

SESSION:

Grandparents University: Creating Lasting Memories!



Speaker Profiles:



Cathy Swick | Purdue University

With more than thirty years of experience as a high-energy graphic designer specializing in print and environmental signage, Cathy excels at creating harmony between visual communication, spatial design, and immersive experiences. As senior creative director at the Purdue for Life Foundation she strives daily to inspire, build, and sustain a culture of excellence across her team and the entire organization. Collaborating with colleagues to produce cutting-edge, themed events for Purdue University's alumni, friends, and fans is a highlight of her team's extensive body of work. Cathy is a graduate of Purdue; two of her children are currently attending the university!

Emily Richter | *Purdue University*

The Purdue for Life Foundation's most unique and prominent events have become bigger and better under Emily Richter's guidance. As director of special events, Emily oversees many of the university's homecoming activities, its annual fundraising gala—the Boilermaker Ball—its increasingly popular Grandparents University, and numerous other events. Her expertise in strengthening relationships within the organization has made collaboration with various departments easier and more effective. As a graduate of the university, Emily prides herself on creating unforgettable events that have alumni coming back year after year.



About the Session:

Grandparents University (GPU) is an intergenerational experience that strengthens the connection between grandparents and grandchildren and allows them to learn with each other and from each other. In summer 2023, the Purdue for Life Foundation hosted a highly successful two-day Grandparents University on its West Lafayette campus. Hear from two leaders of Purdue for Life's Special Events and Marketing and Communications departments about how their teams conducted on-site research; built pre-registration excitement; incorporated and engaged colleagues and partners from across campus; and sold out within hours! What went amazingly well? What will we revise and adjust for next year? Join us to find out!