



## FEATURING



### Sarah Blackwood

Lead Singer of Indie rock band  
*Walk Off The Earth*



### Kim Katrin Milan

Award Winning & Internationally  
Acclaimed Educator

## SPOTLIGHT SESSIONS

Share this Idea!  
Student Choice Initiative Panel

## ROUND TABLES

Featuring 12 dynamic topics that are shaping the culture of student life at your campus. Pick and choose the conversation you want to be involved in.

Including topics like:

[Building Strong Volunteer Culture](#)

[Mature and Adult Student Programming](#)

[Dynamic Charity Event Ideas](#)

[Women's Perspective in the Entertainment Industry](#)

[Troll Culture In Social Media.](#)



## New Programmer Stream

Introduction to Programming 101: Where to Begin

Programming 102: Venue & Talent Requirements

Programming 103: Executing the Event

Working with Agents

Interactive - Unique Low Cost Programming

Engaging Your International Student Community

Getting (The Right) Things Done: A Student Leader's Guide to Achieving More Without Burning Out

The Block Booking Experience



## Marketing Stream

Connect. Cultivate and Create:  
Digital Marketing Strategies for 2020 and Beyond

Media Relations Panel

How to Sell Your Events Program

Building Blocks of a Marketing Plan

Building a Creative Campaign Brand

Developing an Effective Promotions Team



## Professional Development

Sponsorship 101: Building Brand Relationships

Picture Leadership

Leveraging Sponsors to Make Great Events

Team Building/Management Techniques

The Art of Being Assertive

Event Risk Management

Life After COCA Panel



## Clubs Stream

How to Deal With Club Conflict

Club Event Management & Programming

How to Build a Clubs Department

Club Leadership

Student Clubs: The Risks and Strategies

Strategies to Engage Campus Communities



## Campus Life

Managing Your Team's Mental Health

E-sports 101: Video Gaming on Campus

Creating Lasting Relationships with Sponsors

Creating 2SLGBTQ+ Inclusive Programming

Simple PA Set Up: Some Practical Knowledge