

SESSION:

Small Moments, Big Impact: Building Event Affinity Through Cohesive Branding



Speaker Profiles:



Kathleen Pendleton | Milton Academy

Kathleen is a seasoned event planner with a decade of experience in the non-profit and academic sectors. Her career features significant roles at the Boston Symphony Orchestra, where she successfully managed events like the Bernstein Centennial Gala and the opening of the Linde Center for Music and Learning. In her current role as the Development Events Manager at Milton Academy, Kathleen leads a diverse array of events, including Reunion - which brings together 500 alumni to campus, and a series of exclusive welcoming events to introduce the new head of school to the Milton community. Discover more about Kathleen's events at kathleenpendleton.com.

Carrie Fox | University of the Pacific

Since 2005 Carrie has led her own successful business, The Fancy Fox, specializing in event coordination, interior design, and custom gifts; spearheading numerous community events, fundraising initiatives and creative projects. Along with her company, she has worked with non-profits and universities taking on all levels of event production responsibilities and is currently living her dream as the Executive Director of University Events at her alma mater, University of the Pacific. She loves to craft, plan parties and travel every chance she gets but curating memorable moments is her passion. She truly believes in the art of hospitality and the importance of a clearly branded and well executed event that's fiscally responsible, sustainable and inclusive of all. Carrie is truly the life of the party!



About the Session:

This is a session for the event professional aiming to make everything special, build a lasting impression, and cultivate a positive connection; all while working with a tight budget. We will highlight branded swag and thoughtful event details that leave a lasting impression on any attendee, including unique locations, interesting layouts, branded giveaways, enhanced VIP experiences and everything in between. Join us to learn more about elevating your campus events through branded moments that make a significant impact.