

TRANSFORMING EVENTS INTO EXPERIENCES

(HUB 367)

Hear from the pros at Show Imaging, a local production company, as they share the art of crafting impactful narratives and their best practices for executing unforgettable events to leverage brand identity.

- Presenters:

Emma Malacaria | Event Specialist & Account Manager, Show Imaging, Inc.

Luke Gulley | Event Specialist & Sales Manager, Show Imaging, Inc.

- Facilitator:

Margene Mastin-Schepps | Executive Director, Brand and Creative, University Relations

HOW TO: FROM INSPIRATION TO IMPLEMENTATION – TANGIBLE EXAMPLES FOR DASHBOARD DEVELOPMENT

(HUB 379)

Take a tour of University Relations' Looker Studio dashboard library to understand how dynamic dashboards can turn data into insights and lead to smarter marketing decisions.

- Presenter:

Stephanie Nguyen | Marketing Data Manager, University Relations

AFTERNOON SESSIONS 2 (2 P.M.)

EVENT PROMOTION: TIPS FOR DRIVING ATTENDANCE

(HUB 355)

Acquire resources and tips to improve attendance at your next campus event with an overview of campus media channels, including newsletters, campus posters, digital screens, Localist, and more.

- Presenters:

Malinn Loeung | Student Communications Manager, University Relations

David Edgerton | Assistant Director of Creative, University Relations



For more information on sessions and speakers, please visit brand.ucr.edu/ucr-communications-conference-2024

University Relations | (951) 827-5203
900 University Ave., 4128 Hinderaker Hall, Riverside, CA 92521

BACK TO BASICS: OPEN EXPRESSION ON CAMPUS

(HUB 367)

As campus speech issues continue to garner headlines, it's time for a refresher on understanding the distinction between academic freedom and free expression, as well as identifying the fundamental vocabulary and principles within these important topics.

- Presenter:

Michelle Deutchman | Executive Director, UC National Center of Free Speech and Civic Engagement

HOW TO: LIGHTS, CAMERA, STORY – EMPOWERING MARKETING MINDS WITH CREATIVE INSIGHT

(HUB 379)

Unlock the power of visual storytelling and enhance your marketing strategies in an interactive workshop with group discussions and mock events.

- Presenters:

Christina Bristol | Senior Video Communications Manager, University Relations

Stan Lim | Photography Manager, University Relations

BARN NETWORKING MIXER: A TASTE OF UCR!

3-5 P.M. (The Barn)

Enjoy delicious bites and mocktails in the company of UCR's award-winning Chef Tye and our amazing Dining Services team. Sample flavorful new menu items and discover pro tips for infusing your next event with UCR-inspired cuisine.



MARKETING & COMMUNICATIONS CONFERENCE

September 11-12, 2024

Sessions Guide



DAY 1: SEPTEMBER 11, 2024

MORNING SESSIONS (11 A.M.)

CRISIS COMMUNICATIONS EXERCISE: PRACTICING THE PRINCIPLES
(HUB 355)

Participate in an interactive session covering topics related to civil unrest and protests on campus.

- **Presenter:**
La Monica Everett-Haynes | Associate Vice President and Chief Communications Officer, San Diego State University

EXECUTIVE COMMUNICATIONS: IT’S A PARTNERSHIP
(HUB 367)

After grounding the audience in a day in the life of an executive, panelists will share best practices for collaboration, speaking as one voice, and creating channels for consistent communication.

- **Panelists:**
Jeff Girod | Assistant Dean, CHASS Marketing and Communications
Daryle Williams | CHASS Dean
- **Facilitator:**
Sheree Winslow | Senior Executive Communications Manager, University Relations

HOW TO: EMPOWER YOUR BRAND SKILLS WITH CANVA
(HUB 379)

Explore the world of Canva templates and gain insider tips and tricks to create polished, on-brand materials that will reflect UCR’s identity and effectively reach your audience.

- **Presenters:**
Denise Wolf | Assistant Director of Creative, University Relations
Krissy Danforth | Multimedia Graphic Designer, University Relations

LUNCH AND UCR BRAND EXCELLENCE AWARDS: THE SCOTTIES
12 - 12:45 P.M. (HUB 302 S)
Join us for a lunchtime award presentation honoring the UCR Schools, Colleges, Departments, and Units whose marketing efforts best represent the UC Riverside brand through strategy, storytelling, and imagery.

AFTERNOON SESSIONS I (1 P.M.)

