

It's a Love-Hate Relationship: Pivoting to Virtual Events

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SESSION DESCRIPTION

Pivot. Likely the most overused word in the industry since the beginning of the pandemic. You either love it or hate it; but it is here to stay. During this breakout session, learn how Concordia University pivoted to successful online events, how we keep current, and how developing key skills will make it easier to shift direction with a moment's notice. There will be plenty of time for audience participation and Q&A, so come prepared with your best practices, success stories, and let's focus on pivoting to a positive approach to future proofing our expertise.

SPEAKER BIO



Shanna is an experienced senior level team leader and specialist in event management. With over 15 years in the academic event sector, she has refined her skills in; event execution, digital events, relationship building, strategic plans, data analysis, hiring, training and development, budget management, negotiation, networking, and customer service. She is committed to leading a dynamic team, coaching staff, and building a positive work environment. Her strengths are in leadership, interpersonal skills, critical thinking, and creative visioning. She holds a BA from Concordia University, is certified in digital event strategy, and is currently pursuing a certification in event design.