

# Kristin Malek

PhD, CMP, CED, DES, CHE

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## Academic Employment

<b>Assistant Professor/Event Management Extension Specialist</b> <i>University of Nebraska, Lincoln</i>	2019 - present Lincoln, NE
<b>Assistant Professor</b> <i>Kansas State University</i>	2015 - 2018 Manhattan, KS
<b>Instructor</b> <i>University of Nevada, Las Vegas</i>	2012 - 2015 Las Vegas, NV

## Education

<b>Ph.D. in Hospitality Administration</b> <i>University of Nevada, Las Vegas</i> Major: Event Management; Minor: Entrepreneurship and Statistics Dissertation: <i>Evaluating Event Effectiveness Across Alternate Platforms</i> Committee: Drs. Sarah Tanford, Seyhmus Baloglu, and Curtis Love	2012 – 2015 Las Vegas, NV
<b>Master's Degree in International Hospitality and Tourism Management</b> <i>University of South Carolina, Columbia</i> Major: Event Management; Minor: Hotel Operations Thesis: <i>Manager Training and its Effect on Employee Turnover Intentions</i> Committee: Drs. Sheryl Kline, Robin Dipietro, and Fang Meng	2010 – 2012 Columbia, SC
<b>Bachelor of Arts in Interior Design</b> <i>The Art Institute of Charlotte</i> Major: Interior Design	2005 – 2008 Charlotte, NC
<i>Certificates</i> <b>Meta-Analysis</b> <i>The Institute for Statistics Education</i>	2016 Online
<b>Event Planning Certificate</b> <i>Central Piedmont Community College</i>	2009 Charlotte, NC

## Extension/Research

### Refereed Journal Publications (\*indicates student author)

#### Articles in Press/Published

*Total publications = 18*

1. Baloglu, S., Raab, C., & **Malek, K.** (2020). Organizational motivations for green practices in casual restaurants. *International Journal of Hospitality & Tourism Administration*, 1-20.
2. Kim, W.\* & **Malek, K.**, Roberts, K. (2019). The effectiveness of green advertising in the convention industry: An application of a dual coding approach and the norm activation model. *Journal of Hospitality and Tourism Management*, 39(1), 185-192.
3. **Malek, K.** (2019). APacCHRIE and EuroCHRIE Annual Conference, Hong Kong, *Journal of Convention and Event Tourism*, 20(4), 287-289.
4. Olsen, E. & **Malek, K.** (2019). A recap of the faculty engagement program and the 2019 convening leaders professional convention management association. *Journal of Convention and Event Tourism*, 20(2), 129-134.
5. **Malek, K.**, Kline, S., & DiPietro, R. (2018). The impact of manager training on employee turnover intentions. *Journal of Hospitality and Tourism Insights*, 1(3), 203-219.
6. Kim, W.\* & **Malek, K.** (2018). Forecasting casino revenue by incorporating Google Trends. *International Journal of Tourism Research*. doi: 10.1002/jtr.2193
7. **Malek, K.**, Tanford, S., & Baloglu, S. (2018). Evaluating event effectiveness across alternate platforms. *Event Management*. 22(2), 135-152.
8. Kim, W.\* & **Malek, K.** (2018). Understanding the relationship among motivation to attend, satisfaction, and loyalty at medical conventions. *Journal of Convention & Event Tourism*. 18(4), 282-300.
9. Swift, D., **Malek, K.**, & Swift, A. (2018). The differences between ACF professional chefs and chef educators: Concern for task versus concern for people. *Journal of Hospitality and Tourism Education*, 1-12. doi: <https://doi.org/10.1080/10963758.2018.1485496>
10. Kim, W.\* & **Malek, K.** (2018). Social networking sites versus professional networking sites: Perceptions of hospitality students. *Journal of Human Resources in Hospitality & Tourism*, 17(2), 200-221.
11. Kim, W.\* & **Malek, K.**, Kim, N., & Kim, S. (2017). Destination personality, image, and loyalty of tourists visiting South Korea: The role of gender, age, cultural background, and prior experiences. *Sustainability*, 10(1), 87. doi: 10.3390/su10010087
12. **Malek, K.** & Kim, J. (2016). Conventions and gaming in South Korean casinos. *International Journal of Event and Festival Management*, 7(1), 66-80.
13. Jung, S.\*, Kim, Y., **Malek, K.**, & Lee, W. (2016). Engaging attendees in environmental sustainability at trade shows: Attendees' perceptions and willingness to participate. *Anatolia*, 27(4), 540-542.
14. Kim, W.\* & **Malek, K.** (2016). Effects of self-congruity and destination image on destination loyalty: The role of cultural differences. *Anatolia*, 1-13.
15. Kim, J., Ahlgren, M., Byun, J., & **Malek, K.** (2016). Gambling motivations and superstitious beliefs: A cross-cultural study with casino customers. *International Gambling Studies*, 1-20.
16. **Malek, K.**, Book, L.\*, & Tanford, S. (2015). Influential leadership and media: How a single statement can affect an industry. *Journal of Convention & Event Tourism*, 16(1), 27-44.

17. Tanford, S. & **Malek, K.** (2015). Segmentation of reward program members to increase customer loyalty: The role of attitude towards green hotel practices, *Journal of Hospitality and Marketing Management*, 24(3), 314-343.
18. **Malek, K.** & Tanford, S. (2014). Conventions and gaming in Las Vegas: Friends, enemies, or strangers? *Journal of Convention & Event Tourism*, 15(3), 198-219.

## **Books**

Fenich, G. & **Malek, K.** (2021). *Meetings, Expositions, Events, and Conventions: An Introduction to the Industry* 6<sup>th</sup> Edition. Kendall Hunt.

## **Invited Peer-Reviewed Book Chapters**

1. **Malek, K.** (2021). Meeting, Exhibition, Event, and Convention Organizers and Sponsors. In G. Fenich and K. Malek (Eds.), *Meetings, Expositions, Events, and Conventions: An Introduction to the Industry*. Kendall Hunt. Note: 5<sup>th</sup> edition sold over 10,000 copies and is the most widely adopted meetings text in the world. It has also been translated into multiple languages.
2. **Malek, K.** (2018). Meeting, Exhibition, Event, and Convention Organizers and Sponsors. In G. Fenich (Ed.), *Meetings, Expositions, Events, and Conventions: An Introduction to the Industry*. Pearson Education. Note: 4<sup>th</sup> edition sold over 10,000 copies and is the most widely adopted meetings text in the USA. It has also been translated into Mandarin.
3. **Malek, K.** & Ravichandran, S. (2017). Corporate Meetings: A Case Study in Adult Learning. In D. Breiter and A. Cecil (Eds.), *Contemporary Cases in Event Management* (1-16). Iowa: Kendall Hunt Publishing.
4. **Malek, K.** (2017). Association Meetings: A Case Study in Sense of Community. In D. Breiter and A. Cecil (Eds.), *Contemporary Cases in Event Management* (119-136). Iowa: Kendall Hunt Publishing.

