Kristin Malek

PhD, CMP, CED, DES, CHE

Education

PhD in Hospitality Administration

University of Nevada, Las Vegas, 2012-2015
Major: Event Management; Minors: Entrepreneurship and Marketing
Dissertation: Evaluating Event Effectiveness Across Alternate Platforms

Master of Business Administration

University of Nebraska-Lincoln, 2022-2025
Major: Marketing
Graduate Certificate: Strategic Marketing
Graduate Certificate: Sales Excellence

Master of International Hospitality and Tourism Management

University of South Carolina, 2009-2012
Thesis: Manager Training and its Effect on Employee Turnover Intentions

Bachelor of Arts in Interior Design

The Art Institute of Charlotte, 2005-2009

Academic Employment

University of Nebraska-Lincoln

Associate Professor in Hospitality, Restaurant, and Tourism, 2024-present
Event Management and Tourism Extension Specialist, 2019-present
Hospitality, Restaurant, and Tourism Graduate Program Coordinator, 2020-present
Grand Visions Fellow/Special Projects CEHS Dean's Office, 2022-2024
Assistant Professor in Hospitality, Restaurant, and Tourism, 2019-2024

Kansas State University

Assistant Professor in Hospitality Management, 2015-2018

University of Nevada, Las Vegas

Instructor in Hospitality Event Management, 2012-2015

Extension/Research

Publications

Books and Related Materials

1. **Malek, K.** (2025). *The PATH to Designing Behavior Change.* Amazon.
    a. Details: Within the first week, released as Amazon #1 bestseller on nine different industry lists including: Applied psychology, medical applied psychology, behavioral psychology, behavioral sciences, behaviorism psychology, business structural adjustment, organizational behavior, organizational change, and popular applied psychology.
2. Fenich, G. & **Malek, K.** (2024). *Meetings, Expositions, Events, and Conventions: An Introduction to the Industry 7th Edition.* Kendall Hunt.
    a. Sold over 6,000 copies in 2024 and 2025.
3. **Malek, K.** (2024). Instructor materials. *Meetings, Expositions, Events, and Conventions: An Introduction to the Industry*.
    a. Details: Developed brand new 184-page instructor manual including activities, case studies, how to incorporate AI into the classroom, outlines, and discussion questions, in addition to a brand-new test bank and PowerPoints.
4. Fenich, G. & **Malek, K.** (2021). *Meetings, Expositions, Events, and Conventions: An Introduction to the Industry 6th Edition.* Kendall Hunt.
    a. Details: Sold over 10,000 copies since 2021.
5. **Malek, K.** (2021). Instructor manual. *Meetings, Expositions, Events, and Conventions: An Introduction to the Industry.*
    a. Details: This includes a 400-question test bank and 16 chapter-review PowerPoint presentations.

Book Chapters

1. **Malek, K.** (2023). An Introduction to the Meetings Industry. In R. Angelo and M. Cheng (Eds), *Hospitality Today: An Introduction, Ninth Edition.* AHLEI publisher.
2. **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* (43-75). Iowa: Kendall Hunt Publishing.
3. **Malek, K.** & Fenich, G. (2021). Food and Beverage in the Events Industry. In G. Fenich and K. Malek (Eds.), *Meetings, Expositions, Events, and Conventions: An Introduction to the Industry* (295-332). Iowa: Kendall Hunt Publishing.
4. **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* (1-16). Pearson Education.
5. **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.
6. **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

