

North American Association of Commencement Officers
15th Annual Conference

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Maintaining Stability When the Only Constant is Change



Hosted by the University of Miami
February 9-11, 2015
Bonaventure Resort & Spa – Weston, FL





15th Annual NAACO Conference | February 9–11, 2015 | Weston, FL

Conference Schedule at a Glance

PRE-CONFERENCE – SUNDAY, FEBRUARY 8

3:00–7:00 p.m. Registration and Information Center Open

CONFERENCE DAY 1 – MONDAY, FEBRUARY 9

7:30 a.m.–5:00 p.m. Registration and Information Center Open

7:30 a.m.–8:00 p.m. Corporate Showcase Open

7:30–8:40 a.m. New to NAACO/Mentor Breakfast

7:30–8:40 a.m. Breakfast for All Other Attendees

8:45–9:15 a.m. Processional and President’s Welcome

9:15–10:30 a.m. General Session – “Folding Time: How to Achieve Twice as Much in Half the Time”
Presented by Neen James

10:30–11:00 a.m. Break (Corporate Showcase)

11:00 a.m.–Noon Educational Sessions

Noon–5:00 p.m. CHARITY CONTRIBUTIONS WILL BE ACCEPTED
THROUGHOUT THE CONFERENCE

Noon–1:45 p.m. Lunch and Ignite! Sessions

1:45–2:45 p.m. Educational Sessions

2:45–3:15 p.m. Break (Corporate Showcase)

3:15–4:15 p.m. Educational Sessions

4:30–6:00 p.m. Free Time

6:00–8:00 p.m. Opening Night Reception

8:00 p.m. Dinner on Your Own

CONFERENCE DAY 2 – TUESDAY, FEBRUARY 10

7:30 a.m.–1:00 p.m. Registration and Information Center Open

7:30 a.m.–1:00 p.m. Corporate Showcase Open

7:30–8:45 a.m. Breakfast and Sponsor Speed Dating

9:00–10:15 a.m. Educational Sessions

10:30–Noon NAACO Members’ Town Hall

Noon–7:00 p.m. Lunch on Your Own and Free Time

7:00–9:00 p.m. Night Out Event

CONFERENCE DAY 3 – WEDNESDAY, FEBRUARY 11

7:45 a.m.–3:30 p.m. Information Center Open

7:45 a.m.–2:00 p.m. Corporate Showcase Open

7:45–9:00 a.m. Breakfast and Hot Topics Cafe

9:15–10:15 a.m. Educational Sessions

10:15–10:45 a.m. Break (Corporate Showcase)

10:45 a.m.–Noon Team Building Exercises

Noon–1:00 p.m. Lunch

1:15–2:00 p.m. Closing Remarks

2:00–3:30 p.m. General Session – “Becoming Rememberable”
Presented by Patrick Henry





Join us at the Bonaventure Resort & Spa in the Sunshine State to refresh your event production skills and find a balanced approach to your work and lifestyle.

This three day conference, hosted by the University of Miami, will include special presentations by featured speakers and industry representatives on wide-ranging topics from creating a memorable graduate and guest experience and finding your own best productivity model, to social media training – for beginners and experts alike. Ceremony essentials including emergency preparedness, ticketing models, and special needs accommodations will also be offered. For a more intimate learning setting, round-table discussions will be offered on important trends and issues and new-to-NAACO members have an opportunity to meet a mentor. All attendees will have plenty of opportunity for networking at the corporate showcase and throughout the week.

South Florida boasts an annual average temperature of 82°F with miles of beaches and plenty of international flavor. Traveling to our tropical oasis will be a welcome mid-winter break to reenergize and gain focus just in time for your end of the year ceremonies and convocations. The conference will include scheduled free time so you have the opportunity to explore with your NAACO colleagues or take advantage of the resort amenities so you return to the office truly refreshed. You don't want to miss NAACO's 15th Annual Conference if you consider yourself an event professional in higher education!

Lexi Matiash
2015 Conference Chair

ABOUT NAACO

Founded in 2001, NAACO is a professional association of commencement officers from colleges and universities. The association offers continuing education, professional development, networking and leadership opportunities to commencement and event professionals who are primarily from the United States and Canada. The organization provides a community structure for its members to exchange ideas, share traditions, explore new opportunities and connect with colleagues across North America. Membership is open to post-secondary institutions of higher learning. For membership information, please visit our website at www.naaco.org.

REGISTRATION INFORMATION AND FEES

Registration for the 2015 NAACO Conference is available online at www.naaco.org.

NAACO member registration fee: \$695 (USD)

Non-NAACO member registration fee: \$895 (USD)

A \$50 late fee will be assessed on all registrations received after January 8, 2015. Institutional membership to NAACO is \$300, for one year. There is no limit to the number of individuals from a member institution who may register at the member rate.

The registration fee covers conference materials, attendance at all sessions, conference meals (three breakfasts and two lunches), the Opening Night Reception and the Night Out event.

NAACO CONFERENCE SCHOLARSHIPS

A limited number of scholarships covering the conference registration fee will be available for the 2015 NAACO Conference. Scholarship recipients will be responsible for any other fees, including travel and hotel expenses. Scholarships are limited to one person per institution and are only available to registered NAACO member institutions. Recipients are expected to volunteer at the conference; activities include checking on educational sessions set-up, introducing presenters, monitoring the resource table and assisting with other on-site duties. To apply for a scholarship, visit www.naaco.org. Scholarship recipients will be notified by January 5, 2015.

HOTEL ACCOMMODATIONS

The conference will take place at the Bonaventure Resort and Spa. The Bonaventure Weston is located in sunny South Florida just a quick ride from beautiful beaches and tropical natural sites alike.