## **Professional/Trade Articles** (\*indicates student author)

1. **Malek, K.** (2020, August). Tips for Effective Teaching Online in an Asynchronous Environment. Retrieved from: <https://www.chrie.org/m/pages.cfm?pageID=3503>
2. **Malek, K.** (2020, March). Best Practices When Postponing or Cancelling Events. Retrieved from: <https://disaster.unl.edu/best-practices-when-postponing-or-canceling-events>
3. **Malek, K.** & Norris, A.\* (2019, September). Hackathons – what are they and why should we care? Retrieved from: <https://heartland.pcma.org/chapter-news/hackathons-what-are-they-and-why-you-should-care/>
4. **Malek, K.** (2019, August). Rethinking your syllabus: specifications grading. Retrieved from: <https://newsroom.unl.edu/announce/teacherconnect/10004/58458>

## **Professional Presentations** (\*indicates student author)

### **International Meetings – Refereed Paper and Poster Presentations**

***Total paper presentations = 9; Total selected poster presentations = 3***

1. **Malek, K.** & Musgrave, J. (2019, May). A comparative study of international events management education. Paper presentation at APACHRIE; Hong Kong, China.
2. Ravichandran, S. & **Malek, K.** (2019, May). A content analysis of hotel cyberslacking policies. Poster presentation at: APACHRIE; Hong Kong, China.
3. **Malek, K.** & Olson, E. (2018, July). The application of team-based learning on convention and meeting attendees: An experimental design field study approach. Paper presentation at Global Events Congress; Warsaw, Poland.
4. **Malek, K.** & Sisson, A.\* (2018, July). Virtual meeting trends as observed by industry decision makers. Paper presentation at Global Events Congress; Warsaw, Poland.
5. Kline, S., **Malek, K.**, Dolasinski, M., Mayo, F. (2017, July). Hackathon: Hacking teaching challenges in the hospitality and tourism classroom. Paper presentation at: International CHRIE; Baltimore, MD. **Selected as a Master Teaching Series session.**
6. Kim, W.\* & **Malek, K.** (2017, July). A meta-analysis of sustainable behaviors across hospitality venues. Poster session presentation at: International CHRIE; Baltimore, MD.
7. Kim, W.\* & **Malek, K.** (2017, June). Big data management in the meeting and events industry: A qualitative study. Paper presentation at: Asian Pacific Forum 2017; Daegu, Korea.
8. **Malek, K.** & Kim, W.\* (2016, July). Optional attendance, required outcomes: Medical meeting attendee motivations. Poster session presentation at: International CHRIE; Dallas, TX.
9. Kim, W.\* & **Malek, K.** (2016, June). Performance drivers in the South Korean casino industry. Paper presentation at: International Gambling and Risk Taking Conference; Las Vegas, NV.
10. Jung, S.,\* Kim, Y-S., **Malek, K.**, & Lee, W. (2016, April). Attendees' attitudes and intentions to participate in environmental sustainability practices in tradeshow. Paper presentation at: Korea America Hospitality and Tourism Educators Association Conference; Las Vegas, NV. **Best Paper Award.**
11. **Malek, K.** & Kim, J. (2014, July). Casino tourism and MICE in South Korea: Can they work together? Paper presentation at: International CHRIE; San Diego, CA.
12. **Malek, K.** & Tanford, S. (2013, May). Conventions and gaming in Las Vegas: Friends, enemies, or strangers? Paper presentation at: 15<sup>th</sup> International Conference on Gambling & Risk Taking; Las Vegas, NV.

## National Meetings – Refereed Paper and Poster Presentations

*Total paper presentations = 7; Total selected poster presentations = 4*

1. Janssen, R. & **Malek, K.** (2019, September). Event design using #EventCanvas; Las Vegas, NV. Stand up presentation at: IMEX America.
2. Gamble, T.\* & **Malek, K.** (2018, October). Establishing the disconnect: Event management programs in higher education. Poster presentation at: IMEX America; Las Vegas, NV.
3. Kim, W.\* & **Malek, K.** (2018, January). A meta-analysis of antecedents and outcomes of loyalty in the hospitality industry. Poster session presentation at: the 22<sup>nd</sup> Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism; Fort Worth, TX.
4. Kim, W.\* & **Malek, K.** (2016, January). Students' perceived benefits of professional networking sites. Paper presentation at: 21<sup>st</sup> Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism; Philadelphia, PA.
5. Jung, S.\*, **Malek, K.**, Min, E.\* (2016, January). Is big data meaningful to the MICE industry? Discovering the influence of big data on meeting professionals' decision making. Poster session presentation at: the 21<sup>st</sup> Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism; Philadelphia, PA.
6. **Malek, K.** (2015, October). CSR and Twitter: An event perspective. Paper presentation at: IMEX; Las Vegas, NV.
7. **Malek, K.** & Tanford, S. (2014, January). The effect of various meeting platforms on attendee retention, satisfaction, and revisit intention. Paper presentation at: 20<sup>th</sup> Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism; Tampa, FL.
8. **Malek, K.** & Love, C. (2014, January). Exploring virtual events: A pilot study. Paper presentation at the: 19<sup>th</sup> Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism; Houston, TX. **Best Paper Award.**
9. **Malek, K.** & Tanford, S. (2014, January). Important events in history: How a simple comment can affect an industry. Paper presentation at: 19<sup>th</sup> Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism; Houston, TX.
10. Jung, S.\*, **Malek, K.**, & Love, C. (2014, January). Sustainability training modules for temporary employees in the meeting and events industry. Poster session presentation at: the 20<sup>th</sup> Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism; Tampa, FL.
11. **Malek, K.**, Kline, S., DiPietro, R., Meng, F., & Dickson, D. (2013, January). Manager training in the hotel environment and its effect on employee turnover intentions. Paper presentation at: 18<sup>th</sup> Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism; Seattle, WA.

