

AEP CONFERENCE SCHEDULE

ATLANTA, GA | JANUARY 14, 2008



MONDAY, JANUARY 14, 2008

Registration/Continental Breakfast

Welcome

Sally Webb, CSEP
Managing Director, The Special Event Company

Panel Discussion

Signature Events Overview

Nancy Hobbs (Moderator)
Director of Dean's Events
University of Michigan

Therese Cole-Hubbs
Special Events Supervisor
Houton Independent School District

Carolyn Ent
Director of Events, President's Office
Elon University

Sally Webb, CSEP
Managing Director, The Special Event Company

Panel Q&A Session

Protocol - Maces, Medallions & Mortarboards

April L Harris
Director Alumni Relations
University of Alabama

Break

Breakout Sessions

Alumni Relations Events

BJ Bess
University of Michigan Health System

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Educating our Internal Customers

Suzi Sterner
University of California, San Diego

Donor Relations

Jenny Jones
Duke University Medical Center

How to Enter Events for Industry Awards

Sally Webb, CSEP
The Special Event Company

Round Table Discussion Luncheon

Rita Manning
University of Georgia

Campaigns Corralled

Geni Greiner
Purdue University

Breakout Sessions

Strategic and Sensational Campaign Events

Colleen Rovetti
University of California

Helena Weiss-Duman
University of California

Athletic Events

Kara Ansotegui
Georgia Institute of Technology

Sara Davis
Georgia State University

Barbara Dockweiler
Georgia Institute of Technology

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Christie Purks
University of Georgia

Working with Volunteers

Nancy Hobbs
University of Michigan

Maximizing Your \$\$\$ with Hotel and F&B Contracts

Harith Wickrema
Harith Wickrema Events

Break

General Discussion Forum