Keynote Session

### **How to Get Things Done When You're Not in Charge**

*It's all changed - the way people work, communicate, collaborate, and manage responsibilities. Creating followership, building influence, and leading others, no matter your event role, is a workplace necessity. To do that requires a new kind of leadership: the titleless kind. It's not rank that gets you results - it's actions. Discover ways to lead initiatives, work with ad hoc teams, and influence cross-functional, and generally diverse people, from any event position. Disregard myths from past decades and apply actions grounded in today's psychology that achieve results, plus heighten your career as you find easier ways to get things done.*

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Nan Russell  
President  
MountainWorks Communications

## Keynote Q&A Session

## General Discussion Forum

Rita Manning (Moderator)  
Executive Director of Special Events  
University of Georgia

Melissa Werner (Moderator)  
Director, University Ceremonies  
Arizona State University

## Closing Remarks

## Free Time

## Cocktail Reception & Networking Dinner

Chicago Marriott Magnificent Mile

## TUESDAY, JANUARY 15, 2013

## Follow Up Session at The Special Event\*\*

McCormick Place Convention Center

### Events in Motion:

### Creating an Emotional Bond Through Events in an Increasingly Globalized World

Sally Webb Berry, CSEP (Moderator)  
CEO, The Special Event Company

Jim Hooker  
Founder and President, Innovative Protocol

Steve Whyte  
Director of University Events, University of the Pacific

Richard Williams  
Director of Special Events, Loyola University Chicago

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