## **Regional Meetings – Refereed Paper Presentations**

*Total paper presentations = 11*

1. **Malek, K.** (2019, October). Utilizing events to attract and grow your business. Presentation at: Nebraska Entrepreneur Best Practices Summit; York, NE.
2. **Malek, K.** & Bardwell, A. (2019, March). Artificial intelligence in hospitality: Can AI replace human interaction? Presentation at: Central CHRIE; Indianapolis, IN. **First Place Industry Challenge Award.**
3. Kim, W.\* & **Malek, K.** (2018, April). Exploring the effects of green marketing messages in the convention industry. Presentation at: Central Federation CHRIE; Ames, IA.
4. Gamble, T.\*, Sisson, A.\*, & **Malek, K.** (2018, April). Financial impacts of Hurricane Rita to the Houston Airport System. Presentation at: Central Federation CHRIE; Ames, IA.
5. Sisson, A.\* & **Malek, K.** (2018, February). Industry experience requirements for hospitality PhD students. Presentation at: West Federation CHRIE; Denver, CO.
6. Jung, S. & **Malek, K.** (2018, February). Project-based learning for event management students. Presentation at: West Federation CHRIE; Denver, CO.
7. **Malek, K.** (2017, March). Incorporating soft skills in the syllabus. Paper presentation at: Central Federation CHRIE Regional Conference; Stillwater, OK.
8. **Malek, K.** & Kim, W.\* (2017, March). Medical meetings: Attendee profiles, motivations to attend, and value propositions. Paper presentation at: Central Federation CHRIE Regional Conference; Stillwater, OK.
9. Kim, W.\* & **Malek, K.** (2016, April). Effects of self-congruity and destination image on destination loyalty: The moderating role of perceived cultural difference. Paper presentation at: Central CHRIE Conference; Kansas City, KS. **Best Paper Award.**
10. Jung, S.\*, Yoon, S.\*, & **Malek, K.** (2016, February). Can mobile event applications lead to a sustainable event? Paper presentation at: WF CHRIE Conference; Denver, CO.
11. **Malek, K.** (2014, February). Linking theory with practice: Event management capstone courses. Paper presentation at: WF CHRIE Conference; Long Beach, CA.

## **Invited Conference Presentations: International, National, and Regional**

*Total presentations = 20*

*Total participants reached = 1,809*

1. **Malek, K.** (2020, May). Menu-style syllabus: specifications grading and mastery paths; Lincoln, NE. Presentation to 53 Nebraska University faculty and staff at the Nebraska 2020 Innovation in Pedagogy and Technology Symposium.
2. **Malek, K.,** & Albee, B. (2020, March). Current and future trends in event management; Lincoln, NE. Presentation to 85 event professionals across six states at the Plan On It Conference.
3. Means, T. & **Malek, K.** (2020, January). Social engagement in learning: Yellowdig as a tool for discussions; Lincoln, NE. Presentation to 60 UNL faculty at the University of Nebraska Spring Teaching and Learning Symposium.
4. **Malek, K.** (2020, January). Teaching skills and technologies that work for millennials and generation z: San Francisco, CA. Presentation to 30 event management faculty both domestic and international at the PCMA Convening Leaders Conference.

5. **Malek, K.** & Brown, S. (2019, October). 21<sup>st</sup> Century Syllabi for 21<sup>st</sup> Century Learners; Lincoln, NE. Presentation to 20 University of Nebraska faculty members at the Fall Teaching and Learning Symposia.
6. **Malek, K.** (2019, September). Hot topics in event management education; Las Vegas, NV. Presentation to 45 attendees at IMEX America.
7. **Malek, K.** (2019, September). Utilizing technology in event management programs; Las Vegas, NV. Presentation to 35 event faculty members at IMEX America.
8. **Malek, K.** (2019, August). Unlearn Yourself; Lincoln, NE. Presentation to 450 attendees at IGNITE Lincoln.
9. **Malek, K.**, Cecil, A., & Fenich, G. (2019, March). How to secure alternative funding; Indianapolis, IN. Panel presentation to 40 attendees at the Central CHRIE conference.
10. **Malek, K.** (2019, January). Four event ROIs that matter; Pittsburgh, PA. Presentation to 18 event professionals at the PCMA Convening Leaders national conference.
11. **Malek, K.** & Cecil, A. (2018, June). Teaching events in higher education: New career path for industry professionals; Indianapolis, IN. Presentation to over 100 attendees local and livestreaming at the Meeting Professionals International (MPI) – World Education Congress.
12. **Malek, K.** (2018, March). Facility rental best practices; Manhattan, KS. Presentation to 35 attendees at the International Association of Fairs and Expositions Regional Conference.
13. **Malek, K.** (2018, March). Special interest groups, motivation, and event effectiveness; Manhattan, KS. Presentation to 45 attendees at the International Association of Fairs and Expositions Regional Conference.
14. **Malek, K.** & Cecil, A. (2018, January). Instructors wanted! How to navigate higher education; Nashville, TN. Presentation to 125 global attendees at the Professional Convention Managers Association (PCMA) Convening Leaders.
15. **Malek, K.** (2018, January). Discussion leader following two sessions: “Emerging global threats to have on your radar” and “Solving problems using illusion and the power of perspective”; Nashville, TN at Professional Convention Managers Association (PCMA) Convening Leaders conference.
16. **Malek, K.** (2017, November). Planning awesome events; Overland Park, KS. Presentation to 73 Girl Scout Leaders at Girl Scouts of America conference.
17. **Malek, K.** (2017, October). Launching the EventMobi certificate in an academic setting; Las Vegas, NV. Presentation to 55 attendees from five different countries at IMEX.
18. **Malek, K.** (2017 March). Effective teaching panel: Stillwater, OK. Presentation to 50 attendees from six different states at the Central Federation CHRIE conference.
19. **Malek, K.** (2017, January). TED-style Talk – Learning from emerging global hospitality educators: Houston, TX. Presentation to 350 global attendees at the 22<sup>nd</sup> Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism.
20. **Malek, K.** (2016, October). Meet the experts: Las Vegas, NV. Presentation to 130 participants from six countries at IMEX.