1. **Malek, K.** (2023, October). The purpose of higher education: What is it? *The Evolllution.* https://evolllution.com/the-purpose-of-higher-education-what-is-it
2. **Malek, K.** (2021, April). Successful Hybrid Event Brings Key Lessons Learned Takeaways. *PCMA Heartland Chapter.* https://heartland.pcma.org/chapter-news/successful-hybrid-event-brings-key-lessons-learned-takeaways/
3. **Malek, K.** (2020, December). CentralCHRIE fall connections conference review. *ICHRIE Monthly Communique.* https://www.chrie.org/i4a/pages/index.cfm?pageID=3505
4. **Malek, K**. (2020, September). Tips for effectively using Zoom. *PCMA Heartland Chapter.* https://heartland.pcma.org/chapter-news/tips-for-effectively-using-zoom/
5. **Malek, K.** (2020, August). Tips for effective teaching online in an asynchronous environment. *ICHRIE Communique.* https://www.chrie.org/m/pages.cfm?pageID=3503
6. **Malek, K.** (2020, March). Best practices when postponing or cancelling events. *NU Extension Disaster Recovery Newsletter.* https://disaster.unl.edu/best-practices-when-postponing-or-canceling-events
7. **Malek, K**. & Norris, A.* (2019, September). Hackathons – what are they and why should we care? *PCMA Monthly Newsletter.* https://heartland.pcma.org/chapter-news/hackathons-what-are-they-and-why-you-should-care/
8. **Malek, K.** (2019, August). Rethinking your syllabus: Specifications grading. *UNL Teacher Connect.* https://newsroom.unl.edu/announce/teacherconnect/10004/58458

Refereed Journal Publications

1. Jung, S., Draper, J., **Malek, K.,** Padron, T., & Olson, E. (2024). Bridging Theory and Practice: An Examination of How Event-Tourism Research Aligns with UN Sustainable Development Goals. *Journal of Travel Research.*
2. Tsai, K., **Malek, K.**, Jung, S., Soifer, I., Mendez, J., & Olson, E. (2022). Executing large events during COVID: Attendee perspectives and takeaways. *Journal of Convention and Event Tourism,* 179-188.
3. Baloglu, S., Raab, C., & **Malek, K**. (2020). Organizational motivations for green practices in casual restaurants. *International Journal of Hospitality & Tourism Administration,* 1-20.
4. 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.
5. **Malek, K.** (2019). APacCHRIE and EuroCHRIE Annual Conference, Hong Kong, *Journal of Convention and Event Tourism, 20*(4), 287-289.
6. 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.
7. Swift, D., **Malek, K.**, & Swift, A. (2019). The differences between ACF professional chefs and chef educators: Concern for task versus concern for people. *Journal of Hospitality*

and Tourism Education, 32(2), 87-98.

8. **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.
9. Kim, W.* & **Malek, K.** (2018). Forecasting casino revenue by incorporating Google Trends. *International Journal of Tourism Research, 20*(4), 424-432.
10. **Malek, K.**, Tanford, S., & Baloglu, S. (2018). Evaluating event effectiveness across alternate platforms. *Event Management*, *22*(2), 135-152.
11. 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.
12. Kim, W.*, **Malek, K.**, Kim, N., & Kim, S. (2018). Destination personality, image, and loyalty of tourists visiting South Korea: The role of gender, age, cultural background, and prior experiences. *Sustainability, 10*(1), 87.
13. Kim, W.* & **Malek, K**. (2017). Understanding the relationship among motivation to attend, satisfaction, and loyalty at medical conventions. *Journal of Convention & Event Tourism, 18*(4), 282-300.
14. Kim, W.*, & **Malek, K.** (2017). Effects of self-congruity and destination image on destination loyalty: The role of cultural differences. *Anatolia*, *28*(1), 1-13.
15. **Malek, K.** & Kim, J. (2016). Convention attendance and gaming volume in South Korean casinos. *International Journal of Event and Festival Management, 7*(1), 66-80.
16. 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.
17. Kim, J., Ahlgren, M., Byun, J., & **Malek, K.** (2016). Gambling motivations and superstitious beliefs: A cross-cultural study with casino customers. *International Gambling Studies, 16*(2), 296-315.
18. **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.
19. 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.
20. **Malek, K.** & Tanford, S. (2014). Conventions and gaming in Las Vegas: Friends, enemies, or strangers? *Journal of Convention & Event Tourism*, *15*(3), 198-219.

Presentations

Invited Conference Presentations

Total: 46. Keynotes: 17, Breakouts: 26, Workshops: 3.

