

AEP CONFERENCE SCHEDULE

ANAHEIM, CA | JANUARY 7-9, 2015



WEDNESDAY, JANUARY 7, 2015

AEP Registration

Garden A Room (AEP Office), Sheraton Park Hotel

Dinner Search Meet-up (optional)

Sheraton Park Hotel Pool Bar

THURSDAY, JANUARY 8, 2015

AEP Conference Registration

Sheraton Park Hotel

TSE Sessions and Exhibit Hall

Marriott Anaheim Hotel & Anaheim Convention Center

Academic Event Professional Conference Opens

Sheraton Park Hotel

Welcome & Sponsor Recognition

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

Keynote Speaker

The Innovation Imperative: Tech That Makes Cents

In this session, we will do more than just discuss the latest and greatest tools on the event technology market. We will discuss how those innovative technologies are making events financially viable, delivering results based on metrics and measurement, and proving the success of your events past smiling faces and written checks. As planners, we are constantly searching for ways to prove the effectiveness of our experiences- technology makes that possible in ways previously unavailable to us. This session will make it easier to talk with your team and stakeholders about their needs, guide them towards creating amazing experiences using some of the best technology available, and open your eyes to new ways to turn events into experiences.

J. Damany Daniel
The Event Nerd

Topic-Driven Roundtable Discussions

Housekeeping Remarks and Close of Day 1 Program

Offsite Networking Dinner

Tortilla Joe's, Downtown Disney

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FRIDAY, JANUARY 9, 2015

Networking Breakfast / Visit Sponsor Tables and The Idea Gallery

Sheraton Park Hotel

Opening Remarks and Sponsor Recognition

Jim Hooker
AEP Advisory Board
President, Innovative Protocol

Morning Keynote

Donor Centered Events That Surprise and Delight

Creating donor centered events is often a challenge that many of us face. How do we create meaningful experiences and events that put our donors at the center of the story? It is often said that if we can surprise and delight our donors while demonstrating the impact of their giving, we have reached the height of event success. Let's explore together the changing paradigm of donors' expectations and find ways to challenge the assumptions of the past. Remembering that donor relations is central to our fundraising efforts, we will focus on their needs and learn how to combine them with our event landscapes to create amazing opportunities.

Lynne M. Wester
Donor Relations Guru

Institutional "Speed Dating"

Morning Breakout Sessions

Managing Deadlines and Deadbeats

Managing and motivating an event staff is always challenging, and every committee has a non-performer. That is because each person is different. When it comes to events, you must predict different personalities, behavior styles, and preferences for communication styles. People do better work when they are given the appropriate types of tasks or roles on a team.

Sharon Gabriel, CSEP
Director of Special Events
Eastern Virginia Medical School

Amy Stevens, CSEP
Assistant Director of Special Events
Eastern Virginia Medical School

Engaging Millennials as Volunteers

Why is it important to engage Millennials in your organization? In this session, discover what it really means to have intergenerational support at events and programs. Attendees will obtain tips on how the University of California, Irvine has offered unpaid volunteer positions to undergraduate students for the past six years and why they return to help again. Speaker Tanya Zabalegui will discuss how the school's Leadership Development Program was started and how

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it fosters volunteer commitment and responsibility through lessons in communication, decision-making, and leadership skills.

Tanya Zabalegui
Director of Special Programs
University of California, Irvine

There's A Fee For That...Making Your Event Department a Revenue Generator

Event organizers have the most knowledge about their institution's venues. While they are normally used for conferences, meetings, gatherings, there is a tremendous need for the facilities for non-related functions. How do you reach those people? What are you offering? Speaker Gerri Lutes will share how her former, one-man operation at OHSU, turned into a self-sufficient, half million dollar enterprise with a staff of seven.

