

AEP CONFERENCE SCHEDULE

NASHVILLE, TN | JANUARY 10-11, 2014



FRIDAY, JANUARY 10, 2014

AEP Registration and TSE Exhibit Hall

One complimentary Special Event Show session

Welcome and Sponsor Recognition

Gaylord Opryland Resort

Sally Webb, CSEP
Chair, AEP Committee
CEO, The Special Event Company

Excellence Through Collaboration: An Event Industry Perspective on Academic Events

Jim Hooker (Moderator)
President, Innovative Protocol

Kenneth Kristoffersen, CSEP, CEM
POP Kollaborative, Inc.

Kathy Miller
Total Event Resources

Kristjan Gavin, CMP
In Good Company Meetings & Events

David Merrell
AOO Events

Q&A Session

Free Time

Welcome Reception

SATURDAY, JANUARY 11, 2014

Continental Breakfast and Exhibitor Space

Conference Welcome

Belmont University

Sally Webb, CSEP
Chair, AEP Committee
CEO, The Special Event Company

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Robert Fisher
President, Belmont University

Morning Keynote Session

Dr. Paula Gill
Vice President for Institutional Effectiveness, Belmont University

Break

Graduate Breakouts (For attendees with 5+ years of event experience)

The In's and Out's of Working with Visiting VIPs

Hosting VIPs can run the gamut from local dignitaries to international ambassadors. This session will focus on issues relating to budgets, gifts, and most importantly, protocol and VIP expectations. Attendees will also learn the in's and out's of specific challenges like VIP introductions, transportation, accommodations, food and security.

Melissa Werner
Arizona State University

Carolyn Ent
Elon University

Recruiting and Retaining Sponsors for Academic Programs

Attracting and retaining sponsors is a skill which few institutions do well. Not enough thought is given to the return on investment for the sponsor, and how to retain their support for ongoing programs. In this seminar you will learn how to produce a financially attractive sponsorship proposal, and ways in which to represent your sponsors during events. Brand recognition methods will be discussed and examples given. It is so much easier to retain a sponsor than attract a new one, so this session will help you become a sponsorship guru in your academic institution.

Sally Webb, CSEP
Chair, AEP Committee

Undergraduate Breakouts (For attendees with <5 years of event experience)

Tools to Build the Ultimate Fundraising Gala

Hear from a panel of your peers as we break down the components of creating a successful fundraising gala. The second half of the presentation will be a workshop where you will get into groups and come up with ingenious fundraising ideas. A white paper will be written on the outcomes of both experience level sessions and emailed to everyone after AEP.

Steve Whyte
University of the Pacific

Nancy Strutzenberg, CSEP
Drake University

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Shea Patterson Young
UNT Health Science Center

Brady Miller, CSEP
Indiana University

Advancement Strategies for Your Career

This session is not just for those who are actively seeking a new job. But in a field that demands so much, it is easy to lose sight of individual career goals. Do you know what differentiates entry-level, senior and director level positions in academic event planning at various institutions? Are there technical skills and behavioral traits that Hiring Managers value even more than a progressively complex history of successful events? Join us for a presentation that answers these questions. We'll discuss the challenges to career advancement in higher education, and hear what alternate career paths are open to academic event planners. Using strategic information from this session, you will be able to outline a professional development plan that advances your long-term career goals.

Kathy Wright
Duke University

Kelly A. Cherwin
HigherEd Jobs

Hallie Crawford, MA, CPCC
Create Your Career Path

Sally McKay, MBA, SPHR
Belmont University

Graduate Breakouts

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Tools of the Trade: How Technology Can Make Your Job Easier

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We're all expected to do more with less. The bar keeps going up and the budgets don't. Luckily for us, technology has come a long way in helping us to "work smarter". This session will showcase some of the great tools out there that should be considered "must haves" in your event arsenal. From radios to iPads to a variety of software, these "tools" are worth the investment, can cut down on the time and effort it takes to do your job, allow you to be more interactive with your "clients" and save a few trees along the way.

Richard Williams
Loyola University Chicago

Angela Bojorquez-Rojas, CMP
University of California, San Diego

Undergraduate Breakouts

Meaningful, Memorable, and Measurable! Donor Relation Events

How to juggle everything and still pull off a great event! Deliver outstanding alumni and development events on limited resources. Event planning basics and a forum for issues and solutions. Help others understand what happens "behind the scenes" and why it is important. Providing your top donors and prospects access to the leadership and resources of the organization; creating community among donors and prospects. The differences between cultivation, recognition and fundraising events; emerging trends in event planning and implementation.

Jenny Jones
The University of North Carolina, Charlotte

Creating a Skilled Volunteer or Student Workforce

No event can operate smoothly without a trained and dedicated workforce. This session will address how to recruit, train and retain a volunteer workforce as well as how to create and sustain a paid student workforce at your institution. We will also explore why people volunteer and how to make certain your volunteer pool is full at all times!

Melissa Werner
Arizona State University

Jim Hooker
Innovative Protocol

Lunch Break and Exhibitor Space

Lunch Keynote Session

The 21st Century Conundrum:

How to Create and Sustain a Brave New World for Academic Celebrations

During the past half century academic events have significantly risen in stature to become integral to the mission, vision and values of most institutions of higher education. As institutions of higher education become more and more dependant upon external support, the role of academic events has shifted from discretionary to essential. Professor Joe Goldblatt has just celebrated his fortieth anniversary as a university lecturer and the twenty-fifth anniversary of writing the first text book in the field of special events management. In this program you will learn how to create relevant and radiant academic events that promote sustainability through innovative approaches to communicating with your multiple stakeholders. Further, you will learn how to become a more effective advocate of academic events to increase your future support from administration leaders. Professor Goldblatt is the co-author of the International

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Dictionary of Event Management with the late Dr. Kathleen Nelson.

Joe Goldblatt, CSEP, FRSA
Queen Margaret University (UK)

Keynote Q&A

Broad Topic Panel Discussions

Capital Campaigns

Carolyn Ent (Moderator)
Elon University

Commencement & New Student Convocation

Melissa Werner (Moderator)
Arizona State University

Alumni Reunions

Jenny Jones (Moderator)
The University of North Carolina, Charlotte

Round Table Discussions

Groundbreaking/Building Dedications

Steve Whyte
University of the Pacific

Overseas Events

Sally Webb, CSEP
Chair, AEP Committee
CEO, The Special Event Company

Producing a Financially Lucrative University Golf Tournament at Your School

Debbie Wood
The University of Texas at Tyler

Athletic Entertaining

Rita Manning
The University of Georgia

Silent Auctions

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Pinterest as an Event Tool

Angela Bojorquez-Rojas, CMP
University of California, San Diego

Sustainability at Events

Kathy Kay
Duke University

Final Remarks

Buses Depart for Airport and The Gaylord Opryland Resort