1. **Malek, K.** (2025, November). AI and Water: Opportunities, risks, and realities. Keynote. NeRWA-NSIA Joint Water Conference. Kearney, NE.
2. **Malek, K.** (2025, November). Designing events for behavior change. Keynote. MPI Virtual Summit. Virtual. *(Note: Over 1,000 attendees for this virtual summit.)*

3. Bulencea, P., Tesh, R., Vieras Blanc, F., & **Malek, K.** (2025, May). Gamify your class, work, and life. Keynote panel. IMEX Frankfurt. Virtual.
4. **Malek, K.** (2025, April). Designing events that change behavior. Keynote. MPI Heartland Chapter Education Day. Omaha, NE.
5. **Malek, K.** (2025, March). Maximizing impact: Events as a strategic tool for nonprofits and associations. Breakout. Purpose Palooza. Lincoln, NE.
6. **Malek, K.** (2025, March). How to design events that inspire action. Breakout. Purpose Palooza. Lincoln, NE.
7. **Malek, K.** (2025, February). LinkedIn mastery: Maximizing your impact with pages, groups, and content. Workshop. IDEA Annual Conference. Kansas City, MO.
8. **Malek, K.** (2024, November). Using AI to elevate your events, career, and life. Keynote. Central Federation CHRIE Annual Conference. Virtual.
9. **Malek, K.** (2024, October). How to use technology to improve your life. Keynote. Farm to School Summit. Kearney, NE.
10. **Malek, K.** (2024, October). Neuroscience and you. Keynote. IMEX America. Las Vegas.
11. **Malek, K.** (2024, June). Using AI to elevate your events, career, and life. Keynote. MPI New Jersey. Virtual.
12. **Malek, K.** (2024, May). AI in the classroom. Breakout. IMEX Frankfurt Faculty Engagement Program. Virtual.
13. **Malek, K.** (2024, May). Using AI to improve your work and life. Workshop. 4-H Tech Changemakers Educators Workshop. Lincoln, NE.
14. **Malek, K.** (2024, April). Beyond rubber chicken: How to host an engaging event. Breakout. Purpose Palooza. Lincoln, NE.
15. **Malek, K.** (2024, March). Artificial intelligence and event design. Keynote. MPI Philadelphia. Philadelphia, PA.
16. **Malek, K.** (2024, February). Defining the purpose of higher education. Keynote. IMPACT2024. Virtual.
17. **Malek, K.** (2023, October). Design thinking. Keynote. IMEX America. Las Vegas, NV.
18. **Malek, K.** (2023, May). Teaching and grading styles of the future. Breakout. IMEX Frankfurt Faculty Engagement Program. Frankfurt, Germany.
19. **Malek, K.** (2023, February). Community first impressions. Breakout. Amplify Engagement. Lincoln, NE.
20. **Malek, K.** (2022, December). A discussion with industry thought leader Dr. Kristin Malek. Keynote. Expo! Expo! Louisville, KY.
21. Schoffstall, D. & **Malek, K.** (2022, August). Designing the future of education. Breakout. ICHRIE Annual Conference. Washington, DC.
22. **Malek, K.** (2022, January). Engaging teaching practices within event management education. Breakout. PCMA Convening Leaders. Las Vegas, NV.
23. **Malek, K.** (2021, November). Innovative technology usage within event education. Breakout. IMEX America. Las Vegas, NV.
24. **Malek, K.** (2020, November). Hospitality innovation and recovery during COVID-19. Breakout. Connecting Entrepreneurial Communities (CEC) Conference. Virtual.
25. **Malek, K.** (2020, October). Engagement in an online classroom. Breakout. Central Federation CHRIE. Virtual.
26. **Malek, K.** (2020, May). Menu-style syllabus: Specifications grading and mastery paths. Breakout. Nebraska 2020 Innovation in Pedagogy and Technology Symposium. Lincoln,

NE.

