

### **Be Your Own DaVinci – Reawaken Your Creativity**

**Devon Pasha** | *Event Design Collective*

#### **SESSION DESCRIPTION**

As we look past the pandemic into the new age of engagement and events, our ability to be creative is more crucial than ever. Harnessing our collective ideas to form new and engaging content for our event stakeholders will not only lead us out of the pandemic but set our shops up for the future. During this reflective, hands-on workshop you'll learn tools to harness your individual and team's creative powers to ignite the imagination. From new-to-the-industry to seasoned leaders, these inventive techniques will increase idea generation, and can lead to increased job satisfaction. We think you'll have a lot of fun, too!

#### **SPEAKER BIO**

**Devon Pasha** | *Event Design Collective*



Devon Montgomery Pasha, CMP, CED is the founder of DMP Creative LLC - a firm that specializes in helping not-for-profits, associations, and institutions of all sizes reach their strategic goals via events. A passionate event professional, Devon also serves as the Director of North America for the Event Design Collective, specializing in event design education and training in the United States and Canada. A believer in purposeful and mission-driven events, Devon leverages design thinking and empathy-driven systems to design events that maximize impact. Prior to applying her skills for the Event Design Collective, Devon worked at several universities to help advance their institutional and alumni events as well as notable special events around the Philadelphia region including work for the Philadelphia Eagles, the Philadelphia Waterworks, and the Fairmount Park Conservancy. Devon has been a featured speaker and volunteer for MPI, Academic Event Planners, and Northstar Meeting Group, and has been recognized for her passion in elevating the importance of events as part of strategic plans. She holds a B.A. from Bryn Mawr

## SESSION DESCRIPTION & SPEAKER BIOS



College in Music and B.S. from Drexel University in Culinary Arts and Event Planning. Devon earned her CMP (Certified Meeting Professional) certification from the Events Industry Council in 2020 and a CED (Certified Event Designer) designation from the Events Design Collective in 2021. She is currently pursuing a Master's degree in Creativity and Innovation from Drexel University's School of Education and is an adjunct professor at Drexel University and the University of Texas Rio Grande Valley