

Creating College Partnerships through Events

LaZendra Danforth | *University of Florida College of Pharmacy*

SESSION DESCRIPTION

Properly utilizing resources is an art form. Your success depends greatly on your ability to create, grow, and maintain a partnership that is beneficial to all entities. This session will review specific case studies that reflect upon working alongside various college departments, specifically the development & alumni engagement teams. Take a deep dive into the events that support the vision of each department, and the importance of your role as the coordinator. This presentation will help you better understand how to create an event strategic plan that outlines the ROI for each program and one that leaves a lasting impression.

SPEAKER BIO



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.