## **Invited Workshops, Trainings, and Presentations (Not conference affiliated)**

***Total presentations = 34***

***Total participants reached = 1,648 'live' attendees; unknown from recordings***

1. **Malek, K.** (2020, August) Zoom Engagement Tips and Tricks; Zoom; Presentation to 25 FNH Extension Professionals live; session recorded and sent out state wide.
2. **Malek, K.** (2020, August). Zoom Engagement and Gamification; Zoom; Presentation to 85 PCMA members; recorded and sent out after the session to all membership.
3. **Malek, K.** (2020, July). Zoom Next Level Engagement; Zoom; Presentation to 45 PCMA members live; recorded and sent out after the session to all membership.
4. **Malek, K.** (2020, July). Purpose and creativity; Recorded for UNL Future Husker University; as of ending of live sessions over 25 have viewed.
5. **Malek, K.** (2020, June). Maintaining mindfulness with endless Zoom meetings; Zoom; Presentation to 20 Lincoln professionals.
6. **Malek, K.** (2020, June). Teaching Strategies for Virtual Classrooms; Zoom; Presentation to 20 Ukrainian educators.
7. **Malek, K.,** Ammachathram, A., & Fischer, J. (2020, June). Zoom; Presentation to 18 attendees as part of the Hospitality Town Hall.
8. **Malek, K.** (2020, May). Team building in virtual environments; Zoom; Presentation to 12 industry professionals in the Lincoln Area.
9. **Malek, K.** (2020, March). Life Online: Effectively working from home, experiential design, and successful online meetings. Presentation to 40 industry professionals from Nebraska, the US, and Europe over Zoom.
10. **Malek, K.** (2020, March). How to Effectively Work from Home. Presentation to 12 Nebraska industry professionals over Zoom.
11. **Malek, K.** (2020, March). How to Manage an Online Meeting. Presentation to 25 Nebraska industry professionals over Zoom.
12. **Malek, K.** (2020, January). Incorporating innovation into your event; Lincoln, NE. Workshop for the Nebraska Safety Council board (10 members).
13. **Malek, K.** (2019, November). Successful strategies to increase student enrollment; Zoom seminar. Presentation to 20 live Central CHRIE members and recorded and put online.
14. **Malek, K.** (2019, October). The four ROIs of events; Lincoln, NE. Presentation to 35 event professionals at the EventLNK monthly meeting.
15. **Malek, K.** (2019, October). When life gives you lemons, make wine; Seward, NE. Keynote speech for 150 attendees at the Memorial Health Systems annual event.
16. **Malek, K.** (2019, August). Maximizing your marketing utilizing behavioral science; Kearney, NE. Presentation to 35 attendees for Grow Nebraska and recorded and put online. Presentation can be seen here: <https://grownebraska.org/august-15-maximizing-your-marketing-utilizing-behavioral-science/>.
17. **Malek, K.** (2019, July). Developing a travel itinerary; Lincoln, NE. Presentation to 10 participants for UNL Alumni Association Grandparents Day.
18. **Malek, K.** (2019, June). Association innovation and marketing; Lincoln, NE. Workshop for 25 Nebraska Society of Association Executives (NSAE).
19. **Malek, K.** (2019, April). Event Planning 101; Lincoln, NE. Presentation to 31 middle school students from Wisner-Pilger.
20. **Malek, K.** (2019, April). Awareness is the key to transformation; Omaha, NE. Presentation to 65 attendees as target speaker at TM District Conference.



21. **Malek, K.** (2019, April). Event strategy – taking it beyond logistics; Kansas City, KS. Workshop for 25 Girl Scouts of America Staff.
22. **Malek, K.** (2019, March). Event management and rural tourism opportunities; Lincoln, NE. Presentation to 30 attendees at the Lincoln Lodging Association monthly meeting.
23. **Malek, K.** (2019, March). Current and future event management trends; Lincoln, NE. Presentation to 20 attendees at the EventLNK monthly meeting.
24. **Malek, K.** (2019, March). Enhancing your meeting from food to format; Omaha, NE. Panel presentation to 40 attendees at the PCMA Heartland Chapter Lunch and Learn.
25. **Malek, K.** (2018, June). Event planning 101; Overland Park, KS. Workshop for 30 Girls Scouts of America staff.
26. **Malek, K.** (2018, April). Passion first; Paycheck second; Maize, KS. Presentation to over 175 high school students as part of the Presidential Lecture Series.
27. **Malek, K.** (2018, March). NSF CAREER Nuts and Bolts; Manhattan, KS. Panel session to over 20 faculty members campus-wide.
28. **Malek, K.** (2018, February). Passion first; Paycheck second; Wakefield, KS. Presentation to 45 juniors and seniors as part of the presidential lecture series.
29. **Malek, K.** (2018, February). Professionalism in the classroom; Manhattan, KS. Presentation to 53 graduate students for the Kansas State University GTA Professional Development Series.
30. **Malek, K.** (2017, November). A career day in the life of an event planner; Frontenac, KS. Presentation to 33 juniors and seniors as part of the presidential lecture series.
31. **Malek, K.** (2017, November). Passion first; Paycheck second; Frontenac, KS. Presentation to 27 juniors and seniors as part of the presidential lecture series.
32. **Malek, K.** (2017, September). How to improve academia and industry engagement together; New Orleans, LA. Presentation to 25 Board of Directors of PCMA.
33. **Malek, K.** (2017, February). The quest for gold: Planning the Olympic games; Manhattan, KS. Presentation to 25 middle school girls.
34. **Malek, K.** (2016, October). Speakers in higher education panel; Manhattan, KS. Presentation to 20 live and distance participants plus recorded for future play.

### **Industry/Extension Spotlights in the News/Interviews**

***Total articles and interviews = 15***

1. PCMA Heartland Chapter October Newsletter. Member Spotlight. (December 12, 2019). Retrieved from: <https://heartland.pcma.org/chapter-news/member-spotlight-kristin-malek/>
2. Cedar County News (October 23, 2019). Wedding Bells may become big business for Hartington Native.
3. Sioux City Journal. Students in class put together free wedding for Nebraska couple. (October 17, 2019). Retrieved from: [https://siouxcityjournal.com/news/state-and-regional/nebraska/students-in-class-put-together-free-wedding-for-nebraska-couple/article\\_4ccb36e-14aa-59e5-b225-37c4ea680874.html](https://siouxcityjournal.com/news/state-and-regional/nebraska/students-in-class-put-together-free-wedding-for-nebraska-couple/article_4ccb36e-14aa-59e5-b225-37c4ea680874.html)
4. Lincoln Journal Star. Students in event planning class at UNL put together free wedding for Omaha couple. (October 12, 2019). Retrieved from: [https://journalstar.com/news/local/students-in-event-planning-class-at-unl-put-together-free/article\\_e583ba99-26d0-5647-98f2-38efce11f676.html](https://journalstar.com/news/local/students-in-event-planning-class-at-unl-put-together-free/article_e583ba99-26d0-5647-98f2-38efce11f676.html)

