

Event Production from the Outside-In

Melissa Werner | *Arizona State University*

SESSION DESCRIPTION

This session will discuss event production and logistics and how that process starts with planning outside of the venue. How does parking and security affect the event before it begins and how a great planning team and production schedule can produce events at the highest level.

SPEAKER BIO



Melissa Goitia Werner, CSEP, is Executive Director of the Office of University Events & Protocol and the Office of University Ceremonies. She is 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 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](#).