



Gatherly, December 3, 2020

#ecnworkshop

Advancing the Event Coordinator Into 2021

■ 10:00–11:00 a.m. Keynote - The Brave New World of Virtual Events

The days of parking passes, pipe and drape, and registration tables are behind us (and hopefully in front of us too). As in-person gatherings have come to a halt, event planners are now learning a whole new glossary of terms such as “lag time”, “streaming platforms”, and “lower thirds”. Join Magen McRoberts, Founder and CEO of Auction Eventworks (soon to be Boundless Impact Agency), as she shares her journey into The Brave New World of Virtual Events and the tips, tricks, and lessons she’s embraced along the way.

■ 11:00–11:30 a.m. Breakout I - Event Planners Reimagined

Discover ways to reimagine your career and keep the momentum going. In this session participants will take away simple actions that help you keep the passion of event planning alive while growing and advancing your career.

Marcus Jones - Arizon State University

■ 11:30–12:00 p.m. Breakout II - Navigating Coordination & Content

Whether you serve as an event coordinator or content expert, the pandemic has forever changed how we deliver events in higher education. From mastering new technology to learning the newest industry trends, there is a lot that goes into creating a great event. While typical event coordinators stay out of the limelight, being both in front of the camera and behind the scenes can help us become more agile event professionals. Gloria will share some lessons learned from her experience in student affairs and alumni relations and how developing both an event coordinator and content creator mindset can help us grow in our professional journey.

Gloria Ko - Unviversity of California Los Angeles (UCLA),

■ 12:00–1:00 p.m. Lunch Break

■ 1:00–1:30 p.m. Mindfulness Session

This session will begin with a brief introduction of mindfulness before being led in some breathing exercises and a guided mindfulness meditation.

■ 1:30–2:00 p.m. The Faces of ECN - Inspiring stories from ECN members

ECN Members will share their experience from the past 8 months

Peggy Hughes
Cara-Joy Wong
Daniela Estrada & Selena Perrin
Crystal Rosser