5. Daily Nebraskan. UNL students in event operations class plan free wedding for Omaha bride. (September 17, 2019). Retrieved from:  
[http://www.dailynebraskan.com/news/unl-students-in-event-operations-class-plan-free-wedding-for/article\\_90065782-d8ee-11e9-b31b-9bf8da5fef84.html](http://www.dailynebraskan.com/news/unl-students-in-event-operations-class-plan-free-wedding-for/article_90065782-d8ee-11e9-b31b-9bf8da5fef84.html)
6. ThisWeek Newsletter. DES Spotlight. (June 5, 2018).
7. ProfTalks. Radio interview at 91.9 KSDB-FM. (April 6, 2018).
8. Thanksgiving Travel Tips: Video Interview distributed to affiliates by Kansas State Marketing and Communications. (November 20, 2017).
  - a. Shown on eleven news reports across ABC, NBC, FOX, and CBS affiliates in Kansas, Missouri, Mississippi, Oregon, and Montana. Total viewership 126,176 people, total publicity value: \$7,487. Featured on ABC World News Tonight with David Muir.
9. Event Engagement: How is Technology Supporting Engagement? (July 17, 2017). Retrieved from: <http://metc.eventmobi.com/2017/07/17/engagement/>
10. Summer savings: Travel expert shares ways to save on vacations. (May-June, 2017).
  - a. **Video** interview shown on seven ABC and NBC affiliates in Kansas, Oregon, and Kentucky – total viewership 66,821 people, total publicity value: \$3,200.
  - b. **Audio** interview distributed by Sunflower State Radio (<http://www.sunflowerstateradio.com/2017/05/31/summer-vacations-planning-saves-money-and-headaches/>) and WIBW news (<https://www.wibwnewsnow.com/summer-vacations-planning-saves-money-headaches/>)
  - c. **Written** story originally distributed by Kansas State Marketing and Communications at <http://www.k-state.edu/media/newsreleases/2017-05/summervacations52617.html>; story picked up by Texas Forest Country Living Magazine at <http://texasforestcountryliving.com/summer-savings-travel-expert-shares-ways-save-vacations/> and Newswise at <http://www.newswise.com/articles/summer-savings-travel-expert-shares-ways-to-save-on-vacations>
11. 2017's Best Place to Celebrate Easter. (April 11, 2017). Retrieved from:  
<https://wallethub.com/edu/best-places-to-celebrate-easter/19774/#kristin-malek>
12. K-State's Kristin Malek named trailblazer in the meetings industry. (September 13, 2016). Retrieved from:  
<http://manhattanmercury.ks.newsmemory.com/publink.php?shareid=454599568>
13. 2016 Meetings Trendsetters: Top 20 industry trailblazers who set a new standard. (July, 2016). Retrieved from:  
[http://www.digital.meetingstoday.com/meetingstoday/july\\_2016?pg=2#pg2](http://www.digital.meetingstoday.com/meetingstoday/july_2016?pg=2#pg2)
14. Beasley, Y. (2013, June 6). UNLV study finds conventions don't boost gambling \$\$ *Reno Gazette-Journal*. Retrieved from: <http://blogs.rgj.com/renorebirth/2013/06/06/unlv-study-finds-conventions-dont-boost-gambling/>
15. Velotta, R. (2013, May 28). UNLV studies find conventions don't boost gambling, casino shows hurt gaming revenue. *Vegasinc*. Retrieved from:  
<http://www.vegasinc.com/business/gaming/2013/may/28/las-vegas-gambling-conference-opens-stroke-bad-luc/>

## University News and Interviews

*Total articles and interviews = 17*

1. Center for transformative teaching awards first grants (Feb 13, 2020). Retrieved from: <https://news.unl.edu/newsrooms/today/article/center-for-transformative-teaching-awards-first-grants/>
2. Two HRTM Professors Receive Awards at Central CHRIE Conference in Indianapolis. (March 29, 2019). Retrieved from: <https://cehs.unl.edu/HRTM/news/two-hrtm-professors-receive-awards-central-chrie-conference-indianapolis/>
3. Malek wins Emerging Leader Award. (February 27, 2018). Retrieved from: <https://www.k-state.edu/today/announcement.php?id=39933>
4. KAWSE announces ADVANCE Distinguished Lecture Series award recipients. (June 8, 2017). Retrieved from: <http://www.k-state.edu/today/announcement.php?id=35053>
5. Big 12 fellowship, K-state mentoring award recipients recognized. (May 8, 2017). Retrieved from: <http://www.k-state.edu/today/announcement.php?id=34657>
6. Hospitality management faculty and students attend, present, and win at CHRIE conference. (March 20, 2017). Retrieved from: <http://www.k-state.edu/today/announcement.php?id=33298>
7. Students and faculty from hospitality management department present at graduate student conference. (January 20, 2017). Retrieved from: <http://www.k-state.edu/today/announcement.php?id=31778>
8. Kristin Malek studies fair and festival food safety. (January 19, 2017). Retrieved from: <http://www.k-state.edu/today/announcement.php?id=31754>
9. Roberts and Malek elected to international association for hospitality educators (September 15, 2016). Retrieved from: <http://www.k-state.edu/today/announcement.php?id=29175>
10. Malek named trailblazer in the meetings industry. (September 13, 2016). Retrieved from: <http://www.k-state.edu/today/announcement.php?id=29056>
11. Double winnings: Hospitality Management assistant professor wins best paper honors at two conferences. (2016, May 20). Retrieved from: <http://www.k-state.edu/today/announcement.php?id=27715>
12. ADVANCE Distinguished Lecture Series 2015-2016 award recipients. (2016, May 6). Retrieved from: <http://www.k-state.edu/today/announcement.php?id=27428>
13. An unlikely partnership: K-State's hospitality management and chemical engineering departments collaborate to host conference. (2016, April 11). Retrieved from: <http://www.k-state.edu/today/announcement.php?id=26659>
14. National conference selects 14 K-State students for internship. (2016, April 8). Retrieved from: <http://www.k-state.edu/today/announcement.php?id=26613>
15. LVCVA presents doctoral student Malek with its prestigious Hospitality Hero award. (2015, May). Retrieved from: [https://issuu.com/harrahcollege/docs/insideharrah\\_may](https://issuu.com/harrahcollege/docs/insideharrah_may)
16. Career Services Mixes it up! (2015, March 6). Retrieved from: <https://www.unlv.edu/news-story/career-services-mixes-it>
17. Student Organizers make Mentor Reception a Success! (2015, April). Retrieved from: [https://issuu.com/harrahcollege/docs/insideharrah\\_april](https://issuu.com/harrahcollege/docs/insideharrah_april)

## **Grants, Fellowships, and Funding Support**

*Funded* (\$122,733 total)

### **Integrated Research/Extension Related**

**Total funding = \$51,466**

1. **Malek, K.** (2018). *Experimental design field study observations of convention and meeting attendees*. Dean Barbara S. Stowe Award. Funded: \$3,983.
2. **Malek, K.** (2018). *Transfer of learning in meeting and events: Applying the learning transfer system inventory scale*. Office for the Advancement of Women in Science and Engineering. Funded: \$1,200.
3. **Malek, K.** (2017). *Influential meeting experience variables and their impact on transfer of learning*. University Small Research Grant (USRG). Funded: \$4,070.
4. **Malek, K.** (2017). *Mentoring fellowship*. All University Award at Kansas State University. Funded: \$5,959.
5. **Malek, K.** (2017). *Understanding motivation to attend, satisfaction, loyalty, and content retention across meeting attendee populations*. College of Human Ecology Grant. Funded: \$4,995.
6. **Malek, K.** (2015). *Fair and festival food safety*. University Small Research Grant (USRG). Funded: \$4,259.
7. **Malek, K.** (2015). *Evaluating event effectiveness across alternate platforms*. Harrah Hotel College Dissertation Grant. Funded: \$5,000.
8. **Malek, K.** (2014). *Increasing event effectiveness through alternative programs*. Hilton Summer Research Grant. Funded: \$3,000.

