

# AEP CONFERENCE SCHEDULE

NEW ORLEANS, LA | JANUARY 29, 2018



**MONDAY, JANUARY 29, 2018**

## **Conference Welcome**

Sally Webb Berry, CSEP - AEP Conference Chair  
Chief Executive Officer  
The Special Event Company

## **Keeping It Relevant Panel**

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

Steve Whyte  
Director of University Events & Protocol  
University of the Pacific

Jim Hooker  
President  
Stratelist Creative

Melissa Werner, CSEP  
Director of University Events/Protocol Officer  
Arizona State University

Brady K. Miller, CSEP  
Freelance Creative  
Unbricked Communications

## **Break/Move to Roundtables**

### **Roundtable Discussion 1**

Leadership Changes  
Merging Departments  
Changing Ceremonies  
Campaign Galas  
Marketing to Constituencies  
Security  
Communicating with Alumni, Ages 21-99  
New Technology

## **Break/Switch Tables**

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## Roundtable Discussion 2

Leadership Changes  
Merging Departments  
Changing Ceremonies  
Campaign Galas  
Marketing to Constituencies  
Security  
Communicating with Alumni, Ages 21-99  
New Technology

## Open Forum

Jim Hooker  
President  
Stratelist Creative

Jill Townsend  
Interim Executive Director, Special Events and Protocol  
University of California, San Diego

## Conference Wrap-Up

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

## Closing Reception