

Planning Academic Milestone Events

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

Steve Whyte | *University of the Pacific (Retired)*

Shea Patterson Young | *University of North Texas Health Science Center*

SESSION DESCRIPTION

Academic milestone events are extremely valuable, and all details must be tailored accordingly. In this session we will cover a variety of topics, such as staff and volunteer management for the day of coordination, management of vendors, security of events and how it impacts logistics and production, and much more. We will present real-time examples of planning and executing academic milestone events. These events include centennial and anniversary celebrations, as well as campaign fundraising celebrations. You will learn the most advantageous way to promote the event, and how to reach out to campus partners to ensure success.

SPEAKER BIOS

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



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.

Steve Whyte | *University of the Pacific (Retired)*



Steve has spent the last 36 years in the Special Event Industry. For many years, he owned a special event production company focused on the production of large Festivals, Concerts, Corporate and Non-Profit events. Steve was Director of University Events and Ceremonies at his alma mater, University of the Pacific in Stockton, California from 2006 until he retired in 2022. It was there that he produced events for Donors and Alumni, Galas, Groundbreakings and Building Dedications, Presidential Inaugurations, Commencements, Convocations, events for Prospective Students, Heads of State and Visiting Dignitaries, Fundraisers, Homecomings, Conferences, and Live Internet Virtual Programs. Branding, messaging, storytelling, clear outcomes, meeting ROI goals and treating every event as a business are hallmarks of a successful business. Steve graduated from the Protocol School of Washington where he earned the Protocol Officer Certificate.

Shea Patterson Young | *University of North Texas Health Science Center*



Shea Patterson Young, a Fort Worth native, has served for 20 years at the UNT Health Science Center in the President's Office. She is currently the University Events Strategist and Protocol Officer. She completed the Protocol Officer Training Course at the Protocol School of Washington and has put these skills to use in managing VIP events and consulting across campus.