### **Teaching Related Activities**

**Total funding = \$66,988**

1. **Malek, K.** (2020). *Redesigning education with experiential design*. Center for Transformative Teaching. Funded: \$1,000.
2. Kwon, J., **Malek, K.**, Roberts, K., Jang, J. (2018). *Development of online MS in hospitality administration*. Global Campus. Funded: \$38,676. Co-PIs.
3. **Malek, K.** (2017). *Peer review of teaching fellowship*. Teaching and Learning Center. Funded: \$1,000.
4. Roberts, K. & **Malek, K.** (2016). *Developing a hybrid hospitality management degree completion program*. Global Campus. Funded: \$23,812. Co-PI.
5. **Malek, K.** (2015). *Event capstone development*. Academic Excellence Grant. Funded: \$2,500

### **Professional Development Related**

**Total funding = \$7,279**

1. **Malek, K.** (2019). *Scholarly enhancement program*. College of Education and Human Sciences. Funding: \$2,000.
2. **Malek, K.** (2019). *Faculty scholarship*. PCMA. Funded: \$1,750.

3. **Malek, K.** (2017). *Digital event strategy*. Meetings + Conventions Calgary. Funded: \$1,129.
4. **Malek, K.** (2016). *Academic career paths for event professors*. Office for the Advancement of Women in Science and Engineering. Funded: \$1,200.
5. **Malek, K.** (2015). *Event professors working with industry*. Office for the Advancement of Women in Science and Engineering. Funded: \$1,200.

Not funded

1. **Malek, K.** (2017). *CAREER: Optimizing learning in content intensive STEM meetings*. National Science Foundation. Requested: \$717,443.
2. **Malek, K.** & Tanford, S. (2014). *Event effectiveness across different modalities*. Meeting Professionals International (MPI). Requested: \$49,098. (RFA Cancelled)

**Editorial Board**

Journal of Convention and Event Tourism

2018 –

**Invited Journal Reviewer**

- |   |             |
|---|-------------|
| 1. Administrative Sciences                                      | 2018 –      |
| 2. Journal of Travel & Tourism Marketing                        | 2018 –      |
| 3. International Journal of Tourism Research                    | 2017 –      |
| 4. Journal of Hospitality Marketing & Management                | 2017 –      |
| 5. Journal of Travel and Tourism Management                     | 2017 –      |
| 6. Sustainability   | 2017 –      |
| 7. Asia Pacific Journal of Tourism Research                     | 2016 –      |
| 8. International Journal of Contemporary Hospitality Management | 2016 –      |
| 9. Journal of Convention & Event Management                     | 2014 –      |
| Journal of Policy Research in Tourism, Leisure, and Events      | 2018        |
| 10. Journal of Foodservice Management & Education               | 2017        |
| 11. International Gambling Studies                              | 2015 – 2016 |

# Teaching/Mentorship

## Experience

### University of Nebraska Lincoln, Hospitality, Restaurant, and Tourism Management

#### **Undergraduate Courses (listed from highest course number to lowest)**

##### Advanced Event Operations (HRTM 489)

- An *experiential* class where the students have to plan, market, and produce actual events with real clients and money.

Spring 2020      EventLNK Plan On It Conference and Reception

Fall 2019        Free wedding giveaway, program fundraiser, hackathon

##### Undergraduate Independent Studies (HRTM 296, HRTM 396, and HRTM 496)

- Customized course per student

Fall 2020        Social Media Marketing

Spring 2020    Event Design Principles

Spring 2019    MBECs Curriculum Mapping

##### Introduction to the Event Industry (HRTM 289) – *in person and online*

- This entry-level event course introduces students to the concepts of strategic planning, project management, financial management, stakeholder relationships, meeting design, site management, and all related organizational resources available.
- Fall 2020, Spring 2020, Spring 2019

#### **Graduate Courses (listed from highest course number to lowest)**

##### Graduate Level Independent Study (HRTM 896)

- Customized course per student

Fall 2020        Experience Design and Virtual Meeting Design

Spring 2020    Experience Design and Video Storytelling

##### Graduate Advanced Event Operations (HRTM 869)

- This course focuses on event design and research principles in the event management landscape

Fall 2020, Spring 2020

### Kansas State University, Department of Hospitality Management

#### **Undergraduate Courses (listed from highest course number to lowest)**

##### Business Event Management – Event Capstone Course (HM 663)

- An *experiential* capstone class where the students have to plan, market, and produce actual events with real clients and money.

- I developed this course in its experiential format and secured funding from the Provost's office for it the first semester it was offered until course fees were implemented.
- |             |   |
|-------------|---|
| Fall 2018   | Hospitality Education Summit, MBECS trip in St. Louis   |
| Fall 2017   | Renaissance Festival, PCMA State of the Industry Event  |
| Spring 2017 | Hospitality Career Fair, Ribbon Cutting, University-wide student appreciation day, University-wide teacher appreciation day |
| Spring 2016 | Chemical Engineering AIChE regional conference, Central CHRIE conference, University-wide teacher appreciation day          |

#### Internship in Hospitality Management (HM 475) - *Online course*

- This senior-level 400-hour internship course requires weekly assignments, interviews, and an in-depth job related research project.
- Fall 2017, Summer 2017, Spring 2017, Fall 2016, Summer 2016

#### Business Event Coordination (HM 463)

- This junior level course introduces students to the key concepts of planning an event from start to finish as one project. The students were able to apply these concepts across six different United Way events that attracted over 1,000 people.
- One attendee was so impressed with the United Way events that they donated money to the Kansas State foundation for an event management student scholarship.
- I developed this course for the new curriculum.
- Spring 2018

