

# FORBES LIST OF THE MOST STRESSFUL JOBS IN 2012

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1. Enlisted Military Soldier
2. Firefighter
3. Airline Pilot
4. Military General
5. Police Officer
6. Event Coordinator

The Forbes logo, featuring the word "Forbes" in a blue, serif font.

# Using Corporate Design Techniques to Deliver Successful Academic Programs

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## **Jim Hooker**

*Associate Senior Vice President  
USC Office of Cultural Relations  
and University Events*

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*President & Creative Director  
POP Kollaborative, Inc.*

## **Warren Dietel**

*President  
Puff 'n Stuff Events Catering*

## **David Fischette**

*CEO  
Go West Creative*

## **Jill Moran, CSEP**

*Owner, jsmoran special events  
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**Jim Hooker**

*Associate Senior Vice President*

*USC Office of Cultural Relations and University Events*

*Principle*

*Stewart & Hooker Academic Event Strategies*

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*Honors our members  
of the Armed Services*

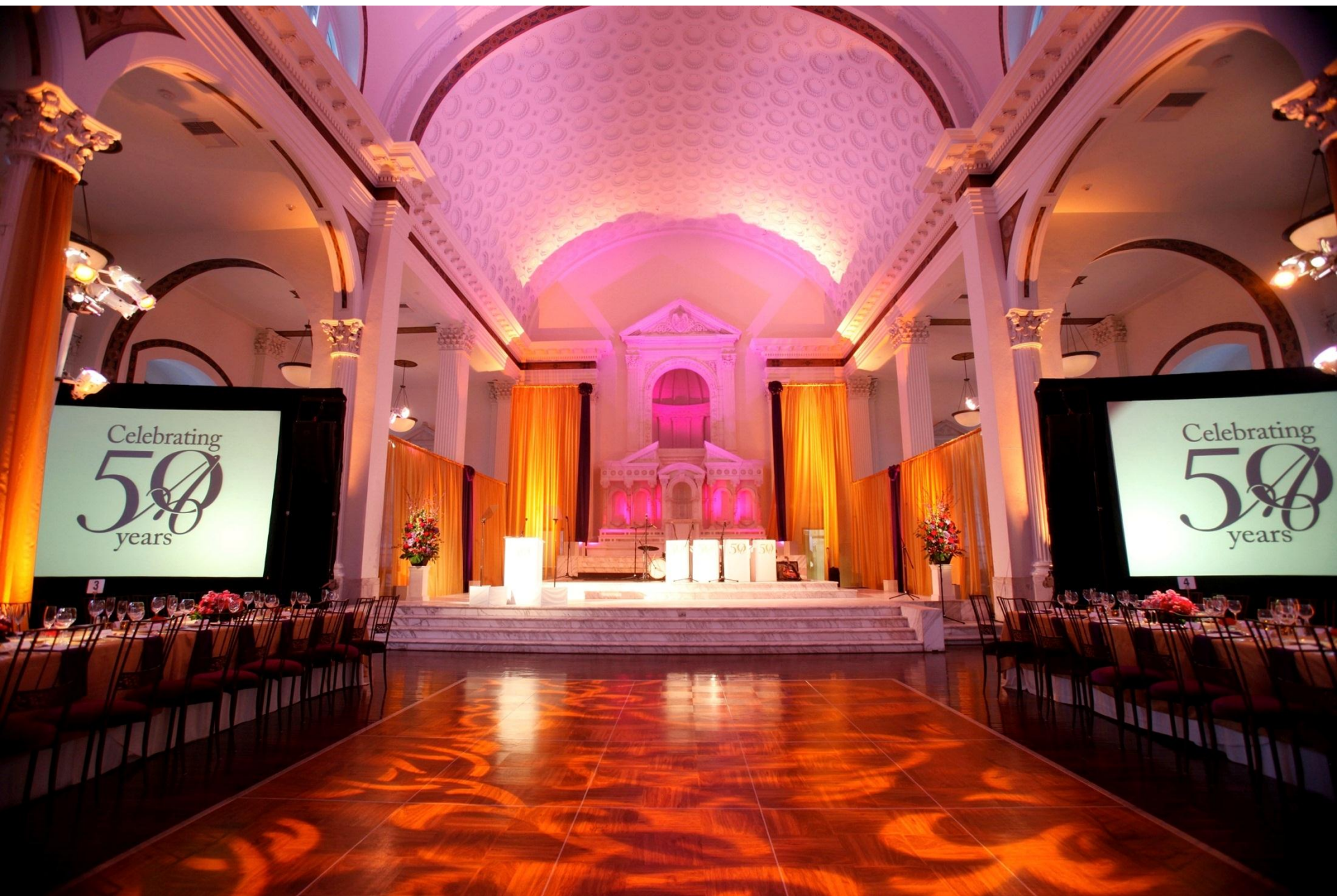


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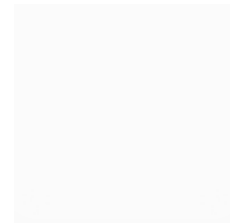






