



## ACCED-I Region 3 Fall Zoom-In

Region 3 is hosting a Zoom-In Educational presentation call on Wednesday August 26 from 2pm - 5pm EST.

The Region 3 Zoom-In will feature 3 educational sessions where members share their knowledge and lead a discussion with your peers on a topic of interest in the conference and/or events field. These formal presentations can count as educational sessions for educational credit. We would love to see you there!

Register for free at: <https://forms.gle/TeCLDoiKB8JmXJV6>

## Schedule

**Wednesday August 26, 2020**

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| <b>2:00PM – 2:05PM EST</b> | <b>Welcome from Region 3 Directors</b><br><i>Amanda Kelly, Ashley Zingo, Matt Olson</i>  |
| <b>2:05PM – 3:00PM EST</b> | <b>Driving Employee Engagement During a Challenging Time</b><br><i>Ashley Zingo, CMP, CCEP</i>   |
| <b>3:00PM – 4:00PM EST</b> | <b>Behind the Scenes of the 4th Democratic Presidential Debate</b><br><i>Matthew R. D'Oyly</i>   |
| <b>4:00PM – 5:00PM EST</b> | <b>Event Protocols during COVID - A Panel Presentation on Best Practices for Weddings, Student Orientation, and Lodging/Registration</b><br><i>Cyndy Paliga, CWP, Krystal Grace, Chris Verhaeghe</i> |

## Presentation Descriptions

### Driving Employee Engagement During a Challenging Time

*Ashley Zingo, CMP, CCEP*

Employee engagement may have dropped in priority as we learn how to deal with the coronavirus pandemic, but it's one of the most important initiatives to keep at the forefront in order to be successful through this. As event planners, many aspects of our positions have changed including our policies and procedures, our work locations, how we interact with clients and the types of services we offer. This extreme amount of change is stressful and can negatively impact your organization if not properly managed. This session is intended to give managers in the event planning industry the tools they need to increase employee engagement during the tough times ahead.

#### Learning Objectives:

- Modifying and setting expectations in a virtual environment
- Creating accountability within your team
- Creating opportunities to connect and communicating
- Strengthening your culture

#### Speaker: Ashley Zingo



Ashley Zingo has been a member of ACCED-I since 2009 and currently serves as the Outgoing Director-Elect for Region 3. Ashley is the Director of Employee Engagement, University Enterprises and Events for the University of Notre Dame. In this role, Ashley serves as the chief strategist for engagement with all colleagues of the University Enterprises and Events (UEE) division. Ashley works to deepen a culture reflective of the Notre Dame and UEE values, ultimately providing opportunities for all members of the UEE family to be the best version of themselves and maximize contributions to our important and shared mission. Ashley leads a team dedicated to workforce planning, recruitment strategies, employee engagement, strengthening of culture, division-wide communications, training, learning and development, and performance management.

In the past, Ashley has served as the Director of Event Services for Event Management at the University of Notre Dame. In this role, she was responsible for the planning, operations and execution of events within Notre Dame Stadium, Notre Dame Conference Center, the Morris Inn and additional event locations across campus. Ashley has displayed not only her expertise in event management and hospitality, but has also illustrated tremendous leadership and a focus on employee engagement, culture, and strategic human resource management.

Prior to joining the Notre Dame family, Ashley served as the Associate Director for Projects and Initiatives and Assistant Director of Summer Conferences at the University of Chicago, Event Coordinator for the Arapahoe County Fairgrounds Event Center, and Conference Coordinator at Colorado State University.

Ashley earned her Bachelor of Science in Business Administration, Bachelor of Science in Psychology and Masters in Management Practice from Colorado State University. She has also earned a number of certificates and awards, including the John Affleck-Graves Excellence in Leadership and the ACCED-I 2015 Mentor of the Year Award. Ashley is a Certified Meeting Professional as well as Collegiate Conference and Events Professional.

Ashley and her husband, Brian, are parents to their adorable nine month old daughter, Olivia, and reside in South Bend, Indiana.

## Behind the Scenes of the 4th Democratic Presidential Debate

*Matthew R. D'Oyly*

Have you ever wanted to learn more about hosting a national political event? Ask questions about what it takes to pull it off? What actionable items do you need to consider before taking on this huge task? What benefits are there in hosting such an event? Attend this virtual session to learn how Otterbein University was able to be the host site for the 4th Democratic Presidential Debate hosted by CNN and the New York Times.

### Learning Objectives:

- Lessons learned working with national partners to create a national political event
- Collaboration across the University and decision making process
- Benefits of hosting a large national event on a collegiate campus

### Speaker: Matthew R. D'Oyly



MATTHEW R. D'OYLY, is in starting his eleventh year at Otterbein University and has had the privilege to create the Office of Events and Conferences and serve as the Director. In this role, Matthew is responsible for providing leadership and direction for all aspects of operations for events and conferences for the campus community (students, faculty, and staff) and external clients (e.g., summer camps, meetings, etc). This includes being the point person for the hosting of CNN and the NY Times for the Fourth Democratic Presidential Debate in October, 2019. Previously, Matthew was the Director of Constituent Communication and Philanthropic Programs where he developed and implemented an integrated constituent communication and engagement strategies for the University's key constituencies. Matthew worked to enhance the ongoing engagement

efforts of departments across advancement, and the University in general, to raise support for the University's priorities, and programs among its students, alumni, parents and friends.

