

How The Look and Feel of Events Has Impacted Engagement and Development Events at Purdue University

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SESSION DESCRIPTION

In this session attendees will learn innovative ways to revamp tired event experiences while keeping best event practices in mind. Many academic event professionals face the same challenges when looking to breathe new life into existing events on campus. The challenge for today's event professional is to be creative enough to innovate the experience along with meeting the expectations of all stakeholders. This session will spark your imagination with exciting real-life examples, tips and tricks that delivered Instagram worthy experiences at Purdue University.

SPEAKER BIO



Lance Connolly serves as the Assistant Vice President for Special Events with the Purdue for Life Foundation, managing Purdue's Office of Special Events—a team of 20 event professionals producing on average 400 events per year, focused on a range of development, engagement and signature university events. A 2009 graduate of Purdue University, Lance is known for his out-of-the-box ideas and keen design sense which has placed Purdue in a spotlight all its own for higher education events.