



NORTH AMERICAN ASSOCIATION OF COMMENCEMENT OFFICERS, INC.

## FOR IMMEDIATE RELEASE

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### **Three Technological Trends to Embrace, Encourage and Engage Attendees at Commencement**

**PRINCETON JUNCTION, NJ – April 17, 2013** – As spring and summer commencement and convocation ceremonies quickly approach, members of the North American Association of Commencement Officers (NAACO), offer an up-close look at the technological trends that commencement officers should be sure to include in this year's planning.

- 1. Embrace live webcasts.** Whether your ceremony is being held on campus or at an alternate venue, ensure the location has the technological capabilities to live stream the ceremony in a secondary space for overflow attendees. Oftentimes due to unpredictable weather or general space constraints, ceremonies will exceed the maximum limit of room for family members and friends, making it necessary to offer another way for guests to view the ceremony in real-time.
- 2. Encourage attendees to utilize a mobile application.** Now more than ever, universities are creating commencement mobile-apps for graduates and their families to use prior and during the ceremony. Providing the information in a more centralized location, the app allows graduates to instantly access information in preparation for the event, while also providing family members with information regarding parking, scheduling and program listings.
- 3. Engage graduates and guests through social media.** An already engaging event, commencement ceremonies heighten excitement levels for graduates and attendees through the inclusion of social media. Live tweeting and uploading photos from the ceremony creates an interactive experience for both graduates and their families while keeping guests informed in real-time about any changes to the program.

“As technology continues to evolve, it is important for commencement officers to embrace its advancements,” said NAACO President, Susan Durkee. “Incorporating new technologies will not only enhance the overall commencement experience, but also make the event even more memorable and engaging for graduates and their families.”

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#### **About NAACO**

Founded in 2001, the North American Association of Commencement Officers (NAACO) is a professional association of commencement and convocation officers from colleges and universities throughout North America. NAACO is dedicated to providing a community structure

for commencement professionals to exchange ideas, share traditions, explore new opportunities and connect with colleagues from around the world who share the monumental responsibility of producing commencements. For more information, visit [www.naaco.org](http://www.naaco.org).