Celebrating  
50  
years

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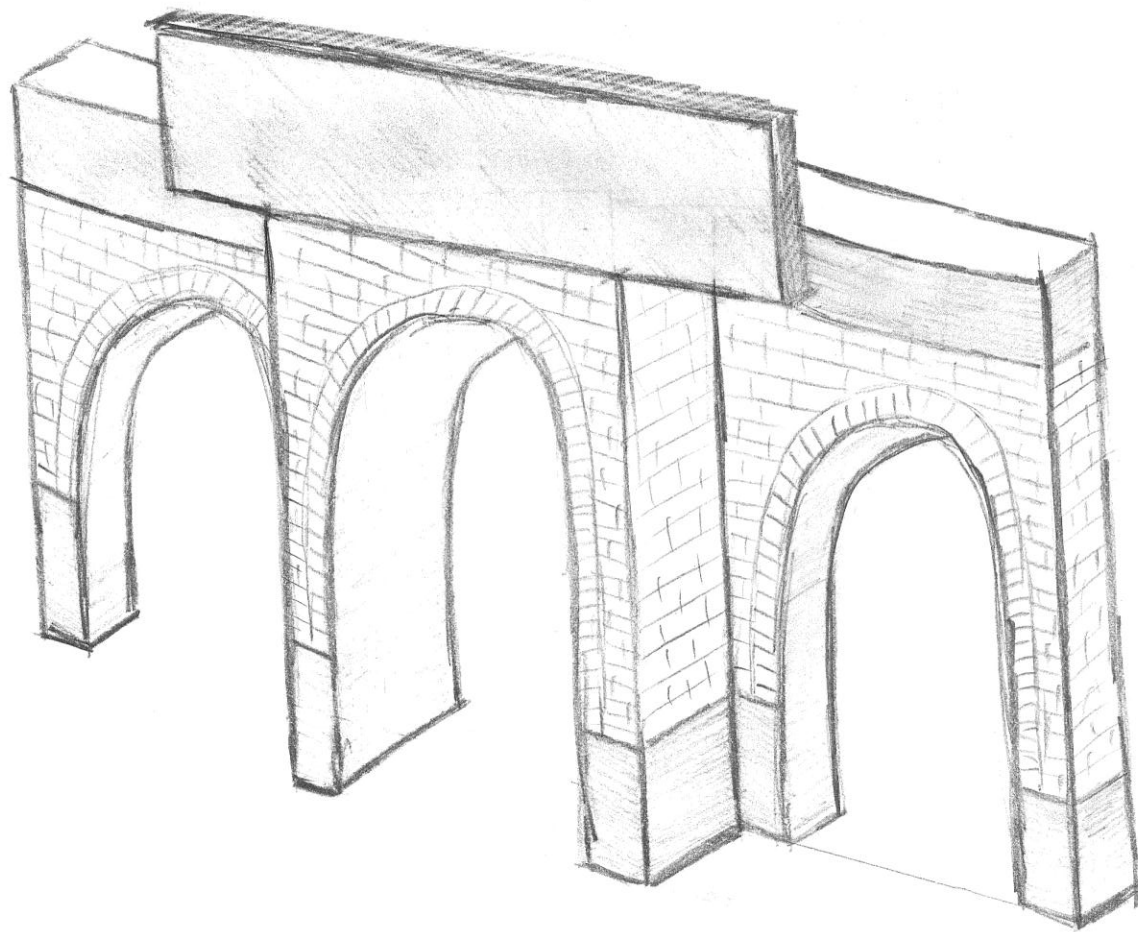


