

SESSION:

Ritual, Tradition and Ceremony



Speaker Profile:



Melissa Werner | Arizona State University

Melissa Goitia Werner CSEP, is Executive Director of the Office of University Events & Protocol and the Office of University Ceremonies. She is a Protocol Officer at Arizona State University and the co-founder of the North American Association of Commencement Officers (NAACO) a professional association for commencement and graduation planners from across the United States and Canada. Melissa has more than 30 years' experience in event production and has produced commencement and other ceremonies for ASU for more than 20 years. Melissa is a Certified Special Events Professional (CSEP) and holds a Bachelor's degree in Journalism and Public Relations from the Walter Cronkite School of Journalism and Mass Communication at Arizona State University and a Masters degree in Educational Leadership from Northern Arizona University. She completed training as a Protocol Officer and is a certified Intercultural and Etiquette and Protocol Trainer through the Protocol School of Washington® and has completed a certificate in Hospitality & Tourism Management Certificate through Florida Atlantic University

About the Session:

Understanding how rituals and traditions affect ceremony and how ceremonies are structured can provide the basis for many events. Not all ceremonies have tradition, but almost all ceremonies incorporate rituals. When is the event a ceremony and when it is a celebration and how do all of these things fit into the culture of your institution?