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SPECIAL EVENTS  
COUNCILS &  
OTHER FORMS OF  
NETWORKING

# TOP TEN MOST STRESSFUL JOBS



**Meghan Casserly**, Forbes Staff

I cover the juggle of work, life and play for smart, ambitious women.

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FORBESWOMAN | 1/04/2012 @ 11:09AM | 53,417 views

## The Most Stressful Jobs Of 2012 Aren't For Girls

This morning [CareerCast](#) released its annual list of the [most stressful careers](#):

1. Enlisted Military Soldier
2. Firefighter
3. Airline Pilot
4. Military General
5. Police Officer
6. Event Coordinator
7. Public Relations Executive
8. Corporate Executive (CEO)
9. Photojournalist
10. Taxi Driver



[Click for full photo gallery: Most Stressful Careers](#)

But don't stress, little lady, they're (mostly) not for you.

Of the top ten ranked professions, six are clearly dominated by men. Half of them are fields that place its employees in mortal peril. [Statistically speaking](#), airline pilots, firefighters, police officers, corporate executives and taxi drivers include less than one woman to every ten men. Just two careers, public relation executives and event coordinators, have numbers that indicate equal opportunity.

But in an employment landscape that's on the whole shifting closer and closer to equality with each passing year ([53% of corporate entry-level jobs are held by women](#)), we can't help but wonder if this list says more about who's doing what or just what we measure as most "stressful." Should we be worried more about the number of women filling roles in some of the most critical occupations or that lists like CareerCast's trivialize the stressors that drive women to report that their [stress levels are on the rise](#)? In fact, more often than men, women told the [APA](#) that their stress levels are regularly "high."

# WHAT DOES IT TAKE TO IMPLEMENTS, ORGANIZE, STRUCTURE AND RUN AN EVENT PLANNERS COUNCIL IN HIGHER EDUCATION?

- ◉ *From small shop to large university, we all face similar issues when planning events.*
- ◉ *Building a network of support on your campus not only creates closer relationships with colleagues, but adds professionalism and understanding of the issues faced by planners on a daily basis.*
- ◉ *We hope your take away from this session will be the "Top 10" Tips for Starting and Maintaining an Event Planners Council.*

# ITEMS TO BE COVERED TODAY

- ◎ **How did the council on your campus begin and how has it evolved?**
- ◎ **Attendance**
- ◎ **How is the Council at your institution managed?**
- ◎ **Educational Components**

**KHADINE MCNEILL**

***ASSISTANT DIRECTOR, CONFERENCE AND EVENT SERVICES, DUKE UNIVERSITY***



**Special Event Planners Council**  
**Membership Guidelines and Profile**

- ◉ We appreciate your interest in joining the Duke University Special Event Planners' Council! With over 150 members and growing, the SEPC is comprised of professionals from across the University and Health System whose work spans many departments. The council meets monthly for a complimentary luncheon at various venues that highlights resources helpful to the work we complete on and around campus.
- ◉ Once your membership is confirmed, you will begin to receive electronic invitations to Council events and informational emails through the email account you provide on this SEPC profile. The informational email will provide details regarding the monthly meetings and other relevant events and opportunities available to you throughout the academic year

- ◎ ***For consideration of membership, please ensure the following before completing the profile:***
  - Must be a current full-time Duke employee for no less than ninety (90) days
  - More than 25% of responsibilities should involve event planning and/or event planning support
  - Must attend no less than four of eight (4 of 8) meetings per year to maintain active status
  
- ◎ ***Additional Information:***
  - Members are strongly encouraged to participate in one of three (1 of 3) subcommittees: Membership, Education or Website/Social Media
  - Members may bring one (1) guest to one monthly meeting per semester (excluding September, December, and May)
  - The Council will host one (1) SEPC information session for potential members each semester prior to the October and March meetings.
  - A basic member contact list is accessible internally; you must OPT OUT for your information to be exclude on a separate list to share with vendors
  
- ◎ **NOTE: Colleagues are asked to respect the privacy of members and NOT share the internal list**

# JILL TOWNSEND

## DEPUTY DIRECTOR, OFFICE OF SPECIAL EVENTS & PROTOCOL, UC SAN DIEGO



### Sample Survey Monkey question:

#### Events Council Survey 2011

#### 1. Events Council Survey 2011

After a year hiatus for the 50th Anniversary, we are pleased to announce that Events Council is back. Please complete the following survey so we can improve your Events Council Meeting experience used to help us plan Events Council programming for 2011-2012.

