

Ceremonies, Rituals and Traditions

Melissa Werner | *Arizona State University*

Barb Siska | *University of Chicago*

SESSION DESCRIPTION

Are your events ceremonies, rituals and traditions? When should a ceremony be changed or updated? Can you eliminate traditions? This session will breakdown the difference between ceremonies, rituals and traditions and look at when events can and should be revised to meet more modern expectations. Understanding how these processes interact with one another and what events say about your institution will be discussed.

SPEAKER BIO



Melissa Werner | *Arizona State University*

Melissa Goitia Werner, CSEP, is Executive Director of the Office of University Events & Protocol and the Office of University Ceremonies. She is the co-founder of the [North American Association of Commencement Officers](#) (NAACO), a professional association for commencement and graduation planners from across the United States and Canada.

Melissa is a [Certified Special Events Professional](#) (CSEP) and holds a Bachelor's degree in Journalism and Public Relations from the [Walter Cronkite School of](#)

[Journalism and Mass Communication](#) at Arizona State University and a Masters degree in Educational Leadership from [Northern Arizona University](#). She completed training as a Protocol Officer and is a certified Intercultural and Etiquette and Protocol Trainer through the [Protocol School of Washington](#)® and has completed a certificate in Hospitality & Tourism Management Certificate through [Florida Atlantic University](#).

SPEAKER BIO

Barb Siska | *University of Chicago*



As Executive Director of the Office of University Events & Ceremonies at the University of Chicago, Barb serves as the lead event planner for all Office of the President, and many campus events. She manages a team of seven that collectively orchestrates and executes more than 100 events and conferences each year, including the annual Convocation ceremonies, which welcomes more than 18,000 guests to campus each June. She has served on the International Live Events Association (ILEA) board as

Midwest Regional Vice President and on the local Chicago Chapter board as President along with holding several other roles since 2015.

SESSION DECIPTION & SPEAKER BIOS

