

### **Astronauts to Zika: How Events Catalyze Campaign Momentum**

**Karen Cochran** | *Philanthropy Innovators*

**Anne Botteri** | *Anne Botteri Strategic Communications*

**Meg Umlas** | *Boston University*

#### **SESSION DESCRIPTION**

Events play a critical role in launching, sustaining, and celebrating campaign success. Come learn how strategic events can build communities that transcend a single campaign and unite individuals behind your mission. Hear real-life lessons and stories of what worked and what's needed now for success in our post-COVID world.

#### **SPEAKER BIOS**

**Karen Cochran** | *Philanthropy Innovators*



A sought-after expert on higher education fundraising and leadership development, Karen is the founder and chief philanthropic innovator for Philanthropy Innovators. She is a seasoned strategist who is fond of saying fundraising isn't about the dollars, but rather what the dollars can do. Karen brings her experience at several of the nation's leading research universities to help advancement teams transform their operations and significantly increase results. Known for her organizational acumen, forward-thinking vision, and passion for mentoring and inclusion, Karen cultivates workplace cultures that encourage everyone to be their very best in service to their mission.

### **Anne Botteri** | *Anne Botteri Strategic Communications*



Anne Botteri is the founder of an Orlando-based consulting practice specializing in communications, marketing and issues management. Her firm provides writing, design, strategy, brand and momentum building that helps higher education and nonprofit clients amplify and clarify the messages and stories that need to get to their stakeholders, especially for fundraising efforts. She has held senior leadership roles at Embry-Riddle Aeronautical University, the University of Central Florida, Saint Anselm College, and the New Hampshire Institute of Politics. She was previously chief of staff of a federal agency at the National Endowment for the Arts and Humanities.

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### **Meg Umlas** | *Boston University*



Meg Umlas is Director of Campaign and Development Events at Boston University and responsible for creating and producing the University's highest-level events for donors and prospects. She recently celebrated 25 years at BU. A volunteer with both AEP and CASE, Meg is proud that several BU events have received global recognition. In 2020, *Special Events Magazine* recognized "Boston University's Campaign Victory Celebration" as a recipient of the Gala Award for Best Event Produced for a Nonprofit Organization. Meg holds an M.S. in Organizational Policy from BU, and dual B.S. in Television, Radio, and Film/Marketing from Syracuse University.