At Otterbein University, Matthew has served as the President of Staff Assembly, chair of Administrative Assembly, served on the Bylaws committee of the University Senate and was elected to serve on the Governance Commission to rewrite the Bylaws for the University. He is also the adviser for Sigma Delta Phi (Sphinx). As an alumnus of Otterbein, he served on the University's alumni board.

Matthew is the 2010 recipient of Hope College's Vanderbush-Weller Award, which recognized him for his extraordinary contributions to the lives of students at Hope. He was also given the honor of being elected as an honorary member of the Emersonian Fraternity.

He is also a graphic designer, and designs logos, posters and t-shirts for many local organizations. He was instrumental in establishing the Mona Shores Choir Fund through the Community Foundation for Muskegon County which supports high school students hoping to pursue music as a next step.

## Event Protocols during COVID - A Panel Presentation on Best Practices for Weddings, Student Orientation, and Lodging/Registration

*Cyndy Paliga, CWP, Krystal Grace, Chris Verhaeghe*

Many of us have had to create new meeting and event protocols in order to create a safe environment for meeting attendees. Hear from a panel of what new protocols have been put in place to keep our employees and attendees safe. Hear from topic experts on the changes made to host weddings, large student orientation events, attendee housing and large registrations.

### Learning Objectives:

- With one of the most sought after basilicas in America, the University of Notre Dame has put in place many safety protocols and procedures to still allow weddings to occur on campus. Cyndy Paliga, one of Notre Dame's wedding specialists talks about the initial learnings of hosting weddings during a pandemic and how Notre Dame has now streamlined the process to create a conducive environment for weddings and receptions.
- UW-Madison's SOAR (Student Orientation, Advising and Registration) program is tasked with creating social opportunities and a robust orientation program as students return to campus. Here from a SOAR team member about the changes made to this years' program in order to welcome students back in a safe environment while still achieving the goals of creating meaningful educational events and social opportunities.
- Conference and Event Planners can learn quite a bit from University of Illinois processes this fall as the welcome students back to the residence halls. Krystal Grace will share guidance about what a lodging check-in looks like as we maintain social distancing and safety protocols for COVID. This model can be further used as conference planners navigate conference and event lodging.

### Speakers:

#### Panelist: Cyndy Paliga



Cyndy started out in the airline industry as a reservation agent and worked her way from there to flight attendant and as an Inflight Supervisor, she handled all of the red-carpet events, high priority clients and charter flights for sports teams and had 300 flight attendants under her supervision. During this time her family business consisted of several restaurants and banquet halls where she planned all the events. She was hired in 2016 by Notre Dame as a wedding planner and to build a wedding program. Notre Dame is so unique and has so much history that it is a destination event. Cyndy notes that to have a wedding at ND is very prestigious yet very fun! Where else can your guest get the opportunity to play flag football on the iconic ND field, take a picture on the steps of the Golden Dome or see their reflection in the Touch Down Jesus pool. Building Notre Dame's wedding standard operating procedures and creating wedding packages as well as templates for standardization has been a dream for Cyndy. Her favorite part of working with couples is getting to know them. She becomes part of their family and thinks of her couples as her kids. So, while she plans their special day it feels like she is planning for a family member. Cyndy loves all the special details, surprises and wow factor and as they see their vision come to life.

But really it is the relationship she develops with them, that is so special. Cyndy loves when they come back to see her or send her pictures on their first anniversary or of their babies. She feels so blessed to be a part of their first steps to their new journey together.

Cyndy is all about my family! She have been married for 30 years to a great guy and has 3.5 amazing kids. Her oldest son is a teacher, her daughter is a musician and songwriter who just got engaged! Her youngest just graduated from Purdue. Her ".5" is Cyndy's son who they took legal guardianship of when he was 15, so half way thru his life as he likes to say. He also just graduated college!

Cyndy is an award recipient of many prestigious awards including but not limited to: Event Planner of the Year – Stars of the Industry Nominee, Event Planner of the Year – Stars of the Industry Nominee, Shirt Off Your Back Award, Above and Beyond the line of duty- Highest service award in the Airlines – Midway Airlines Houston Award, Excellence in Service – Continental Airlines (received this numerous times)

**Panelist: Krystal Grace**



Krystal Grace is the Assistant Director of Residential Life for Conferences, Special Events, and the Student Dining and Residential Programs Building at the University of Illinois at Urbana-Champaign. Krystal has worked with Conferences and Special Events for over 15 years including her time as the Coordinator. Krystal's love of events started as a student when working summers as a Conference Clerk and later a Summer Coordinator. As the Assistant Director Krystal has enjoyed working with groups throughout the year to host events in the Student Dining and Residential Programs building. Krystal works closely with

campus and community partners to host regional and national events including the Fall Move-In days at Illinois. The Conferences and Special Events operation hires 25-35 students per summer to staff area desks and work with conference sponsors. The Student Dining and Residential Programs Building hires 55-65 students each year to staff the information desk and package station.

Krystal enjoys volunteering for ACCED-I and is currently serving on the Hospitality Committee and the Diversity, Equity, and Inclusion Committee. Krystal earned her CCEP at last year's conference.

**Panelist: Chris Verhaeghe**



Chris Verhaeghe serves as the Assistant Director of Orientation at the University of Wisconsin-Madison. In addition, he is the current Secretary/ Treasurer for the Association of Orientation, Transition, and Retention in Higher Education (NODA). Chris has worked in the OTR field for the last 15 year both at UW-Madison and Iowa State University. He has served on numerous conference planning committees for NODA and as a faculty member for the NODA Student Leadership Institute. He is passionate about creating inclusive and assessable programs for all new students.