

AEP Welcome & Fireside Chat

Sally Webb Berry | *The Special Event Company*

Dr. Youcheng Wang | *Rosen College of Hospitality Management, University of Central Florida*

SESSION DESCRIPTION

Sally Webb-Berry, owner of The Special Event Company interviews Dr. Youcheng Wang, Dean of the Rosen College of Hospitality, University of Central Florida on the importance of continuing education in the events field. They will discuss how academic event professionals can convey their value to senior administration and ways to build upon your strengths and interests and broaden industry knowledge.

SPEAKER BIOS

Sally Webb Berry | *The Special Event Company*



Sally Webb, CSEP is Founder and CEO of The Special Event Company (TSEC), based in the Triangle region of North Carolina. She formed the company in 1987 from a background in sports PR and marketing. TSEC is a WBENC certified Woman Owned Business. TSEC delivers essential business communications through live and virtual events and for a diverse clientele in education, financial services, technology, pharmaceuticals, media, manufacturing, sports, and non-profits. Over the past three decades, Sally has produced events in over 30 countries throughout Europe, USA, Africa, South America and Asia. The company has won over 40 international event management awards for their work. Her personal accolades include *International Event Producer of the Year* by Event Solutions Magazine, *Lifetime Achievement Award* from the International Live Events Association (ILEA), *Business Leader Magazines Top 50 Women Extraordinaire Award*, *Special Event Magazines Top 25 Greatest Industry Influencers* of the past 25 years. In January 2018

she was the recipient of the *Special Events Industry Lifetime Achievement Award* for outstanding contributions to the Special Event Industry. In 2021 TSEC expanded their service offerings with a Film and Broadcast Studio, creating Internet TV through a wide range of in-studio and remote services, to support the growing virtual communication business needs. Sally is a founding member and former President of the International Special Events Society in the UK, before moving to the US in 2005. She is a founder of the Triangle British American Business Council Chapter and recently Chaired the Special Event Industry Certification (CSEP) examination restructure committee. As a founding board member of Roger Daltrey & Pete Townshend's *Teen Cancer America* organization www.teencanceramerica.com. She lives in Cary, NC with her husband Grant Berry, who is a professional caddie on the PGA Tour.

Dr. Youcheng Wang | *Rosen College of Hospitality Management, University of Central Florida*



Dr. Youcheng Wang is the Dean and preeminent chair professor in destination marketing at the Rosen College of Hospitality Management at University of Central Florida and a fellow of the International Academy for the Study of Tourism. His research and consulting interest focuses on hospitality marketing and management, destination marketing and management, customer relationship management, information search behavior, collaborative strategies, and technology management.

He is the author of four books and more than 150 scientific publications. He is the co-editor of *Journal of Destination Marketing and Management*, and is on the Editorial Board of multiple international academic journals in the domain of hospitality and tourism marketing and management. Dr. Wang has received numerous national and international awards for his excellence in and contribution to research. He is a frequent speaker at international conferences and industry forums.