

SESSION:

**Utilize Your Most Valuable
Resource: Students!**



Speaker Profiles:

Jessica Ballard, CMP, CSEP | Utah Valley University

Ballard is an Event Professional with over fifteen years of experience in the education, non-profit and performing arts industries. She is a Faculty Member at Utah Valley University teaching Event Planning/Management and other related courses for the Event and Hospitality Management Program. Jessica previously worked as the Senior Director of Executive Events at UVU planning events for the institution such as galas, ceremonies, ribbon-cuttings, and other major celebrations.



Brennan Butikofer | Utah Valley University

Brennan Butikofer is the Assistant Director of Presidential & Campus Events on the Utah Valley University Executive Events team. Brennan graduated from UVU in May 2022 with a Bachelor of Science in University Studies (music emphasis) and a minor in Event Planning. As a student she took part in the Executive Event Ambassador Program for two years, and then being hired by the team soon after graduation, now co-manages the program. She loves working with the students and getting to do what she loves every day.



Kenzie Prows | Utah Valley University

Kenzie is the Director of Presidential and Campus Events on the Utah Valley University Executive Events team. Kenzie began planning events at UVU in various student leadership programs from 2016-2020 and began working with the CASE award winning Executive Events team in 2021. During her time with the team, she has implemented ambassador tracks, onboarded fellow team members, and played a vital role alongside the team in planning and executing the event launch of the University's First Comprehensive Campaign, EverGREEN in 2021 with the goal to raise \$350 million dollars by 2026!



About the Session:

Utilize your most valuable resource: Students! Don't miss out on the incredible potential of your student body. Join us to learn how to harness the power of students beyond just event volunteers. Hear success stories from Utah Valley University's Executive Events department and its Event Ambassador program. Discover how to involve students in planning and marketing while helping them gain real-world experience and providing extra assistance for your department. It's a win-win! So put your most valuable resource to work: the students!