

# Day 1 | Sunday, March 1st



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|----------------|--|---------------|
| <b>7:30am</b>  | <b>Registration and Breakfast Opens</b>  | TCC Ballroom  |
| <b>8:40am</b>  | <b>Welcome by AEP Chair</b>  | TCC Ballroom  |
|                | <b>Keynote Presentation</b>  |               |
| <b>9:00am</b>  | <b>Scaling Impact: Developing a Strategy to Build a Robust Internal Events Team</b><br>Adam Rosen, Associate Vice President, Office of Cultural Relations and University Events, University of Southern California | TCC Ballroom  |
| <b>10:00am</b> | <b>Break</b> - Move to Breakout Session 1 & Meet with Sponsor Exhibitors   | TCC Ballroom  |
|                | <b>Breakout Session 1</b>  |               |
|                | <b>1A   Designing Orientation with Purpose: Balancing Information and Connection in a Multi-Day MBA Welcome Experience</b><br>Avni Kansara, University of California, Berkeley                                     | The Forum     |
| <b>10:15am</b> | <b>1B   Strategic Storytelling on the Road: The Journey of Delaware to the World</b><br>Karie O'Neill, University of Delaware  | Rosen Room    |
|                | <b>1C   More Than Just Scissors and Shovels: Planning Meaningful Groundbreaking and Dedication Ceremonies</b><br>Tyger Glauser Nicholas, University of Tennessee - Knoxville                                       | Tommy's Place |
| <b>11:15am</b> | <b>Break</b> - Move to General Session & Meet with Sponsor Exhibitors  | TCC Ballroom  |
|                | <b>General Session</b>   |               |
| <b>11:30am</b> | <b>Bridging the Gap: Vendor Partnerships That Make the Grade</b><br>Matthew Regan, Emerson College & Briana Silvio, Elevated Impressions   | TCC Ballroom  |
| <b>12:30pm</b> | <b>Lunch</b>   | TCC Ballroom  |
|                | <b>Breakout Session 2</b>  |               |
|                | <b>2A   From Classrooms to Center Stage: Integrating Student Work into Signature Events</b><br>Kyla Dunn & Liz Ronecker, University of Missouri  | The Forum     |
| <b>1:30pm</b>  | <b>2B   The Life of a Tailgate: Creating Impactful Athletic Events from Start to Finish</b><br>Jordan Brantley-Prewitt, University of Tennessee - Knoxville  | Rosen Room    |
|                | <b>2C   Building a Bridge: Gen Z and the New Rules of Engagement</b><br>Doneshia Webster, UNC Chapel Hill  | Tommy's Place |
| <b>2:30pm</b>  | <b>Break</b> - Move to Breakout Session 3 & Meet with Sponsor Exhibitors   | TCC Ballroom  |
|                | <b>Breakout Session 3</b>  |               |
|                | <b>3A   Offsite Contingency: Planning Event Safety When You're Not in Your Own Space</b><br>Rowan Halliday, The University of Texas at Austin  | The Forum     |
| <b>2:45pm</b>  | <b>3B   Sponsor Discovery - A Deep Dive into Products that Shape Academic Events</b>   | Rosen Room    |
|                | <b>3C   Do More of the Work You Want, and Less of What Overwhelms You</b><br>Laurel Belman, University of Wisconsin - Madison  | Tommy's Place |
| <b>3:45pm</b>  | <b>Break</b> - Move to Institution Breakouts & Meet with Sponsor Exhibitors  | TCC Ballroom  |
|                | <b>Breakout Session 4</b>  |               |
|                | <b>Institution-Sized Open Discussion</b>   |               |
| <b>4:00pm</b>  | <b>4A   Small Institutions (Up to 6,000 students)</b>  | The Forum     |
|                | <b>4B   Medium Institutions (6,000 - 20,000 students)</b>  | Rosen Room    |
|                | <b>4C   Large Institutions (20,000+ students)</b>  | Tommy's Place |
|                | <b>4D   C-Suite (For event managers or directors with 8+ years experience)</b>   | TCC Ballroom  |
| <b>5:00pm</b>  | <b>Reception</b>   |               |

# Day 2 | Monday, March 2nd



|                |   |  |
|----------------|---|--|
| <b>8:30am</b>  | <b>Breakfast</b> - Meet with Sponsor Exhibitors   | TCC Ballroom   |
|                | <b>Breakout Session 1</b>   |  |
|                | <b>1A   Making the Moment Matter: Storytelling Techniques to Elevate Academic Events</b><br>Jihan Lang, Spelman College   | The Forum  |
| <b>9:30am</b>  | <b>1B   Marketing and Communication Ideas to Improve Your Campus Events – A Case Study from Vanderbilt's Commencement</b><br>Matthew Redd, Vanderbilt University  | Rosen Room   |
|                | <b>1C   The Best Laid Plans... and the Political Landmines</b><br>Rachel Ash, Colgate University  | Tommy's Place  |
| <b>10:30am</b> | <b>Break</b> - Move to General Session & Meet with Sponsor Exhibitors   | TCC Ballroom   |
|                | <b>General Session</b>  |  |
| <b>10:45am</b> | <b>RFP's: The Key to Your Success... or Your Biggest Nightmare</b><br>Jim Hooker, AEP Chair, TSEC Academic Solutions<br>Jill Townsend, Executive Director Special Events and Protocol, University of California - San Diego<br>Melissa Goitia, Executive Director of University Ceremonies, Arizona State University  | TCC Ballroom   |
| <b>11:45am</b> | <b>Idea Gallery</b>   | TCC Ballroom   |
| <b>12:00pm</b> | <b>Lunch</b>  | TCC Ballroom   |
|                | <b>Breakout Session 2</b>   |  |
|                | <b>Institution-Sized Open Discussion</b>  |  |
| <b>1:00pm</b>  | <b>2A   Small Institutions (Up to 6,000 students)</b><br><b>2B   Medium Institutions (6,000 - 20,000 students)</b><br><b>2C   Large Institutions (20,000+ students)</b><br><b>2D   C-Suite (For event managers or directors with 8+ years experience)</b>   | The Forum<br>Rosen Room<br>Tommy's Place<br>TCC Ballroom |
| <b>2:00pm</b>  | <b>Break</b> - Move to Breakout Session 3 & Meet with Sponsor Exhibitors  | TCC Ballroom   |
|                | <b>Breakout Session 3</b>   |  |
| <b>2:15pm</b>  | <b>3A   Engage, Inspire, Enroll: Building the Camp that Converts Student Curiosity into Commitment</b><br>Missy Arendash, University of Nevada, Las Vegas<br><b>3B   Sponsor Discovery - A Deep Dive into Products that Shape Academic Events</b><br><b>3C   From Chaos to Clarity: Applying Project Management Principles to Academic Events</b><br>Collette Shaver & Rebecca Rumbau, University of Nevada, Reno, School of Medicine | The Forum<br>Rosen Room<br>Tommy's Place                 |
| <b>3:15pm</b>  | <b>Break</b> - Move to AEP Power Hour & Meet with Sponsor Exhibitors  | TCC Ballroom   |
|                | <b>AEP Power Hour</b>   |  |
| <b>3:30pm</b>  | It's your turn to ask the questions and provide the answers in this open discussion on all things academic events   | TCC Ballroom   |
| <b>4:45pm</b>  | <b>Closing Remarks</b>  | TCC Ballroom   |
| <b>5:00pm</b>  | <b>2026 AEP Conference Concludes</b>  |  |