

Donor Recognition at Events

Lindsay Meyers | *University of Maryland College Park*

Michelle Christian | *University of Maryland College Park*

SESSION DESCRIPTION

Events are an opportunity to tell a story. At the core of many advancement and presidential events there is a donor's story. Traditionally, the message, goals, and design center around expressing gratitude and demonstrating impact. The opportunity to recognize donors can be obvious at events such as Building Groundbreakings, while others require creative thinking to find a clear donor link. The University of Maryland has successfully produced events addressing both donor's spoken and unspoken interests, highlighting their contributions, and fostering lasting impressions.

SPEAKER BIOS

Lindsay Meyers | *University of Maryland College Park*



Lindsay Meyers joined the Office of Special Events at the University of Maryland in January 2021, bringing with her over 14 years of event experience. An alumnae of the university, Lindsay earned her BA in Communication in 2006. Since then, she has earned a Virtual Event and Meeting Management Certificate from the Event Leadership Institute and become a Certified Meeting Professional through the Events Industry Council. Prior to joining the Office of Special Events, Lindsay served as the Director of Events for Inside Higher Ed and as Event Director at Linder Global Events.

Michelle Christian | *University of Maryland College Park*



Michelle Christian first joined University of Maryland in October of 2021 as Assistant Event Director. Her background in event management and production spans (almost) 20 years with positions in technical production and event design. Previously she served as the Creative Services Manager at EventEQ focusing on scenic design, production, and project management. Michelle uses her extensive experience and design knowledge to ensure that her campus partners receive the highest level of production and quality experience for their events. She works directly with each facet of the university, along with external vendors to make sure that the desired look and key messaging of each event is carried out with excellence.