



AGENDA

2008 SEC Communicators Association Conference

June 8-10, 2008 | University of Arkansas | Fayetteville, AR

Sunday, June 8

- 1-6 p.m. Registration - Lobby, Inn at Carnall Hall
- 3-4:30 p.m. Campus tour - University of Arkansas, Fayetteville campus
- 4:30-5:30 p.m. Down time
- 5:30 p.m. Opening reception, dinner and remarks - West Dining Room, Inn at Carnall Hall
Remarks: Tysen Kendig, associate vice chancellor for university relations, University of Arkansas

Monday, June 9

- 7:30-8:30 a.m. Continental breakfast - Ella's Restaurant, Inn at Carnall Hall
Discussion tables: Science and research communications, Publications and graphic design, Alumni magazines, University Web issues, No shop talk
- 8:45-9 a.m. Welcome remarks - West Dining Room, Inn at Carnall Hall
Remarks: David Gearhart, chancellor-elect/vice chancellor for university advancement, University of Arkansas
- 9-10:15 a.m. Storm stories - Power Point - West Dining Room, Inn at Carnall Hall
Dealing with the crises wrought by natural disasters from those who've lived to tell
Presenter: Holly Houk Cullen, assistant vice chancellor for public affairs, Louisiana State University
- 10:15-10:30 a.m. Break
- 10:30-11:45 a.m. Dueling logos - West Dining Room, Inn at Carnall Hall
How to balance individual units seeking their own identity with institutional branding



Panelists: Jay Blanton, executive director of public relations and marketing, University of Kentucky
Deedie Dowdle, executive director of communications and marketing, Auburn University

- 11:45 a.m.-1 p.m. Lunch - Ella's Restaurant, Inn at Carnall Hall
Program: The New SEC Academic Consortium
What it means for our schools and our communicators
Speakers: Julie Goldman, coordinator, SEC Academic Consortium, Robert Smith, vice chancellor for academic affairs and provost, University of Arkansas
- 1:15-2:15 p.m. Keynote session - - West Dining Room, Inn at Carnall Hall
Founded by Alice Walton, Crystal Bridges Museum of American Art is envisioned as a premier national art institution dedicated to American art and artists. Under construction in Bentonville, Ark., the museum complex will encompass approximately 100,000 square feet of gallery, library, meeting, and office space; a 250-seat indoor auditorium; areas for outdoor concerts and public events; gallery rooms suitable for large receptions, as well as sculpture gardens and walking trails. The museum will house a permanent collection of signature works from American artists along with galleries dedicated to regional art and artists including Native American art.
Speakers: Sandy Edwards, associate director, Crystal Bridges Museum of American Art
- 2:15-2:30 p.m. Break
- 2:30-3:45 p.m. From the sports section to the A section - West Dining Room, Inn at Carnall Hall
Leveraging athletics successes and managing athletics crises through communications
Panelists: Janet Griffith, assistant provost for communications, University of Alabama
Kevin Trainor, assistant director of athletics for communications, University of Arkansas
- 3:45-4 p.m. Break
- 4-5:15 p.m. Communicating diversity and scholarship - Presentation - West Dining Room, Inn at Carnall Hall



How one SEC university found success and PR value through a diversity scholarship program

Panelists: Richard Bayer, dean of enrollment services, University of Tennessee

Tom Milligan, vice chancellor for communications and marketing, University of Tennessee

5:15-6 p.m.

Down time

6 p.m.

Dinner - Powerhouse Restaurant, Dickson Street, Fayetteville
Depart from the lobby, Inn at Carnall Hall

8:30 p.m.

Optional night on the town - Dickson Street, Fayetteville
Depart from the restaurant for cocktails and socializing, guided by resident experts

Tuesday, June 10

7:30-8:30 a.m.

Continental breakfast - Ella's Restaurant, Inn at Carnall Hall
Discussion tables: Today's news media, Sustainability in publications, Advancement communications, Emergency communications systems, No shop talk

8:30-9:45 a.m.

Technology toolbox - Power Point
What new technology tools are being used by our peers to advance communications
Panelists: Mike Clardy, manager of news and Web services, Auburn University
Melanie Moran, assistant director of the news service, Vanderbilt University
Chris Nixon, director of communications technology services, University of Arkansas

9:45-10 a.m.

Break

10-11:15 a.m.

Communications for the billion dollar campaign - Power Point
How PR and publications and help make or break intensive fund-raising endeavors
Panelists: Laura Jacobs, associate director of news and editorial communications, University of Arkansas
Tom Milligan, vice chancellor for communications and marketing, University of Tennessee



11:45 a.m.-Noon	SEC Communicators Association: where do we go from here? Discussion on the association's future, including selection of host and topics for 2009 meeting. Moderator: Tysen Kendig, associate vice chancellor for university relations, University of Arkansas
Noon	Adjournment Box lunches provided