

AEP CONFERENCE SCHEDULE

PHOENIX, AZ | JANUARY 23-24, 2011



SUNDAY, JANUARY 23, 2011

Registration Open

Wyndham Phoenix

Welcome

Arizona State University Downtown Campus

Sally Webb, CSEP
AEP Committee Chair

Panel Discussion

Working Across the University: How Arizona State University Collaborates on Event Planning

Arizona State University is the largest public research university in the United States, with a Fall 2010 student enrollment of 70,440. ASU, also known as The New American University, is spread across four campuses in the Phoenix Metropolitan Area. ASU works in unique and interesting ways, not only academically, but from an event planning perspective as well. There is no single, centralized office of events at ASU which has great advantages as well as disadvantages. The panel consists of event planners from the ASU Foundation, the ASU Public Affairs Office, the Office of University Ceremonies as well as event specialists from colleges at three of the four campuses that make up Arizona State. This panel will share how collaboration has resulted in events that have great impact and how we often must share event planning responsibilities.

Rebecca Albrecht
Director of Special Events, College of Liberal Arts & Sciences
Arizona State University

Elizabeth Apodaca
Special Events Manager, College of Public Programs
Arizona State University

Heidi Maxwell
Events Manager, New College of Interdisciplinary Arts & Sciences
Arizona State University

Darci Nagy
Events Coordinator, Sr., Office of Special Events
Arizona State University

Jennifer Van Paris
Senior Director of Event Planning, ASU Foundation
Arizona State University

Melissa Werner
Director, ASU University Ceremonies
Arizona State University

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Welcome Networking Reception

Wyndham Phoenix

MONDAY, JANUARY 24, 2011

Registration

Wyndham Phoenix

Continental Breakfast

Welcome

University Events: Impactful?

Dr. Christine Wilkinson
Senior Vice President and Secretary of the University
Arizona State University

Showcasing Panel

A collaboration of two presentations:

Budget Conscious Events During Trying Economic Times - Challenging economic times call for creative fundraising events. Garner ideas for showcasing your university president at your national events without breaking the budget, and get inspired for successful fundraising events with ever decreasing budgets. Is your school currently in a campaign or about to embark on one? Let's talk about branding your campaign events frugally but tastefully to ensure maximum effect. This presentation will encourage discussion and sharing of ideas.

Battling the Bulge - Are you constantly trying to "trim" your events down to meet a tiny budget? Is it hard to fit into those jeans again! In response to the economy let's look at actual events and how to keep them slim and trim, but perceived as fabulous and well done.

Christina Rees
Senior Donor Relations Coordinator
University of Virginia

Maggie Collum, CSEP
Director of Special Events
Sam Houston State University

Break

Breakout Sessions

Engaging Event Participation through Social Media

Social media and networks have steadily increased over the past few years. During this time, the ways in which people use social and new media have matured from a platform for personal engagement to a professional communications tool. In addition, the ability to quickly and widely crowdsource tasks and engage in digital conversations can allow for events to be experiential — even before and after the fact. The accessibility and reach achieved by social media is

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extraordinary. Every event should consider the integration of social media in their communications, marketing and relationship management strategies.

Sherry Main
Director of Communication
University of California, Irvine

BGSU Centennial Alumni Awards: 100 of the Most Prominent Alumni

In April 2010, BGSU recognized and honored 100 of our most prominent alumni in celebration of the University's Centennial. With a goal of 450 event participants, we welcomed over 850 alumni, honorees, family, friends and community members that evening. The weekend of events was two years in the making. We faced many challenges along the way, beginning with the selection of 100 alumni out of an alumni base of 155,000 and culminating to a venue with a thought capacity of 500. The end result was amazing and made lasting impressions on many.

Lori Corvino
Assistant Director of Alumni and Development
Bowling Green State University

Susan Ballard
Assistant Director of Alumni and Development
Bowling Green State University

Dancing through the Life Cycle of a Campaign

So you are in a campaign, now what!?! We will explore the life cycles of a campaign, with both success stories and lessons learned, from beginning to end, with lots of dancing in between! The excitement will begin with a campaign kickoff, shuffle through the events and strategies in the middle of the campaign and wrap it up nicely with a celebration event, not forgetting about all of the post-campaign work the campaign just generated. Join us for a fun, yet educational, discussion of dancing through a campaign!

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

Rita Manning
Executive Director of Special Events
University of Georgia

Keri Smith-Norman
Director of Events
Mayo Clinic

Top Five Things You Need to Know About Event Production

Dave Merrell, President of AOO Events, gives insight about the top ten things to know about event production. Dave will also be opening to the floor up for an interactive discussion and taking your questions about event production!

Dave Merrell
President, AOO Events

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War Stories Luncheon

Sally Webb (Host)
AEP Committee Chair

Breakout Sessions

Event Planning 101: Tips, Tricks & Tools

This presentation offers attendees several event-planning methods and organizational strategies developed at UC Irvine. From Event Analysis Metrics to detailed Planning Checklists, participants will learn how a highly organized event planner successfully navigates multiple high-level events per year ranging in size and scope. Strategies, tactics, and helpful tools will be dissected within a case-study format, and analyzed for outcomes, results and impact.

Jessie Steward
Associate Director, Health Affairs Events
University of California, Irvine

It Doesn't Come with a Title: Uncommon Practice Leadership

How do you lead people who don't report to you, or get results when you don't have the title or authority? The answer is uncommon-practice leadership. It's not your position that gives you power; it's your behavior. Discover uncommonly displayed behaviors that create positive influence, enhance results, and initiate natural followership. Immediately apply four cornerstone behaviors, while reducing mistakes that may be hijacking your effectiveness and eroding your event results.

Nan Russell
President, MountainWorks Communication

Everything Old is New Again - Re-Purposing Equipment in Creative Ways

With the "new reality" that has converged on all our campuses, event planners have to be more creative than ever, especially when it comes to how our equipment budgets are spent. While the budgets may have changed, the locations haven't. We still are expected to put on beautiful events in the same spaces for the same audiences over and over. This session will look at creative ways to repurpose decor equipment that you already own, criteria to consider when determining whether to buy or rent, and creative ways to finance the purchase of your equipment.

Richard Williams
Director of Special Events
Loyola University Chicago

Working Smarter with Event Partners

Are you getting the most out of your relationships with third party vendors? This panel of industry leaders with experience in partnering with academic institutions has tips and ideas on how to maximize the mutual benefits of your relationships with caterers, rental companies, event management firms and more.

Dianne Budion-Devitt
President, D3Dimensions

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Jill Moran
Owner, jsmoran special event planning & management

Debra Roth
Director of Design and Creative Events, Pink Powered by Moss

Sally Webb
President, The Special Event Company

CASE STUDY: Inauguration of a New President

This case study will focus on the challenges faced when installing a new leader at your institution - from committee creation, constituency support, and program design to producing supporting events, branding and marketing the new president, and reaching beyond your school to other academic institutions and societies to support your mission. Through this in-depth examination, you will have an opportunity to find answers to the most difficult questions you will face when placed in charge of one of your universities most significant moments - the inauguration of a new president!

Jim Hooker
Associate Senior Vice President, Office of Cultural Relations and University Events
University of Southern California

Break

Round Table Forums

Open Mic: General Session Discussions

WEDNESDAY, JANUARY 26, 2011

AEP Wrap Up Session at The Special Event Show*

Arizona Convention Center

*This session is open to TSE Education Pass Holders Only