**\*1. Rate your interest-level for the following Events Council Meeting Topics. Use the "other" option to suggest topics that are not listed.**

|   | Very Interested       | Interested            | Slightly Interested   | Not Interested        |
|---|-----------------------|-----------------------|-----------------------|-----------------------|
| Eco-friendly Events                             | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Environmental Health and Safety/Risk Management | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Event Etiquette                                 | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Event Marketing                                 | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Events on a Budget                              | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Events with Chancellor Fox                      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Hotel and Catering Contracts                    | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Negotiating                                     | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Parking & Transportation                        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Professional Development                        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| UCSD Catering                                   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Using Outside Vendors                           | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Other (please specify)                          |                       |                       |                       |                       |

## Additional questions were asked concerning:

- Interest in presenting at a meeting
- Favorite meeting or meeting topic from the past and why
- Locations to hold future meetings
- Preferred time of day and day of week for meetings
- Preferred meeting format
  - (offered different combinations of networking and education programming)
- What impacts attendance at a meeting
- Use of knowledge or a vendor acquired through a meeting



**MELISSA WERNER  
DIRECTOR, UNIVERSITY CEREMONIES/PROTOCOL OFFICER  
ARIZONA STATE UNIVERSITY**



ARIZONA STATE UNIVERSITY

<http://specialevents.asu.edu/>



Arizona State University colleges, departments and outreach programs produce hundreds of special events each year.

The university hosts more than 1,600 events and welcomes thousands of visitors each year. From lectures by our own faculty to conferences attracting international speakers and guests, from meetings of small constituencies to ceremonies celebrating academic achievements - ASU hosts them all.

This website is for the event planners and staff at ASU who make it all happen.

To see a calendar of all scheduled events open to the public, click [here \(http://specialevents.asu.edu/\)](http://specialevents.asu.edu/).

Check the [Frequently Asked Questions section \(faq\)](#) for answers to the most common questions event planners receive.

Not sure where to turn? Drop us an [e-mail \(contact\)](#) and we'll try to answer your questions.

Are you an ASU employee that plans events? Learn how to connect with this group in the FAQ section. [Click Here \(faq\)](#)

# TOP 10 TIPS FOR STARTING AND MAINTAINING A SPECIAL EVENTS COUNCIL

10. Networking - it's all about the people!
9. OK to have topics not relevant for every member
8. Start Small
7. Communication, Communication, Communication
  - ⦿ Open communication among members and others on campus
  - ⦿ What information is shared publicly, privately
  - ⦿ Be transparent about what the Council hopes to accomplish
  - ⦿ Make sure other council members are on the same page
6. Goals for the Council
  - ⦿ Choose one or two goals per year to accomplish\
  - ⦿ Don't try to tackle everything at once
5. Engage your membership
  - ⦿ Invite members to present, give topic ideas, get involved with donating a venue for meetings, submit featured vendor ideas, share best practices via a blog or listserv

# TOP 10 TIPS FOR STARTING AND MAINTAINING A SPECIAL EVENTS COUNCIL

## 4. Don't forget the students!

- ⦿ Involve them when you can do so
- ⦿ Ask them when planning events for them and/or other constituents

## 3. Consistency

- ⦿ Work on using the right branding, wording, protocol across campus

## 2. Ask for HELP!

- ⦿ Don't be afraid to share your idea with other planners on and off your campus and ask for suggestions, information, and help with the work load

## 1. Credibility

- ⦿ Whatever your campus planners decide to do make sure your efforts are professional, courteous and follow your campuses culture/policies/politics

# FOR MORE INFORMATION

- ◉ [http://groups.google.com/group/aep-event-planners-session/browse\\_thread/thread/aa3290d82734910?hl=en](http://groups.google.com/group/aep-event-planners-session/browse_thread/thread/aa3290d82734910?hl=en)

## AEP Event Planners Session

[ Search this group ] [ Search Groups ]

Welcome to the AEP Event Planners Session Discussion Group!

[Options](#)

☆ 1 message - [Collapse all](#) - [Report discussion as spam](#)

**Jenny** [View profile](#) [More options](#) Jan 9, 8:49 am

We will use this group to discuss ideas, issues and questions which arise after the AEP session Panel Discussion: Special Events Councils & Other Forms of Networking on Sunday, January 22, 2012.

Please join us for conversation related to starting and maintaining an event planners council in higher education.

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End of messages

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