27. **Malek, K.** & Albee, B. (2020, March). Current and future trends in event management. Breakout. Plan On It Conference. Lincoln, NE.
28. Means, T. & **Malek, K.** (2020, February). Social engagement in learning: Yellowdig as a tool for discussions. Breakout. University of Nebraska Teaching and Learning Symposium. Lincoln, NE.
29. **Malek, K.** (2020, January). Teaching skills and technologies that work for millennials and generation z. Breakout. PCMA Convening Leaders. San Francisco, CA.
30. **Malek, K.** & Brown, S. (2019, October). 21st Century Syllabi for 21st Century Learners. Breakout. University of Nebraska Teaching and Learning Symposium. Lincoln, NE.
31. **Malek, K.** (2019, September). Hot topics in event management education. Breakout. IMEX America. Las Vegas, NV.
32. **Malek, K.** (2019, September). Utilizing technology in event management programs. Breakout. IMEX America. Las Vegas, NV.
33. **Malek, K.** (2019, August). Unlearn Yourself. Keynote. Ignite Lincoln. Lincoln, NE.
34. **Malek, K.,** Cecil, A., & Fenich, G. (2019, March). How to secure alternative funding. Keynote panel. Central Federation CHRIE. Indianapolis, IN.
35. **Malek, K.** (2019, January). Four event ROIs that matter. Breakout. PCMA Convening Leaders. Pittsburgh, PA.
36. Cecil, A. & **Malek, K.** (2018, June). Teaching events in higher education: New career path for industry professionals. Breakout. World Education Congress. Indianapolis, IN.
37. **Malek, K.** (2018, March). Facility rental best practices. Keynote. International Association of Fairs and Expositions Regional Conference. Manhattan, KS.
38. **Malek, K.** (2018, March). Special interest groups, motivation, and event effectiveness. Breakout. International Association of Fairs and Expositions Regional Conference. Manhattan, KS.
39. Cecil, A. & **Malek, K.** (2018, January). Instructors wanted! How to navigate higher education. Breakout. PCMA Convening Leaders. Nashville, TN.
40. **Malek, K.** (2018, January). Emerging global threats to have on your radar. Breakout discussion leader. PCMA Convening Leaders. Nashville, TN.
41. **Malek, K.** (2018, January) Solving problems using illusion and the power of perspective. Breakout discussion leader. PCMA Convening Leaders. Nashville, TN.
42. **Malek, K.** (2017, November). Planning awesome events. Keynote. Girl Scouts of America Conference. Overland Park, KS.
43. **Malek, K.** (2017, October). Launching the EventMobi certificate in an academic setting. Breakout. IMEX America. Las Vegas, NV.
44. **Malek, K.** (2017 March). Effective design for today's classrooms. Breakout. Central Federation CHRIE. Stillwater, OK.
45. **Malek, K.** (2017, January). Learning from emerging global hospitality educators. Keynote. 22nd Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. Houston, TX.
46. **Malek, K.** (2016, October). Event design. Breakout. IMEX America Student Engagement Program. Las Vegas, NV.

Peer-Reviewed Conference Presentations

Total: 55. Stand-up/Paper: 40, Poster: 8, Symposiums: 7.