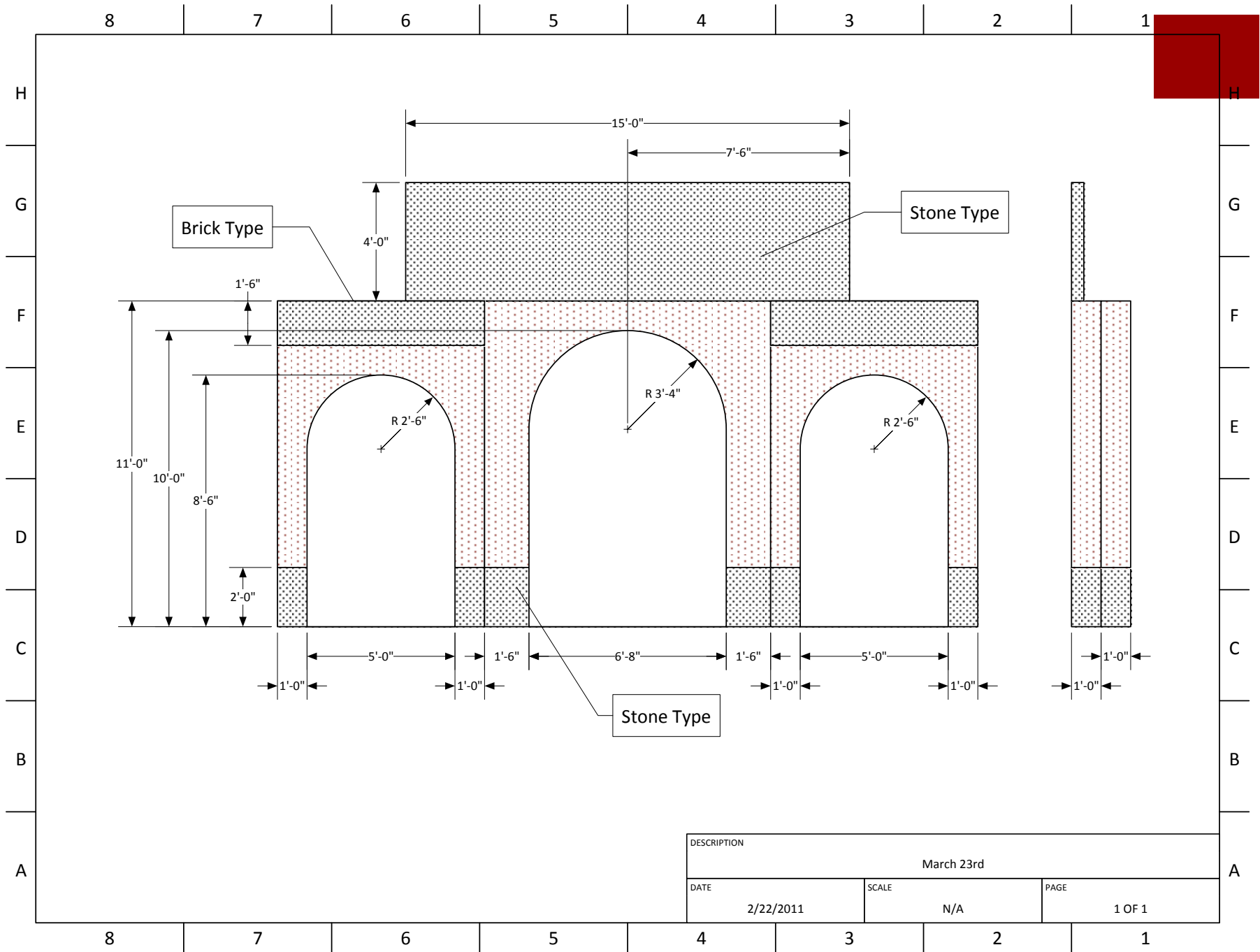






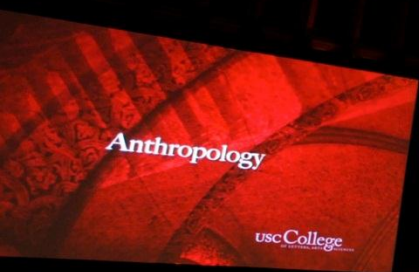






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**Ken Kristoffersen, CSEP, CEM**

*President & Creative Director*

*POP Kollaborative, Inc.*

# ***Tips for getting started in developing a concept document.***

- Understand WHY
  - Is there an opportunity to make this an integrated event?
  - Branding is evolving. Imprinting is in.
- Understand WHO (sponsors and attendees)
  - Be careful about getting caught up in demographics. Psychographics rule the world.
  - Don't only understand, but incorporate the influences throughout the event.

