

SESSION:

A Tale of Two – Two Major Events, Two Teams: How two University Departments Work Together



Speaker Profiles:



Barb Siska, CSEP | 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.

Daniela Butler-Ludwig | University of Chicago

Daniela Butler-Ludwig is the Senior Director Strategic Events for Alumni Relations & Development at the University of Chicago. With over 20 years of service at UChicago she produced and managed a wide variety of high-profile events including campaign kickoff celebrations and closings, building groundbreakings and dedications, presidential campaign roadshows, alumni weekend, and high-level donor stewardship and recognition events across the globe. She manages a team of ten experienced and dedicated event staff who collaborate with colleagues university-wide to create engagement opportunities that strengthen the bonds between UChicago and its alumni, donors, and the broader Maroon community worldwide. Prior to serving at UChicago, Daniela worked in the hospitality and tourism industry after receiving her BA in Business Administration and Hospitality Management.



About the Session:

Join us as we discuss our process to plan the University's annual Alumni Weekend followed by the annual Convocation Events using the same spaces on campus while managing the impact on our staff partners and vendors. Barb and Daniela will outline the way they manage timelines for two large productions, the post-pandemic challenges they still face and how detailed, coordinated planning is essential to the success of both events.