

AEP CONFERENCE SCHEDULE

ORLANDO, FL | JANUARY 10-11, 2016



SATURDAY, JANUARY 9, 2016

AEP Registration Open

Wyndham Orlando Resort

Dinner Meet-up (optional)

Meeting Spot: Gatorville, Wyndham Resort Pool Bar & Restaurant

SUNDAY, JANUARY 10, 2016

AEP Conference Registration

Wyndham Orlando Resort

Conference Welcome and Sponsor Recognition

Rosen College of Hospitality Management

Jim Hooker
AEP Advisory Board
Founder/President of Innovative Protocol

10 Years of AEP: A Brief Overview

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

Host School Welcome

Dr. Robertico Croes
Associate Dean for Administration & Finance
Interim Chair, Department of Tourism, Events & Attractions
Rosen College of Hospitality Management

Keynote Presentation

Planning to Win: How to Build a Champion Event Team

University event production is a team sport. Your success depends on the ability to coach a team of reliable, resourceful and responsive campus players. Being able to play to your team's strengths is key, as is recognizing that there may be times when you need to draft outside assistance. Learn the five questions you need answered to ensure you find the right external team members. The end goal – to build a team who consistently helps you win. In this session you will get to take a peek inside the playbook of an experienced university event director and learn how to build this winning team.

Geni Holmes-Greiner
Executive Director of University Events
Wake Forest University

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Speed Dating Breakout Session (by institution size)

X-SMALL: 5,000 or less
SMALL: 6,000 to 15,000

MEDIUM: 16,000 to 25,000
LARGE: 26,000 to 40,000

X-LARGE: More than 40,000

Networking Lunch (by institution type)

Breakout Sessions

40 Events in 30 Days? No Problem!

An Overview of Centralized Alumni & Donor Event Management

The CSU Events team, now in its fifth year, has grown from a seed of an idea to a full-time staff of 13. This transformation required a team with vision, creativity, flexibility and dedication to the goal. This session reflects CSU's current environment, where the team's services are so sought after that they are often managing 40 events in 30 days, while consistently providing excellence at each event. Participants will learn how to share the vision of a centralized events team, plus restructuring, reorganizing and recruiting.

Jennifer Welding
Director of University Events, Office of Events & Donor Relations
Colorado State University

Matthew Helmer
Executive Director, Office of Events & Donor Relations
Colorado State University

Conversat Ball - Reviving a Tradition to Celebrate 50 Years

A golden anniversary is a time to reflect on past traditions and look forward to the future. This pivotal event held on alumni weekend involved all seven colleges and many units from across campus to develop venues that appealed to an audience ranging in age from in-class students to octogenarians. Each of the venues had unique décor, entertainment, a complimentary signature drink, savories and sweets. Attendees will learn how this innovative event revived and reinvented a tradition not seen in 40 years at the University of Guelph showcasing the campus buildings, history and future.

Sue L. Bennett
Director of Community Relations
University of Guelph

Claire Alexander
Special Projects Manager, Office of the Vice President
University of Guelph

Build It So That They Will Come: A Guide to Online Registration Logistics

In this session we will discuss many different registration options and ideas to help collect information you need for managing a successful event. Key points like registration categories, collection of information, report creation and distribution including attendance lists and nametags will be discussed. We will cover these topics to give you a comprehensive list of discussion points you need to go over with your registration site developer.

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Jim Hodges
Associate Director, Conference & Event Services
Duke University

Jeremy Elmore
Assistant Manager, Conference & Event Services
Duke University

A Practical Approach to Event Planning: How and Why

This session will address “why” we must plan as well as “how” to plan for an event. Presenters will share an easy-to-use template that the department has developed over the past several years in order to effectively, and efficiently, create a simple to understand event action plan. Participants will be encouraged to participate and share experiences that worked or lessons learned that they are willing to share.

Allen Clark
Director of Emergency Preparedness, Office of Risk and Emergency Management
Arizona State University

Melissa Werner
Director of University Ceremonies and Protocol Officer
Arizona State University

Keynote Presentation

Food and Wine Pairing Strategies

Join us to hear from two of Rosen College’s own experts on how to strategically pair food and wine for a noteworthy menu. Dr. Juge, a certified Advanced Level Sommelier, has visited the major wine regions of the world and is an active member of the Society of Wine Educators. Chef Judy earned his culinary credentials as an apprentice at a Michelin Guide rated restaurant before working his way up through the various levels of the professional kitchen. He specializes in fine dining, catering and banquet preparation.

Dr. Frank Juge
Professor of Hospitality Management and certified Advanced Level Sommelier
Rosen College of Hospitality Management

Chef Jonathan (Jay) Judy
Chef Instructor
Rosen College of Hospitality Management

Day 1 Wrap-up and Housekeeping for Day 2

Rosen College

First Night Reception

Wyndham Orlando Resort

Dinner Meet-up (optional)

Meeting Spot: Gatorville, Wyndham Resort Pool Bar & Restaurant

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SUNDAY, JANUARY 11, 2016

Registration and Continental Breakfast

Wyndham Orlando Resort Conference Center
- Visit sponsor tables and Idea Gallery

Welcome and Sponsor Recognition

Jim Hooker
AEP Advisory Board
Founder/President of Innovative Protocol

Morning Keynote Presentation

The Art and Science of Storytelling

Some events stay etched in minds forever; others are forgotten before attendees reach their cars. But what is that magic element that creates a memorable experience? Based on the research – stories. In this session, discover not only how to use storytelling as a tool for audience engagement but learn the (mad!) science behind why it works. With examples galore, a sprinkling of mind-blowing statistics, and surely a few “well, I should have known that!” moments, this thought-provoking presentation seeks to illuminate not only the elements that define a successful event program but also arm you with both the information and tools to deliver your desired message through (scientifically proven!) meaningful, notable, and memorable methods.