Gerri Lutes
Director of Protocol & Special Events
Oregon Health & Science University

Taking Your Academic Events International

The need to produce programs to engage alumni and donors internationally, and to recruit students from outside the United States has risen dramatically with the global economy. There are many hurdles and challenges to managing a program outside of your shores and sometimes comfort level. This session will help ease the path, and give useful tips on logistical needs and cultural nuances ensure your programs are a success. The session uses case studies of programs in Europe and Asia to make sure you avoid unnecessary pitfalls.

Sally Webb Berry, CSEP
Chief Executive Officer
The Special Event Company

Lunch with "War Stories"

Visit Sponsor Tables and The Idea Gallery

Afternoon Keynote

Finding Your Way Through The Special Events Legal Jungle

Just as guides getting ready to head out on a safari, meeting and event professionals often have to make their way through the jungle better known as the litigious society in which we live. If properly drafted, contracts are some of the most effective tools in providing protection, whether it be with a hotel, DMC, convention center or even a speaker. Learn more about the risks and liability concerns facing meeting professionals and how to protect your organization and yourself. After participating, you will be able to describe how liability arises, appreciate how well drafted contracts can serve as a safety net in a myriad of potential disasters, identify through case studies the nuances of specific contract language that can either help or hurt you and recognize the importance of developing good contract language and internal policies.

Jonathan Howe, Esq.
President and Senior Partner
Howe & Hutton, Ltd.

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Afternoon Breakout Sessions

Wrap It Up With A Bow: Setting the Stage for Donor Engagement

This session will share insights on how to generate awareness, engagement, and a positive donor experience. Session speaker, Danielle Wiskerson, will share her personal account of accomplishing all of the above amid a doom-and-gloom backdrop of trying to raise \$3 billion during the country's economic crisis. She will show how her team incorporated the campaign messaging in various ways such as event décor, building designations, faculty presentations, multimedia presentations and student involvement.

Danielle Wiskerson
Associate Director, External Relations and Office of Protocol
University of California, Berkeley

#EVENTTECH FOR #AEP Profs: 10 Ways to Get Started with Event Technology

Academic event professionals work in some of the richest technological environments available. For some reason, however, we often seem to be years behind in adopting now-commonplace event technologies such as online registration or effective social media management. Designed for attendees with all levels of technological knowhow, this session seeks to introduce some conventional as well as several of the newest tools from the world of #eventtech.

The resources featured in 10 Ways to Get Started with Event Technology have been carefully curated for those who work in academe. Discover helpful apps, cloud-based services, social media management software, physical tools, possible "hidden" resources that already exist on your campus, and more. By the end of the session, walk away with not only 10 specific ideas to get started but, more importantly, a fresh mindset on event technology and what it can be doing for you.

Brady Miller, CSEP
Director of Special and Academic Events, Office of University Events
Indiana University

Campus Collaboration For The Ultimate Event Team!

Learn effective ways to maximize one of your best resources on campus - the people! Learn communication skills on how best to recruit staff and volunteers, excite them about your goal, and channel their energy and resources into your event, for a campus wide event that will be successful at every level. Speaker Michelle Corcoran, CMP will share her success with two campus-wide events with different event goals: "Green Open House" and "Triton Day." Though different, by incorporating the same organizational plan, both events were successful.

Michelle Corcoran, CMP
Senior Event Manager
University of California, San Diego

Storyloomg: An Event for the Collective Individual

On June 14, 2014, the University of California, Irvine hosted President Barack Obama at their 49th commencement ceremony, in part, to commemorate the 50th anniversary of the dedication of the university's land. The story which unfolded that day in June began months before, and the microstories that put UC Irvine at the top of social media trends was no accident. This session will illustrate how UC Irvine successfully took a story about "them" and made it an all-around win for "UCI".

Sherry L.K. Main
Director of Creative & Digital Strategies
University of California, Irvine

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Open Forum Q&A

Jim Hooker (Moderator)
AEP Advisory Board
President, Innovative Protocol

Academic Event Professional 2015 Wrap-up