

SESSION:

Begin with the End in Mind!



Speaker Profile:

Lexi Wolkow | University of Missouri



Lexi is a (soon to be) three-time graduate of the University of Missouri. From her time in elementary education to now her career in higher education, every job has taught her something new about herself and her students. As the current Director of Recruitment for the University of Missouri's College of Health Sciences, Lexi uses her 10 years of experience to create meaningful events, think strategically about recruitment best practices, and tell the story of Mizzou to future Tigers. Learning from others about their experiences is her favorite thing – feel free to reach out about grabbing coffee & chatting education & events!

About the Session:

From classroom learning objectives to Franklin Covey's 7 Habits of Highly Effective People and everything in between, the importance of understanding what you want to accomplish before you even begin is evident. But how do we apply that to event planning? Often, we are seen as "the fun" (and we are!). But are events more? Can they be? This session will talk through how to Begin with the End in Mind in event planning. We'll lean on data, best practices in the field, and firsthand experiences to map out an effective event planning process.