

**EDUCATIONAL
SESSION
GUIDELINES**

A E P
ACADEMIC EVENT PROFESSIONAL
CONFERENCE

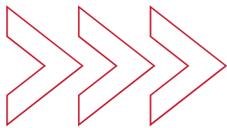
ORLANDO, FL
MARCH 26-28, 2023
AEP-EDU.COM



EXCELLENCE IN CREATIVITY AND/OR INNOVATION



From hot new trends to the evolution of technology, the event industry is consistently raising the bar. Add to that the limitations we face with budget, spaces and venues, staff and resources, and academic event planners must be masters of innovation. Please share how you have been a leader in thinking creatively.



Proposals for this topic could include:

- Creative strategies to give you more “bang for your buck” and deliver high-quality at a low cost
- A case example of an event at your institution that exemplified innovation
- Unique or unexpected uses for technology to enhance your events and guest experiences
- Creative marketing strategies to boost attendance and excitement at your events
- Tips for innovative use of resources, staff and volunteers
- Interactive and engaging ways to incorporate students and faculty into you event programs
- Impactful ideas for donor recognition
- Leveraging campus partners and resources to increase the success of your event

EXCELLENCE IN LOGISTICS AND/OR PRODUCTION



The highly-detailed rigor of event planning at an academic institution involves careful pre-planning and expert on-site management. Share with our attendees how you create best-in-class events from meticulous project management to exceptional execution.



Proposals for this topic could include:

- Project management tips and tools to keep your events on track, on budget and well-orchestrated
- Best practices for meeting management and event project management
- Staff and volunteer management from recruitment to day-of coordination
- Safety and security of events and how this impacts logistics and production
- Dealing with difficulties such as internal red tape, unreliable vendors, dissatisfied guests, hard-to-track-down speakers, or anything else that may cause road blocks in your planning
- Innovation in utilizing applications and programs to manage the event process and event production
- Updating production opportunities to make events more engaging and exciting for everyone involved
- Providing an excellent event experience for all attendees, taking into consideration various influences, such as culture, age, mobility and disability issues
- Management of multiple vendors for a single event or multiple events

HOSPITALITY AND CONSTITUENT EXPERIENCE



As the event planner, you are responsible for evaluating attendees' needs, recommending services, preparing a budget, and acting as the official on-site host. There is so much action happening behind the scenes of a successful event. For this reason, it is imperative to remember the importance of meeting the requirements of your constituents. Share with us your methods for entertaining and recognizing the needs of your guests.



Proposals for this topic could include:

- The five most important lessons a planner should know in nurturing the relationship with your on-campus caterer. What are the best ways to create a partnership with your caterer to ensure their role is carried out seamlessly?
- Food, risk and liability, and menu planning is more than just meat and potatoes! With today's emphasis on health and fitness, plus concerns on dietary and religious restrictions, how do you accommodate everyone's requests?
- What type of registration tools do you use to track attendance? How do you record and evaluate that data to determine your events' effectiveness? What changes have you made in your events based on your interpretation of this information?
- Give us a fun interactive session on quick and easy team building and ice breaker ideas.
- Share with us your experiences in marshalling a large group through an emergency situation. What was your emergency action plan and how did you execute it?
- Curating the best customer experience starts at registration and carries through to the end of the event. What tools and processes do you use to ensure the constituents have the best possible experience? What are some ways to go "above and beyond"?

INFLUENCE THROUGH LEADERSHIP



Institutions and the people within them have the opportunity to lead by influence as we work alongside one another, inspire our various constituencies to act, and serve the communities in which we work.



Proposals for this topic could include:

- How do you lead others by influence rather than positional power as a manager or colleague? What are the leadership skills and assessment tools you've employed to understand better and meet the needs of your team? What techniques and teambuilding exercises have you successfully employed to motivate your team and inspire them toward a common goal?
- How have you or your department increased awareness and influenced the campus culture about what you do as event professionals and how your services and events bring value to the institution and external community?
- Give some examples of special events and institutional messaging used to persuade donors, alumni, or other constituencies to take action that ultimately resulted in increased commitment or change.
- What kinds of special events have you developed to help influence or change the campus culture on which we work? Can you share a case study?
- How has your institution met a specific need through special events, campaigns, and outreach, served or influenced the community?
- Leading by influence is often more profound than leading by individual positional power alone. What examples, scenarios, or words of wisdom can you share about leading by influence, either as a manager or as a fellow team member?
- Many organizations have moved away from a "command and control" management style toward leadership modes focusing on empowering people and teams. Still, many leaders do hold formal, positional authority. They manage a team, a department, a division, or an organization. Yet there are times and places when everyone in an organization can take the initiative and lead, no matter their formal roles or titles. How do you lead without the formal authority to do so?
- Leadership is about influence—the ability to influence your subordinates, your peers, and your bosses in a work or organizational context. Many individuals posit that it is impossible to be a leader without influence. Are leaders born with the ability to influence others, or can leadership traits be learned?