

Be Our Guest – The Constituent Experience

La'Zendra Danforth | *University of Florida, College of Pharmacy*

SESSION DESCRIPTION

In this session, we will cover creating a top-notch constituent experience from start to finish. This session will cover how to make your guests feel truly special, welcomed, and catered to. We will discuss elevating the dining experience by menu planning as well as navigating dietary restrictions. We will cover the “who, what, when, where, and why” of your event. This information will ensure your guests experience the highest level of hospitality. No two events are the same. It is important to know who your clientele is so you can better tailor the experience to their needs and desires.

SPEAKER BIO



La'Zendra Danforth, CGMP is the Director of Events for the University of Florida College of Pharmacy with over twenty years of experience. La'Zendra has worked in higher education, as well as in private and corporate sectors, where she specialized in event strategy and international events. She now manages the College's events at the Gainesville, Jacksonville, and Orlando, FL campuses. She works alongside the Dean's Office, Student Affairs, and Development & Alumni Affairs to coordinate events that represent the Gold Standard of the University. She is currently President of the Central Florida Chapter of Society of Government Meeting Planners.