- Language
  - Budgets vs. Financial Investment
  - Dollars vs. Value
  - Creativity vs. Innovation
  - All design is really a “solution”
- Filters





BENJAMIN LAIRD ARTS & PHOTO | 2011



BENJAMIN LAIRD ARTS & PHOTO | 2011



# ***How to get the best from your vendors (event partners)***

- Treat them like partners not like suppliers
- Set them up for success. Their brand is just as important to them.
- Kollaborate

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**Warren Dietel**

*President*

*Puff 'n Stuff Events Catering*

# Maximizing Your Assets

Transform Unconventional Space  
into an Amazing Presentation

*Presented by:*

*Warren Dietel, President & Owner  
Orlando, FL*

Puff 'n Stuff  
EVENTS | CATERING

*Passionately Perfecting Life's Celebrations*



# My Story

## Warren Dietel, *Owner & President*

- Family business began in Trinidad as pastry shop
- Entrepreneurial from the beginning
- Professional Experience
  - Car Detailing, Puff 'n Stuff Catering, Disney Weddings, Disney Institute, Scott Kay
- Purchased PnSC in 2003
- Current ICA board member and regular speaker for the ICA, NACE and The Special Event



# The Puff Story

- Opened in 1980, purchased in 2003
- Tremendous potential + aggressive growth plan = 267% growth in 3 years
- 2010: over 200 staff members strong (40 FT)
  - Diversifying segment base
- 2011: expanded in Tampa market with an acquisition and opening of a second office
- *“Passionately Perfecting Life’s Celebrations!”*





# The Challenge

- My wife's 40<sup>th</sup> birthday
- My goal: an over-the-top chef's table experience in our kitchen
- Her requirement:  
**prettiness.**



# The Result: MD 20/20

- A celebration like none other!
- The Space:  
our commercial kitchen  
& commissary
- The Transformation:  
Gold & White Glamour
- A private chef's dining  
experience for 60 & a  
vivacious nightclub









# The Menu



9/10/11

## Yin Yang

Schramsburg Blanc de Blanc

## Study in Heirlooms

Cakebread Sauvignon Blanc

## Butter Poached Halibut

Laetitia Pinot Noir

## Fromage

Chateau de Fesles Chelin Blanc

## The Cake Maker's Mark

Chateau de Fesles Chelin Blanc



# The Video



# Thank You!

To download a copy of my slides, go to:  
<http://www.slideshare.net/WarrenDietel>

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Puff'nStuff  
EVENTS | CATERING

*Passionately Perfecting Life's Celebrations*

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**David Fischette**

*CEO*

*Go West Creative*

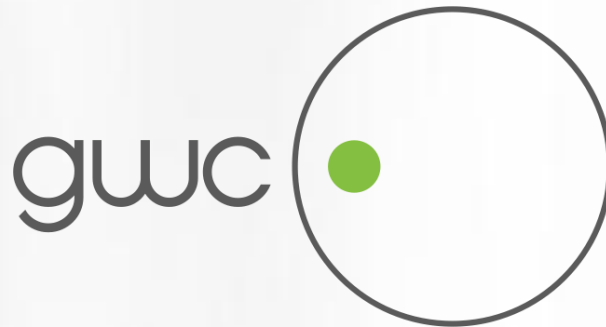
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# Basic Production Ideas

Lighting. Décor. Sound. Entertainment

David A. Fischette  
CEO/Executive Producer



# How to make this.....



# ...Look Like This!





# What You Need

- Vision
- Clear understanding of your audience
- Leadership
- Buy Off
- Volunteers
- Value (you need to spend a buck to raise a couple).

# Decor

- Get clear on your message (theme)
- Think creatively how your goals can be met
- Dream it
- Design it.
- Determine what you need professionals for
- Determine how to best utilize your volunteers
- Project Manage your Volunteers
- Project Manage your Product

# Lighting

- This is your most important element of décor
- You can get a lot of bang for a relatively few bucks
- LED lighting has dropped in pricing, takes up less energy and has the ability to change colors on the fly
- Even Moving Lights have dropped in pricing...consider investing ins some small movers.
- Does your institution have a theatre department?  
Can you recruit some of those people?



