

### **Planning with a Purpose: Building Events That Leave a Lasting Impression**

**Devon Pasha** | *Drexel University*

#### **SESSION DESCRIPTION**

For whatever reason, most of us have forgotten or abandoned the human focus on engagement. Let's take a step back from cost saving, ROI, and logistics and re-frame the conversation towards a new goal. How can we design events and experiences with more purpose? What outcomes do we want for our attendees? How can we create meaningful and lasting memories? Together we'll explore how to refocus our lens and build fresh approaches to creating a new generation of engaged attendees.

#### **SPEAKER BIO**



Devon Montgomery Pasha, CMP, CED is a passionate events professional who specializes in nonprofit and advancement events. She applies over 15 years' experience in event planning to help Drexel University create engaging and impactful experiences for their global alumni network. She currently serves as the Director of Special Events for Alumni Relations specializing in signature events and engagement. A believer in purposeful and mission driven events, Devon leverages design thinking and empathy driven systems to design events that maximize impact and support for Drexel University. Prior to applying her skills in Higher Ed, Devon worked on notable special events around the Philadelphia region including work for the Philadelphia Eagles, the Philadelphia Waterworks, and the Fairmount Park Conservancy. Devon has been a featured speaker and volunteer for CASE and has been recognized for her passion in elevating the importance of events in Advancement. Devon holds a B.A. from Bryn Mawr College in Music and B.S. from Drexel University in Culinary Arts and Event Planning. Devon earned her CMP (Certified Meeting Professional) certification from the Events Industry Council in 2020 and a CED (Certified Event Designer) designation from the Events Design Collective in 2021. She is currently pursuing a Master's degree in Creativity and Innovation from Drexel University's School of Education and is an adjunct professor for Drexel's Hospitality Management program.