

Who's in Charge, Your Team or My Team?

Cara Workman | *University of Connecticut*

Marinda Reynolds | *UConn Foundation*

SESSION DESCRIPTION

Colleges and Universities have lots of event teams - University events, development, athletics, student affairs, conference services, and many more. Planners spend a lot of time chasing information, trying not to host competing events, and sorting out which team should be the lead on what. A gray box is the norm, typically serving multiple audiences and overlapping or at times, competing, goals. Let's talk about tools and lessons learned on supporting one another to achieve success for the institution.

SPEAKER BIO

Cara Workman | *University of Connecticut*



Cara Workman has led UConn's signature programs and events for over 25 years in both the UECS office and the President's Office. Having worked under seven presidents, Cara is adept at remaining agile to achieve success for high-profile dignitary visits, board and leadership activities, installations, Commencements, Convocations, as well as a myriad of special events and programs for UConn departments and external groups. She loves to mentor students and individuals about the nuances of the special events and conference industries and holds a bachelor's degree and an executive MBA from UConn.

SPEAKER BIO

Marinda Reynolds | *UConn Foundation*



Marinda Reynolds is the Associate VP for Stakeholder Engagement at the UConn Foundation, overseeing the strategy and implementation of major stakeholder events and alumni engagement. Her unique role involves constantly evaluating and reinvigorating stakeholder events with a strategic focus on alignment with advancement priorities. Marinda has led numerous event roles in ten years at UConn, including launching new university leadership, gift announcements, executing marquis Athletics events, and most recently hosting President Biden on campus in partnership with her co-presenter. Marinda holds a bachelor's degree from the University of Rhode Island and a master's degree from the University of Florida.