

SESSION:

Learning from the Mouse: Adapting Disney-Inspired Secrets to Transform Academic Events



Speaker Profile:

Micheal Kloss | Emory University



Michael is an international award-winning Certified Special Event Professional, author, and event-planning instructor for more than 20 years. Special Events Magazine's 2012 “Organizational Event Planner-of-the-Year,” Michael brings his passion for technology, storytelling, experiential design, and Disney-inspired guest relations to each event he produces. He is Emory University’s Assistant Vice President for Emory Events and Chief Protocol Officer. Previously, Michael served as Executive Director of University Events for the University of Southern California. He is the author of “Five Days with the Mouse to be a Better Event Planner,” which received the 2021 ILEA ESPRIT Award for “Best Industry Contribution.”

About the Session:

It’s no surprise that academic event professionals are drawn to places like Walt Disney World. Around every turn is a spark of creative inspiration, and a chance to observe world-class guest relations, Imagineering, and storytelling mastery. The author of the award-winning Five Days with the Mouse to be a Better Event Planner will lead you on a journey through Disney-inspired secrets which can be applied to academic events at all budgets. From storytelling tips to guest immersion techniques and expectation management, we’ll look at events from an exciting new perspective. This presentation is not associated with theWalt Disney Company.