1. Kruse, S.* & **Malek, K**. (2025, November). Best practices to utilize athletics for hospitality program recruitment. Symposium. Central Federation CHRIE. Lincoln, NE.
2. **Malek, K.** (2025, April). Designing events for mindset and behavior change. Stand-up. World Experience Organization (WXO) Summit. London, UK.
3. **Malek, K.** (2025, April). Designing converting sales funnels. Stand-up. World Experience Organization (WXO) Summit. London, UK.
4. **Malek, K.** & Quick, M. (2024, July). Tourism strategic planning through first impressions. Paper. International CHRIE. Montreal, Canada.
5. **Malek, K.** (2023, December). Choose your own sponsorship adventure. Stand-up. Expo! Expo! Dallas, Texas.
6. Jung, S., Draper, J., **Malek, K.**, Padron, T., & Olson, E. (2023, July) The state of event-tourism research through the lens of the UN sustainable development goals: A systematic review. Paper. Surrey 2023 Conference. Guildford, United Kingdom.
7. Emery, M., Wilson, K., Shenefelt, B, **Malek, K.**, Nixon, J., Rasmussen, J, & Smith, A. (2023, June). Engaging community to co-create healthy hometowns. Paper. World Community Development Conference. Darwin, Australia.
8. **Malek, K.** & Tuller, J. (2023, June). Does your community make a good first impression? Symposium. Connecting Entrepreneurial Communities (CEC) Conference. Valentine, NE.
9. Quick, M.* & **Malek, K.** (2023, February). Tourism planning and strategic placemaking. Paper. West Federation CHRIE. Las Vegas, NV. ***Best Paper Award.***
10. **Malek, K.**, Bachman, J., Moreo, A., Padron, T., & Mendez, J. (2023, February). Redesigning higher education for inclusivity. Paper. West Federation CHRIE. Las Vegas, NV.
11. **Malek, K.** (2022, October). Education as experience: Restructuring your class and assessments to maximize engagement. Paper. IMEX America. Las Vegas, NV.
12. Padron, T. & **Malek, K.** (2022, October). What's in a name? Job titles of meeting and event professionals. Paper. IMEX America. Las Vegas, NV.
13. Jung, S., Draper, J., **Malek, K.,** Padron, T., & Olson, E. (2022, October). Aligning sustainable event-tourism research with United Nations sustainable development goals. Poster. IMEX America. Las Vegas, NV.
14. **Malek, K.** (2022, October). Overhauling assessment for today's classroom. Paper. European Federation CHRIE. Apeldoorn, Netherlands.
15. **Malek, K.** (2022, August). Rethinking assessment to maximize engagement. Paper. International CHRIE. Washington DC.
16. **Malek, K.** (2022, April). Branding your destination as a must-visit location. Paper. Connecting Entrepreneurial Communities (CEC). Columbus, NE.
17. Nguyen, L.* & **Malek, K.** (2022, January). Identifying engagement factors critical to ROI of learning at events. Paper. 27th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. Houston, TX.
18. **Malek, K.** & Nguyen, L.* (2021, November). Identifying factors necessary to optimize learning in short-term learning intensive environments. Paper. IMEX America. Las Vegas, NV.

19. **Malek, K.**, Jones, V., Bauer, E., Anania, K, & Kemp, S. (2021, November). Students as collaborators, co-creators, and partners in learning. Stand-up. NU Teaching and Learning Symposium. Lincoln, NE.
20. **Malek, K.** (2021, May). Incorporating tactile elements and empathy into the online environment. Symposium. NU Amplify 2021 - A symposium on digital teaching, technology, and inclusion. Virtual.
21. **Malek, K.** (2019, October). Utilizing events to attract and grow your business. Stand-up. Nebraska Entrepreneur Best Practices Summit. York, NE.
22. Janssen, R. & **Malek, K.** (2019, September). Event design using #EventCanvas. Paper. IMEX America. Las Vegas, NV.
23. **Malek, K.** & Musgrave, J. (2019, May). A comparative study of international events management education. Paper. Asia Pacific Federation CHRIE. Hong Kong, China.
24. Ravichandran, S. & **Malek, K.** (2019, May). A content analysis of hotel cyberslacking policies. Poster. Asia Pacific Federation CHRIE. Hong Kong, China.
25. **Malek, K.** & Bardwell, A. (2019, March). Artificial intelligence in hospitality: Can AI replace human interaction? Stand-up. Central Federation CHRIE. Indianapolis, IN. ***First Place Industry Challenge Award.***
26. Gamble, T.* & **Malek, K.** (2018, October). Establishing the disconnect: Event management programs in higher education. Poster. IMEX America. Las Vegas, NV.
27. **Malek, K.** & Olson, E. (2018, July). The application of team-based learning on convention and meeting attendees: An experimental design field study approach. Paper. Global Events Congress. Warsaw, Poland.
28. **Malek, K.** & Sisson, A.* (2018, July). Virtual meeting trends as observed by industry decision makers. Paper. Global Events Congress. Warsaw, Poland.
29. Kim, W.* & **Malek, K.** (2018, April). Exploring the effects of green marketing messages in the convention industry. Paper. Central Federation CHRIE. Ames, IA.
30. Gamble, T.*, Sisson, A.*, & **Malek, K.** (2018, April). Financial impacts of Hurricane Rita to the Houston Airport System. Paper. Central Federation CHRIE. Ames, IA.
31. Sisson, A.* & **Malek, K.** (2018, February). Industry experience requirements for hospitality PhD students. Symposium. West Federation CHRIE. Denver, CO.
32. Jung, S. & **Malek, K.** (2018, February). Project-based learning for event management students. Paper. West Federation CHRIE. Denver, CO.
33. Kim, W.* & **Malek, K.** (2018, January). A meta-analysis of antecedents and outcomes of loyalty in the hospitality industry. Poster. 22nd Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. Fort Worth, TX.
34. Kline, S., **Malek, K.**, Dolasinski, M., & Mayo, F. (2017, July). Hackathon: Hacking teaching challenges in the hospitality and tourism classroom. Symposium. International CHRIE. Baltimore, MD. ***Selected as a Master Teaching Series session.***
35. Kim, W.* & **Malek, K.** (2017, July). A meta-analysis of sustainable behaviors across hospitality venues. Poster. International CHRIE. Baltimore, MD.
36. Kim, W.* & **Malek, K.** (2017, June). Big data management in the meeting and events industry: A qualitative study. Paper. Asian Pacific Forum 2017. Daegu, Korea.
37. **Malek, K.** (2017, March). Incorporating soft skills in the syllabus. Symposium. Central Federation CHRIE Regional Conference. Stillwater, OK.