Brady Miller, CSEP
Executive Director, Advancement Events
College of William and Mary

Breakout Sessions I

Incorporating Fresh Ideas into Repeat Events:

A Case Study into the University of Michigan’s Football Tailgates

For the University of Michigan, all events in the fall revolve around football. During the season, the university hosts 4-5 tailgates and we will use these tailgates as a case study to be applied to a variety of campus events. The focus will be on challenges such as venue, using school colors repeatedly, meeting high donor standards, creating themed events, all while working within a small budget. Our planning team will discuss how to bring fresh ideas, transform unconventional spaces, and share how we handled challenges.

Amy McDonald
Senior Events Manager, Office of University & Development Events
University of Michigan

Lauren Smott
Associate Director, Office of University & Development Events
University of Michigan

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Introducing a New President: Creating Purposeful Presidential Events

Attendees will learn about creating widespread enthusiasm when transitioning from one president to another and providing platforms for the president to lay the foundation for effective relationships with the campus, surrounding community, and far-away donors/constituents. The session will include a breakdown of behind the scenes logistics and challenges involved in a full day of inaugural events, a global tour of regional introductions event and a dramatic increase in activities at the President residence.

Deveny Rosebrock
Senior Events Manager, Office of University and Development Events
University of Michigan

Becca Boss
Senior Events Manager, Office of University and Development Events
University of Michigan

Patty Mullaney
Associate Director, Office of University and Development Events
University of Michigan

Leveraging Metrics to Improve Advancement Events

Your shop executes numerous events for your alumni and donors every year, but do you objectively evaluate the success of each one? Learn how to comprehensively assess the success of your events and develop criteria for successful ones. Our expert instructor will suggest a model where 40% of your attendees should be "new" attendees, and provide insights on how to collect data before, during, and after the event to comprehensively evaluate its success.

Lynne M. Wester
Founder and Principal, Donor Relations Guru, LLC

Breakout Sessions II

Speaker Series ft. Tom Brady:

A Case Study on Managing Expectations, Multi-Faceted Logistics, & External Risks

In 2015, the Salem State Series hosted New England Patriots' quarterback Tom Brady, whose 'Deflate Gate' involvement reached the public only 30 hours before he was scheduled to appear at the University. This case study session will outline the approach to successfully execute a nationally recognized event in only seven weeks. Participants will learn tips for securing a speaker, places to start a celebrity event program, and tips to maximize media exposure and avoid public relations nightmares.

Taylor Dunn
Assistant Director, Advancement Events and Sponsorships
Office of Institutional Advancement
Salem State University

Event Hospitality: Creating an Atmosphere of Caring

This breakout will be a rapid idea sharing session for demonstrating hospitality in all aspects of event planning. We will share ideas related to speaker/entertainer hospitality, donor appreciation, welcoming the public, caring for difficult guests, and providing excellent experiences for all academic and university constituencies. Attendees will learn strategies for working with a variety of different audiences and constituents, best practices and creative ideas for demonstrating hospitality and creating an atmosphere of caring.

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Liz Atwood
Events & Donor Relations, The Reinvention Center
Colorado State University

2016 Miss Communications Pageant

Do you often find yourself problem solving issues that could have been avoided if only the communication had been better? No amount of planning can remedy all communication problems in the life cycle of an event but being proactive, thinking outside the box, and working closely with your campus partners can take you from runner-up to winner! "Contestants" (topics) will include Miss Calculate, Miss Comprehend, Miss Interpret, Miss Print and Miss Stake.

Michele Payne
Assistant Director of Communications for Special Events, Office of Special Events
University of Arkansas School of Law

Networking Lunch

Visit Sponsor Tables and Idea Gallery

Panel on Professional Development

Next Steps: Moving Up and On in Your Career

Join us for a panel session to explore opportunities for training, professional development, certification, and positioning oneself to move up in academia. Between them, our featured panelists have not only achieved successful longevity in an academic organization, but have first-hand knowledge of at least six pertinent professional organizations. They bring with them a combined total of over 100 years of academic event experience, covering a gamut of events from conferences to commencement, protocol to advancement, and everything in between. The panel offers a chance to learn more about taking the next step in your academic event professional career.

April Harris (Panel Lead)
Associate Vice President for University Events
University of Alabama – Huntsville

Jim Hodges
Associate Director, Conference and Event Services
Duke University

Brady Miller, CSEP
Executive Director, Advancement Events, Office of University Advancement
College of William & Mary

Melissa Werner, CSEP
Director, University Ceremonies, and Protocol Officer
Office of the Senior Vice President and Secretary of the University
Arizona State University

Kari Ziblut, CMP
Senior Meeting & Event Planner, Schools of Nursing & Health Professions
University of Kansas Medical Center

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Open Forum

Conference Wrap-up