#### The Travel and Dining Auction (HM 427)

- An *experiential* course where the students have to plan, market, and produce an auction that funds all student clubs and departmental student scholarships.
- |             |  |
|-------------|--|
| Spring 2018 | Secured approximately \$60,000 in donations and raised over \$30,000 through tickets, live, silent, and online auction |
| Spring 2017 | Secured approximately \$55,000 in donations and raised over \$30,000 through tickets, live, silent, and online auction |

#### Hospitality Sales and Promotion (HM 424) – *in person and online*

- Partnered with a local organization to conduct market research, target market analysis, current customer base, and suggested hours of operation. Class also prospected areas across the country to learn the process of cold calling to collect donations for local event.
- I re-developed this course from Hospitality Marketing to Hospitality Sales.
- Fall 2018, Summer 2018, Fall 2016, Fall 2015

#### Introduction to Business Events (HM 363) – *in person and online*

- This entry-level event course introduces students to the concepts of strategic planning, project management, financial management, stakeholder relationships, meeting and event design, site management, and all related organizational resources available.
- Summer 2018, Summer 2017, Fall 2016, Fall 2015

*Additional undergraduate courses developed:* Nonprofit event management (HM 426)

## Graduate Courses (listed from highest course number to lowest)

### Teaching Practicum in Hospitality Management (HM 993)

- Culminating experience in which PhD students teach their own course as instructor of record. In addition to teaching, weekly meetings discuss relevant topics that affect instructors in the classroom environment.
- I developed this course and all graduate faculty co-taught covering specific topics.
- Spring 2018

### Financial Management and Cost Controls for the Hospitality Industry (HM 895)

- Advanced managerial accounting concepts, value and risk analyses, asset management, franchising and management contracts, and cost-volume-profit analyses.
- Fall 2017

### Advanced Meetings and Business Event Management (HM 825)

- Students complete executive tasks, conduct effective event management research, incorporate findings into applicable strategic plans for the future, and disseminate knowledge to educators, industry, and executives.
- I developed this course.
- Fall 2018

### Problems in Hospitality Management – Special Topics (HM 820)

- This course changes each semester and focuses on special topics that are current in the industry and relevant to student's interests. In particular, sustainability issues in both event management and foodservice operations was covered in depth.
- Spring 2018, Fall 2017, Spring 2017

### Practicum in Hospitality Administration (HM 785)

- Students work in-field for a minimum of 400 hours, completing weekly assignments, and an extensive research project with a strategic plan that they then have to present to their employer and professor.
- Summer 2018, Summer 2017

## University of Nevada Las Vegas, William F. Harrah College of Hotel Administration

## Undergraduate Courses

### Festival and Event Management Capstone (TCA 490)

- An *experiential* capstone class where the students have to plan, market, and produce actual events with real clients and money.  
Summer 2015 UNLV Alumni Event  
Spring 2015 UNLVino, Career Mixer, Mentor Reception, Medical Conference, Academic Recognition Reception, Golf fore Dummies fundraiser  
Fall 2014 Career Mixer, Mentor Reception, Foundation Dinner, Educational Conference (Face-to-face, Streaming, SecondLife, virtual)



Summer 2014	Education conference across five platforms (Face-to-face, Streaming, Broadcast, SecondLife, Session Capture)
Fall 2013	Career Mixer, Mentor Reception, 2 fundraisers for UNLV
Summer 2013	Taught 4 sections. Las Vegas Prom, Pajama Party, Gaming Conference, Business Networking, Risk Management Conference, Tequila Tasting
Spring 2013	First Year Experience, Korea American Hospitality and Tourism Educators Association conference (KAHTEA), Vallen Dinner
Fall 2012	First Year Experience, Career Mixer, Fundraiser for UNLV

#### Hospitality Financial Management (TCA 420)

- Time value of money, cost of capital, stocks, hotel valuation, capital budgeting, capital structure, and overall financial concepts.
- Spring 2014 (instructor of record), Fall 2013 (teaching assistant)

#### Strategic Management in Hospitality (HMD 454)

- Partnered with local hotel to completely redo operations including the employee handbook, job descriptions for each position, organizational culture, restaurant menu, analyze existing business, and create strategic plan for the future.
- Summer 2013 (co-instructor 50/50)

#### Tradeshow Management (TCA 476)

- Fall 2012 (teaching assistant to Dr. Curtis Love)

### **Graduate Committees**

Abby Schuck, Master's Thesis: Chair	2020 –
Lillian Nguyen, Master's Thesis: Chair	2020 –
Tia Gamble, MS/MBA Student, Thesis: Chair	2018
WooHyuk Kim, PhD Committee: Chair	2015 – 2018
Laura Rozell, Master's Project: Chair	2017 – 2018
Chelsea Paul, Master's Project: Chair	2017 – 2018
Ryan Irvin, Master's Thesis Committee: Member	2015 – 2017
Yi Cao, Master's Thesis Committee: Member	2015 – 2017

## Service

### University Service

UNL CEHS Technology Committee	2020
UNL Extension Technology Committee	2020
HRTM Graduate Program Liaison	2020
NHS Remote Learning Committee Co-Chair	2020
UNL Rural Community Prosperity Initiative – Core member of Placemaking Team	2020
Delta Sigma Phi Student Mentor	2020
HRTM Mentor Program Director	2019 -
HRTM Advisor of Nebraska Event Management Student Association (NEMA)	2019 -
NHS Chairs Advisory Council	2019 -
CEHS Learning Innovation Studio: Co-chair	2019 -
Membership to University of Nebraska Graduate Faculty	2019
Presidential Lecture Series Speaker	2017 – 2018
Academic Affairs Committee: Member	2016 – 2018
Professional Event Management Student Group: Advisor	2015 – 2018
Director of Events and Instructor Search Committee: Chair	2016 & 2017
Hospitality Department Chair Search Committee: Member	2015 – 2016 & 2016 - 2017
Faculty Affairs Committee Member	2015 – 2016
Hospitality Department Vision 2025 Sub-committee	2015 – 2016
Professor of Practice Search Committee Member	2015 –2016
Membership to Kansas State Graduate Faculty	2015
Event/Services Management Assistant Professor Search Committee Member	2014 – 2015
UNLV Harrah Hotel College’s Mentor Program: Invited Mentee Liaison	2013 – 2015
Hospitality Graduate Student Association (HGSA): Vice President	2012 – 2015
UNLV Harrah Hotel College’s Sustainability Committee Member	2013 – 2015

