Day 1 | Friday, March 12th

AEP Academic Event Professional

7:00am - 8:00am	**Breakfast**	JB Duke Hotel
8:00am	**Registration and Meet the Sponsors**	Bryan Center
8:40am	Welcome by AEP Chair **Jim Hooker,** TSEC Academic Solutions	Griffith Theater
9:00am	**Keynote Speaker**	Griffith Theater
10:00am	**Break** - Move to Breakout Session 1 & Meet with Sponsors	Bryan Center
10:15am	**Breakout Session 1A** **From Embedded to Enterprise: Navigating the Shift to a Shared Services Model** LeShé Hunter, Arizona State University	Penn 1
	Breakout Session 1B **Shaking Up the Status Quo with the Event Branding Magic 8 Ball** Tierra Collins, University of Maryland	Penn 2
	Breakout Session 1C **The Year of the Pivot: Turning Disruption into Opportunity During Texas State's 125th Anniversary** Karlie Beach, Texas State University	Penn Garden
11:15am	**Break** - Move to General Session & Meet with Sponsors	Bryan Center
11:30am	**General Session** **Crisis Ready: What to do When it All Goes Wrong!** Maya Goehring-Harri, UC Berkeley & Jill Townsend, UC San Diego	Griffith Theater
12:30pm	**Lunch & Meet the Sponsors**	Brodhead Center & Bryan Center
1:30pm	**Breakout Session 2A** **Big Bang, Little Buck: How to Stack and Rack When Your Budget is Whack** Carrie Fox & Liz Lallana, University of the Pacific	Penn 1
	Breakout Session 2B **Taming the Event Pipeline: Building an Annual Intake Process that Scales** Meghan Huff, University of Notre Dame	Penn 2
	Breakout Session 2C **Umass Class of 1976: Practical Lessons Learned from the Little Reunion that Could** Melissa Schettler, Umass Amherst Foundation, Inc.	Penn Garden
2:30pm	**Break** - Move to Breakout Session 3 & Meet with Sponsors	Penn Pavilion & Bryan Center
2:45pm	**Breakout Session 3A** **Integration Without Interruption: Weaving Campaign Themes into Established Programs** Jennifer Chambers & Jo Supernaw, Duke University	Penn 1
	Breakout Session 3B **From Mentorship to Momentum: Building Networks that Connect, Collaborate and Thrive** Yadira Paredes & Laila Bensaud, Washington State University	Penn 2
	Breakout Session 3C - Sponsor Discovery **A Deep Dive into Products that Shape Academic Events**	Penn Garden
3:45pm	**Break** - Move to Institution Breakouts & Meet with Sponsors	Penn Pavilion & Bryan Center
4:00pm	**Breakout Session 4 Institution-Sized Open Discussion**	
	4A - Small Institutions (Up to 6,000 students)	Penn 1
	4B - Medium Institutions (6,000 - 20,000 students)	Penn 2
	4C - Large Institutions (20,000+ students)	Penn Garden
	4D - C-Suite (for event managers or directors with 8+ years of experience)	Bryan Center
5:00pm	**Reception**	Brodhead Center

Day 2 | Saturday, March 13th

AEP Academic Event Professional

8:00am - 9:00am	**Breakfast**	JB Duke Hotel
9:30am	**Breakout Session 1A** **From Check-In to Change: Using Event Data to Drive Impact on a Budget** Kyla Dunn & Liz Ronecker, University of Missouri	Penn 1
	Breakout Session 1B **0 - 100: Reimagining BGSU's 100th Homecoming to Become a More Inclusive Celebration for All** Brian Heilmeier & Alexis Lange, Bowling Green State University	Penn 2
	Breakout Session 1C **Starting a Campus Event Planners Group on Your Campus** Jennifer McGuire & Scott Graham, University of Notre Dame	Penn Garden
10:30am	**Break** - Move to General Session & Meet with Sponsors	Bryan Center
10:45am	**General Session** **The AI Advantage - and the Human Difference** Jim Hooker, TSEC, Missy Arendash, UNLV Harrah College of Hospitality & Melanie Kruchteb, Northwestern University Feinberg School of Medicine	Griffith Theater
11:45am	**Idea Gallery**	Bryan Center
12:00pm	**Lunch**	Brodhead Center
1:00pm	**Breakout Session 2 Institution-Sized Open Discussion**	
	2A - Small Institutions (Up to 6,000 students)	Penn 1
	2B - Medium Institutions (6,000 - 20,000 students)	Penn 2
	2C - Large Institutions (20,000+ students)	Penn Garden
	2D - C-Suite (for event managers or directors with 8+ years of experience)	Griffith Theater
2:00pm	**Break** - Move to Breakout Session 3 & Meet with Sponsors	Penn Pavilion & Bryan Center
2:15pm	**Breakout Session 3A** **One Size Doesn't Fit All: Navigating Unique Event Needs** Cecilia Uribe & Kate Chartrand, University of the Pacific	Penn 1
	Breakout Session 3B **Beyond the CheckList: How AI Helped Us Create Three Signature Events That Advanced Our Strategic Goals** Nicole Force, Penn State University & Rebecca Cianci, Smeal College of Business	Penn 2
	Breakout Session 3C - Sponsor Discovery **A Deep Dive into Products that Shape Academic Events**	Penn Garden
3:15pm	**Break** - Move to AEP Power Hour and Meet the Sponsors	Griffith Theater & Bryan Center
3:30pm	**AEP Power Hour**	Griffith Theater
4:45pm	**Closing Remarks**	Griffith Theater
5:00pm	**2027 AEP Conference Concludes**	