

### **Inquiring Minds: How an Event Professional Thinks Through Logistics**

**Katie Alexander** | *Madonna University*

#### **SESSION DESCRIPTION**

Planning and executing a high-quality event includes many small and crucial details. The ability to manage these details and bring them together to create the overall event strategy is what makes our work stand out and invaluable to our campus communities in achieving their goals. Often, we are called upon to explain why we are making certain choices. In this session, we'll break down the process so that others can follow the many thoughts and subsequent actions that run through the mind of the event planner and how their planning and skills result in successful, well-thought-out, and expertly managed academic events.

#### **SPEAKER BIO**



Katie Alexander is the Director of Special Events in the Advancement Office at Madonna University. She earned her bachelor's degree from Michigan State University and holds an event management certificate from The George Washington University School of Business. She's been a certified meeting professional (CMP) since 2013. Prior to Madonna, she worked in the Office of University Development at the University of Michigan and has over 15 years of event planning experience. In 2014 and 2021, she received the CASE Circle of Excellence gold and silver awards in the "special event single day" and "events on a shoestring" categories.