

Day 1 | Sunday, March 1st

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

Day 2 | Monday, March 2nd

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