

Creating High Profile Presidential Events – Strategy & Execution

Barb Siska | *University of Chicago*

Carolyn Ent | *Elon University (retired)*

SESSION DESCRIPTION

In this session, we will discuss the best practices that should be implemented to create and execute successful, high-profile events for the Office of the President. When lead time is short, it is critical to have systems in place to ensure your events come off flawlessly. Join us for this informational session to set you and your team up for success!

SPEAKER BIOS

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.

Carolyn Ent | *Elon University (retired)*



Carolyn is an academic event professional highly skilled at planning and executing events that align with public and private universities with an expertise in determining ROI for the institution. Adept at turning ideas into action, as director of development special events for Duke University, she created and produced events in support of the “Campaign for Duke” from kickoff, high end donor relations events to finale. She served as director of events in the campaign office at Cornell University producing the kickoff event for the university’s \$4 billion campaign, “Far Above - The Campaign for Cornell” which won a Circle of Excellence award from the Council for Advancement and Support of Education. During the last fifteen years as the Director of Presidential Events at Elon University, she designed and managed all aspects of Elon’s Presidential Inauguration Week (2018-2019), including numerous farewell events for the outgoing President and welcoming events for the new President.