STORY OR NOT A STORY? WHAT THE MEDIA WANTS
(HUB 355)

In a shrunken media environment driven by clicks, journalists are changing how they cover stories. Learn straight from members of the regional and national media what they’re looking for. Panelists will participate via video conference.

- **Panelists:**
Mark Acosta | Metro Editor at the Riverside Press-Enterprise/Southern California News Group
Jim Carlton | Senior Special Writer for the Wall Street Journal in San Francisco
Teresa Watanabe | Staff Writer covering education at the LA Times

EVENTS THAT INSPIRE ACTION
(HUB 367)

Discover how to integrate UCR’s alumni community into meaningful events and experiences that will encourage deeper engagement and build university pride.

- **Presenter:**
Tracy Telliard | Director of Alumni Volunteer Engagement, Alumni Relations

HOW TO: CREATING VIDEO FOR SOCIAL MEDIA
(HUB 379)

From filming for multiple aspects (horizontal vs. vertical) to soliciting user-generated content and adhering to accessibility standards, learn the best ways to create and deploy video for social media.

- **Presenter:**
Adam Daniels | Enrollment Marketing Manager, University Relations

AFTERNOON SESSIONS 2 (2 P.M.)

AI HACKS FOR WRITERS
(HUB 355)

Step into the future and discover how the latest AI-powered advancements can elevate the impact of all your communications and save you time and money.

- **Presenter:**
Steve Fyffe | Senior Creative Producer, Stanford University

UNLOCKING THE INBOX: EMAIL MARKETING PLAYBOOK FOR HIGHER ED HEROES
(HUB 367)

Gain tips and tricks to build credibility with your audience and transform emails into engagement gold.

- **Presenters:**
Sarah Miller | Development Communications Manager, University Relations
Melbert Sebayán | Enrollment Marketing Manager, University Relations

HOW TO: PRODUCE DYNAMIC EVENTS AS A ONE PERSON SHOP
(HUB 379)

Planning an event on your own can prove both exciting and daunting. Learn effective tips for successfully organizing small-scale to large-scale events within a university setting.

- **Presenter:**
Jill Barber | Interim Director, University Events, University Relations

FOOD FOR THOUGHT! A RECEPTION AT THE SCHOOL OF MEDICINE
3:30 - 4:30 P.M. (SOM Education II building)
Join fellow colleagues for an exclusive reception at our new SOM education building. Sponsored by our partners at FedEx, this event offers tasty hors d’oeuvres, inspiring stories of ways the SOM and UCR Health are changing lives, and a private tour of the simulation lab.

DAY 2: SEPTEMBER 12, 2024

MORNING SESSIONS (11 A.M.)

DELIVERING RESULTS WITH LIMITED RESOURCES
(HUB 355)

Join UCR senior communicators for an informative, inspiring discussion about the goals, roles, technology, and resources they leverage to achieve results.

- **Panelists:**
Mark Manalang | Director of External Engagement, School of Public Policy
Joann Young | Assistant Dean of Communications & Strategic Initiatives, College of Natural and Agricultural Sciences

James Rowland | Director of Marketing and Communications, School of Education
Kathy Drake | Assistant Dean of Marketing and Communications, School of Business

- **Facilitator:**
Cristina Sanford | Assistant Dean, Strategic Initiatives & Marketing, Bourns College of Engineering

ELEVATING RESEARCH THROUGH MARKETING AND COMMUNICATIONS
(HUB 367)

Get tips on how to connect with faculty to share the impact of university research with broad audiences and see examples of this work demonstrated through traditional and social media.

- **Presenter:**
Victor Balta | Assistant Vice President for Communications, University of Washington

HOW TO: NAVIGATE SOCIAL MEDIA WITH AI
(HUB 379)

Explore the transformative impact of artificial intelligence on social media platforms and gain insights into ethical considerations and future trends in digital communication.

- **Presenters:**
Kelly McGrail | Director, Digital Marketing and Analytics, University Relations
Gina Muscato | Social Media Manager, University Relations

LUNCH
12 - 12:45 P.M. (HUB 302 S)

AFTERNOON SESSIONS I (1 P.M.)

STORYTELLING THAT MOVES THE NEEDLE
(HUB 355)

Learn how to craft stories that shift perspectives and motivate action by utilizing key storytelling elements and employing multiple media formats to maximize your reach and impact.

- **Presenter:**
Dinah Winnick | Associate Vice President of Communications, Planned Parenthood of Metropolitan Washington, D.C.