# Audio

- Sound design is key for flawless execution
- Assess the raw spaces that you will be in
- Determine what can be used through décor to help with the audio issues
- Louder is not better. Even distribution of sound is key
- Talking head vs. entertainment
- Acoustic vs. digital/electric
- Performance rider for headliners

# Entertainment

- Somebody knows somebody
- Working with Celebrities
  - Asked constantly to do favors
  - The cause has to hit their hearts
  - Headache of Riders (plus/plus)
- Integrate kids into the program
  - Utilizing kids from wealthy backgrounds is not a bad thing)

Client: Oaks Christian School

Theme: Legacy-Yesterday, Today &  
Forever







Legacy Garden







Legacy Garden







Legacy Garden







Legacy Garden







# Legacy Garden





Legacy-Today









# The Story of the OCS Legacy











# Athletic Distinction







# Athletic Distinction







# Athletic Distinction







# Athletic Distinction







# Artistic Expression









# Artistic Expression





# Artistic Expression







# Passion for Service







# Passion for Service







# Passion for Service







# Passion for Service







Forever-Heaven







# Forever-Heaven





NBC Sportscaster-Fred Roggin







Wayne Gretzky





Mark Burnett & Roma Downey







# Legacy Student Performers





# Legacy Student Performers







# Legacy Student Performers





Tribute to Legend Jimmy Jam







Ray Parker Jr.



Paulina Gretzky





Student Performers-“If it Isn’t Love”





Johnny Gill







Sinbad





Sinbad

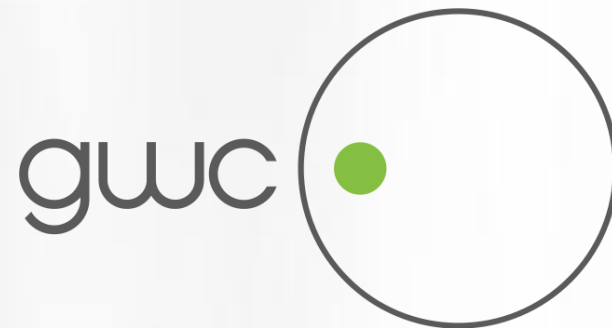






# Thank You

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**Jill Moran, CSEP**

*Owner, jsmoran special events*

*Director, Special Events Institute*

# ***How to further educate your team in the art of events***

- Internal Knowledge
  - Brand – what is your brand?
  - Stakeholders – know what they want
  - Attendees – what are their hot buttons
- Event Knowledge
  - Craft – get good at producing events
  - Tap resources – get inspired, gather resources – look to fashion, textile, architecture
  - Other professionals – interior designers, artists, friends from other disciplines



# Where do we find inspiration?

- Reflection
- Collaboration
  - Sharing
  - Brainstorming
- Partnering
- Reading
- Watching

# Case Study: BOUNDLESS





# Modern and Innovate Treatment



# A look at the tented cocktail area





# Lighting treatment for dinner



# Presentation Ceremony





# Visual messaging through a step and repeat backdrop



# ***Décor tips that don't cost the earth***

- Purchased items for every event
- Items from sponsors/alumni/supporters
- Centerpiece Ideas
  - Simple designs
  - Tablescapes – non floral displays
  - Carry-aways – Design and Shine



# Maximizing Décor and Space

- Small Rooms – Multipurpose décor for bars and buffets
- Large Rooms - center or entryway makes an impact
- Signage – decals to identify theme and signature event on standard signs
- Consider what will be in video/photo and make sure it looks professional

# Bar Area with Event Graphics





# Fabric and Lighting Effects



# Sheer Fabric with Lighting



# Lounge Area





# Lighting Effects in Center Lounge area



# Use of Center Room





# ***Shake It Up For Science Event***





# Before



# After





# Whimsical tablescapes





# Simple Centerpiece



# Colorful drapery





# Contrasting drapery



# Colored Lanterns





# More tips on Saving Money

- Use large items to fill in high ceilings
- Think lunch not dinner
- Consider mini-desserts on stations
- Beer and wine only
- Hotel vs. unique space
- Consider day of week, time of year

# USING CORPORATE DESIGN TECHNIQUES TO DELIVER SUCCESSFUL ACADEMIC PROGRAMS

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**Q & A**



# Special Events Councils & Other Forms of Networking

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Moderated by

**Jenny Jones**

*Director of Alumni Affairs*

*Duke University School of Medicine*

**Panelists:**

**Khadine Mcneill**

*Assistant Director, Conference &  
Event Services  
Duke University*

**Jill Townsend**

*Deputy Director, Office of  
Special Events & Protocol  
UC San Diego*

**Melissa Werner**

*Director of University Ceremonies  
Arizona State University*

# **SPECIAL EVENTS COUNCILS & OTHER FORMS OF NETWORKING**

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**Q & A**