Hotel Accommodations are not included in the conference registration fee. Attendees are responsible for making their own hotel reservations in addition to completing their conference registration. Reservations may be made for \$189 per night online through the Bonaventure website or by calling 1-800-327-8090 and referencing the NAACO group.

FIRST-TIME NAACO CONFERENCE ATTENDEES MENTOR PROGRAM

Mentor – A wise and trusted counselor or teacher.

For those attendees who are new to NAACO or have not attended a previous conference, a mentor program is available to pair attendees with an established member of the association. Mentors will assist first-time participants with navigating the conference, facilitate introductions and provide the opportunity to ask questions throughout the conference. Conference participants interested in having a mentor or serving as a mentor are encouraged to sign-up for the program through the online conference registration form. First-time attendees will be contacted by their mentors prior to the conference and are invited to the New to NAACO Breakfast on the opening morning.



KEYNOTE SPEAKERS

NAACO is pleased to welcome the following keynote speakers:

- Keynote Session – Neen James: *“You don’t have time to do everything, only time to do what matters”*

Influence and impact strategist Neen James, MBA, is a high-energy Aussie who delivers engaging keynotes that have educated and entertained audiences with real world strategies that apply at work and in life.

- Keynote Session – Patrick Henry: *“If you can’t create an emotional connection with your customers, you’re going to lose them”*

Author, humorist, and former Nashville songwriter Patrick Henry conveys funny and thought provoking keynote speeches that show the three mindsets that drive “rememberability” in the minds of your customers – the graduates, guests and participants in the ceremony.

EDUCATIONAL SESSIONS

- Social Media 101: Be There or Be No Where
- Moving from Campus to an Arena: Change Always Comes Bearing Gifts
- Peeling Away the Budget Onion
- Creating and Implementing Tickets at Graduation
- Safety and Emergency Preparedness
- Social Media Engagement: Before, During and After
- 1 Venue; 2 Universities; 3 Ceremonies; 4 Sustainable Success
- Strategizing for Success
- Making It Memorable: Changes That Worked
- Re-branding Your Commencement or Convocation Ceremony
- Utilizing Social Media: How to Enhance the Commencement Ceremony Experience
- Finding Balance in the Chaos of Events
- Learn More: Plans for NAACO Certification Program
- All You Ever Needed to Know About Inaugurating a College President
- Spicing Up Commencement and Convocation
- Accessible Ceremonies
- Ceremony Structure-Back to Basics



CONFERENCE HIGHLIGHTS

Corporate Showcase

The Corporate Showcase features companies from across the United States and Canada that provide invaluable resources and services for those who plan and coordinate commencement and convocation ceremonies. The Showcase will highlight products such as regalia, class rings, announcements and other print materials, banners, maces and medallions and related items. In addition, companies that provide services such as photography, web design and custom staging will be represented. The Corporate Showcase provides a unique opportunity for conference attendees to visit with industry specialists in a relaxed and intimate setting.

Opening Night Reception: Treasure Hunt

Kick off the flip flops and slather on the sunscreen! We are headed up and down the coast of Florida in search of treasure. While some prefer to body surf or sunbathe at the beach, get ready to explore the Corporate Showcase. Make sure you visit each location on your Florida map by getting a passport stamp from each exhibitor. If you complete the Florida navigation, you will be entered in the grand prize raffle drawing during the closing ceremony. Show your school spirit and dress in your college or university attire. Feel free to add sunhat and shades like a seasoned beachgoer!

Night Out: NAACO White Party “Night In”

It's a NAACO White Out for the Night Out! Chic Miami-ians say a good party adheres to a dress code and ours is simple: all white. NAACO's White Party celebration will be held in South Beach style reminiscent of a night on Ocean Drive. This year's Night Out – where we actually stay in – will be held at the resort pool deck and terrace in a sophisticated atmosphere. All members are encouraged to participate in the white hot night by donning an outfit in all white. We know it's after Labor Day, but the rules don't apply here! For a truly exotic experience, all guests can take a picture with an animal from the Everglades visiting us from the Sawgrass Nature Center. The center is our charity of choice this year, rescuing and rehabilitating the native wildlife.

NAACO CONFERENCE CHARITY

The Sawgrass Nature Center (SNC) and Wildlife Hospital

The Sawgrass Nature Center (SNC) and Wildlife Hospital is a volunteer-driven, charitable non-profit organization founded in 1995 by a group of volunteers committed to helping wild animals. The SNC mission is “to educate the public about South Florida's unique culture, environment and the many species it contains, to promote healthy living and outdoor activity and to provide excellent care for sick, injured or orphaned native wildlife.” This organization has worked steadily toward this mission by not only treating ill, injured and orphaned animals, but also by educating the public about the natural world, how to be a responsible pet owner and what to do with a wild animal in need of care. SNC is dedicated to providing comprehensive medical and rehabilitative care for the regional wildlife. Each year, people bring approximately 700 animals into this wildlife hospital. It is through the dedication of numerous volunteers, the limited staff and the generosity of individual and corporate donors that SNC is able to provide many services to the community. sawgrassnaturecenter.org

OTHER CONFERENCE INFORMATION

Resources and Prizes Needed!

The conference committee seeks the help of all attendees in providing give away items and prizes for the Opening Night Reception. Donations from your school make the perfect prize and are a way for you to showcase your institution. Attendees are encouraged to bring two to three items each with a retail value of \$10 or more. In addition, there will be an opportunity to share your ceremony programs, publications, invitations and other marketing materials at our conference resource table. You are welcome to bring these items with you to the conference and drop them off at the registration desk upon arrival. More information will be provided on how to ship items in advance.





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