

# Day 1 | Sunday, March 1st

<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>9:00am</b>	<b>Keynote Presentation</b> <b>Scaling Impact: Developing a Strategy to Build a Robust Internal Events Team</b> 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>10:15am</b>	<b>Breakout Session 1</b> <b>1A   Designing Orientation with Purpose: Balancing Information and Connection in a Multi-Day MBA Welcome Experience</b> Avni Kansara, University of California, Berkeley	The Forum
	<b>1B   Strategic Storytelling on the Road: The Journey of Delaware to the World</b> Karie O'Neill, University of Delaware	Rosen Room
	<b>1C   More Than Just Scissors and Shovels: Planning Meaningful Groundbreaking and Dedication Ceremonies</b> 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>11:30am</b>	<b>General Session</b> <b>Bridging the Gap: Vendor Partnerships That Make the Grade</b> Matthew Regan, Emerson College & Briana Silvio, Elevated Impressions	TCC Ballroom
<b>12:30pm</b>	<b>Lunch</b>	TCC Ballroom
<b>1:30pm</b>	<b>Breakout Session 2</b> <b>2A   From Classrooms to Center Stage: Integrating Student Work into Signature Events</b> Kyla Dunn & Liz Ronecker, University of Missouri	The Forum
	<b>2B   The Life of a Tailgate: Creating Impactful Athletic Events from Start to Finish</b> Jordan Brantley-Prewitt, University of Tennessee - Knoxville	Rosen Room
	<b>2C   Building a Bridge: Gen Z and the New Rules of Engagement</b> 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>2:45pm</b>	<b>Breakout Session 3</b> <b>3A   Offsite Contingency: Planning Event Safety When You're Not in Your Own Space</b> Rowan Halliday, The University of Texas at Austin	The Forum
	<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> 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>4:00pm</b>	<b>Breakout Session 4</b> <b>Institution-Sized Open Discussion</b>	The Forum
	<b>4A   Small Institutions (Up to 6,000 students)</b>	Rosen Room
	<b>4B   Medium Institutions (6,000 - 20,000 students)</b>	Tommy's Place
	<b>4C   Large Institutions (20,000+ students)</b>	TCC Ballroom
	<b>4D   C-Suite (For event managers or directors with 8+ years experience)</b>	
<b>5:00pm</b>	<b>Reception</b>	

# Day 2 | Monday, March 2nd



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