### Academia Service

Central CHRIE Conference Chair	2019 –
Journal of Convention and Event Tourism Editorial Board	2018 –
Central CHRIE Research Committee Member	2019
IMEX Co-leader for Faculty Engagement Program	2018 –
Director of Networking for Central Federation of CHRIE	2016 – 2018
ICHRIE Conference Committee	2015 – 2018
ICHRIE Association Member	2013 – 2018
Central CHRIE Conference Chair	2015 – 2016
Hotel Association: Member	2012 – 2014
Golden Key International Honor Society	Inducted 2013
International Association of Exhibitions and Events (IAEE): Member	2012 – 2013
Eta Sigma Delta	Inducted 2012
National Society of Minorities in Hospitality (NSMH): Vice President SC Chapter	2011 – 2012

## **Event Industry Service**

Extraordinary Events Initiative: Founder/Director	2020 –
Includes twice a week podcast, weekly webinars, and website	
Board of Directors: PCMA Heartland Chapter	2019 –
PCMA Heartland Chapter Emerging Leaders: Co-Chair	2019 –
MPI Heartland: Member	2019 –
Board of Directors: EventLNK	2019 – 2020
EventLNK Conference: Chair	2019 – 2020
PCMA Faculty Council: Chair	2017 & 2018
PCMA Heartland Chapter Program Committee: Member	2017 – 2018
PCMA Heartland Chapter Emerging Leaders Committee: Member	2017 – 2018
Professional Convention Management Association (PCMA): Member	2013 – 2018
IAFE Membership Committee: Member	2015 – 2016
Academy of Hospitality and Tourism (AOHT) Charity Golf Tournament: Planner	2014 – 2015
Meeting Professionals International (MPI): Member	2013 – 2015
Green Meetings Industry Council (GMIC): Member	2012 – 2014

## **Other Extension Service**

National Heritage Area Partnership (Rural Tourism): Board of Directors	2019 –
National Heritage Area Partnership (Rural Tourism): Marketing Chair	2019 –
Vice President of Public Relations: Toastmasters	2019
Community Vitality Initiative: Member	2019
Livable Communities: Member	2019
Marketing Hometown America: Member	2019
Red Carpet Service Team: Member	2019
Regional Food Summit Training and Events Committee: Member	2019
Girl Scouts of America: Gold Advisory Board	2017 – 2018
Girl Scouts of America: Council Trainer	2016 – 2018

# Professional Development and Recognition

## Certifications

1. Event Design Certification (Level 3 – CED)	2020
2. Event Design Certification (Level 2)	2019
3. Digital Event Strategist (DES)	2017
4. Event Design Certification (Level 1)	2017
5. Meeting and Event Technology (METC)	2017
6. Certified Meeting Professional (CMP)	2016
7. CVENT Certification	2015
8. UNLV Graduate College Research Certification	2014
9. Certified Hospitality Educator (CHE)	2013
10. ServSafe Certification	2013
11. Serving Alcohol with Care	2013

## Awards and Recognition

1. Second place in District level for international speech contest	2020
2. First place in Division, Area, and Club levels for international speech contest	2020
3. UNL Parent’s Association Recognition for Contribution to Students	2020
4. Finalist for TEDxLincoln (top 8)	2020
5. Appointed as a <i>Social Engagement Teaching Fellow</i> – UNL/CTT	2020
6. Student team placed in the top three in PCMA North American Student Competition	2019
7. Appointed as a <i>Fellow</i> in the Center for Great Plains Study	2019
8. First place Thinkathon Award – Central CHRIE	2019
9. Student team received first place in PCMA North American Student Competition	2018
10. Emerging Leader of the Year - PCMA Heartland Chapter	2018
11. Nominated for Leadership Manhattan	2016 & 2017
12. Top 20 Meeting Industry Trendsetter	2016
13. Nominated for Daley-Scholar Student Development Award (every semester)	2015 - 2017
14. Las Vegas Convention and Visitors Authority (LVCVA) Hospitality Hero	2014 & 2015
15. Recognized for leadership in Harrah Hotel College’s Mentor Program	2014 & 2015
16. Premier Magazine Student Spotlight for Fall 2014	2014
17. Bob Brown Scholarship Recipient	2014
18. Delores Owens Scholarship Recipient	2014
19. Dr. Kathleen Beard Nelson CSEP, CMP Memorial Scholarship Recipient	2013
20. Nominated for Nevada Regent Scholars Award	2013
21. MGM Resorts International Scholar	2013
22. Hilton Merit Scholar	2013
23. Most Contagious Positive Personality Award	2013
24. Graduate and Professional Student Association (GPSA) Scholarship	2013

## Industry Experiences

### Consultancy

Event Leadership Institute	2019
Help with academic programming and resources	
EventMobi	2017 & 2018
Assist with Meeting and Event Technology Certificate final exam	
AIPAC conference	2014 & 2016
Manage all conference areas and oversee twenty volunteers	
UNLV Singapore Campus Program	January 2013 – July 2015
Coordinate 200+ students per summer with orientation and classes	
Nevada Psychiatric Association	August 2013 – June 2015
Evaluate branding and meeting management	
EnergyFest	May 2013 – May 2014
Align event with APEX sustainable meeting standards	
Local Las Vegas Hotel	March 2013 – December 2013
Evaluate hotel operations and organizational structure	
15 <sup>th</sup> International Conference on Gambling and Risk Taking	September 2012 – June 2013
Planning committee and volunteer coordinator, requested by Dean	
Green Meetings Industry Council	January 2013 – June 2013
Planning committee for 2013 annual meeting and future leaders forum	

### Industry Experience

**Executive Director of Events** July 2012 – July 2015  
*Sass and Class Events* Las Vegas, NV

- Planned corporate and social events from conception to final product
- Negotiated contracts and handled budgetary restrictions
- Coordinated all clients, vendors, employees, and interns

**Banquet Operations** August 2011 – July 2012  
*Ballantyne Hotel and Lodge – A Starwood Luxury Collection Hotel* Charlotte, NC

- Coordinated space for events in the hotel environment
- Upheld all four and five star quality standards
- Recognized as “Most Valuable Player” in first month and every quarter after

**Designer and Events Coordinator** May 2007 – November 2009  
*Hazen and Sawyer* Charlotte, NC

- Designed floorplans from preliminary sketches to finalized product on AutoCAD
- Managed database of current and past projects, customers, and vendors
- Planned and hosted over 100 office events

**Assistant Store Manager**

July 2006 – April 2007

*Kirkland's Signature Home Store*

Charlotte, NC

- Trained new employees, built teamwork, and arranged team building activities
- Managed inventory and cash control, nightly deposits, schedules, and closing the store
- Advertised credit card – signed up more accounts than every other employee combined

**Shift Supervisor**

July 2002 - October 2005

*Carrols Corporation*

Asheville, NC

- Trained and evaluated new food service employees and team leaders
- Managed scheduling, shift placement, inventory, deposits, and closing the restaurant
- Best service times during personal shifts for two years and sales increased by over 25%