38. **Malek, K.** & Kim, W.* (2017, March). Medical meetings: Attendee profiles, motivations to attend, and value propositions. Paper. Central Federation CHRIE Regional Conference. Stillwater, OK.
39. **Malek, K.** & Kim, W.* (2016, July). Optional attendance required outcomes: Medical meeting attendee motivations. Poster. International CHRIE. Dallas, TX.
40. Kim, W.* & **Malek, K.** (2016, June). Performance drivers in the South Korean casino industry. Paper. International Gambling and Risk-Taking Conference. Las Vegas, NV.
41. Jung, S.*, Kim, Y-S., **Malek, K.**, & Lee. W. (2016, April). Attendees' attitudes and intentions to participate in environmental sustainability practices in tradeshows. Paper. Korea America Hospitality and Tourism Educators Association Conference. Las Vegas, NV. ***Best Paper Award.***
42. Kim, W.* & **Malek, K.** (2016, April). Effects of self-congruity and destination image on destination loyalty: The moderating role of perceived cultural difference. Paper. Central Federation CHRIE. Kansas City, KS. ***Best Paper Award.***
43. Jung, S.*, Yoon, S.*, & **Malek, K.** (2016, February). Can mobile event applications lead to a sustainable event? Paper. West Federation CHRIE. Denver, CO.
44. Kim, W.* & **Malek, K.** (2016, January). Students perceived benefits of professional networking sites. Paper. 21st Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. Philadelphia, PA.
45. 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. 21st Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. Philadelphia, PA.
46. **Malek, K.** (2015, October). CSR and Twitter: An event perspective. Paper. IMEX America. Las Vegas, NV.
47. **Malek, K.** & Kim, J. (2014, July). Casino tourism and MICE in South Korea: Can they work together? Paper. International CHRIE. San Diego, CA.
48. **Malek, K.** (2014, February). Linking theory with practice: Event management capstone courses. Paper. West Federation CHRIE. Long Beach, CA.
49. **Malek, K.** & Tanford, S. (2014, January). The effect of various meeting platforms on attendee retention, satisfaction, and revisit intention. Paper. 20th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. Tampa, FL.
50. **Malek, K.** & Love, C. (2014, January). Exploring virtual events: A pilot study. Paper. 19th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. Houston, TX. ***Best Paper Award.***
51. **Malek, K.** & Tanford, S. (2014, January). Important events in history: How a simple comment can affect an industry. Paper. 19th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. Houston, TX.
52. Jung, S.*, **Malek, K.**, & Love, C. (2014, January). Sustainability training modules for temporary employees in the meeting and events industry. Poster. 20th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. Tampa, FL.
53. **Malek, K.** & Tanford, S. (2013, May). Conventions and gaming in Las Vegas: Friends, enemies, or strangers? Paper. 15th International Conference on Gambling & Risk Taking. Las Vegas, NV.

54. **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. 18th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. Seattle, WA.

Invited Workshops and Trainings (non-conference affiliated)

Total: 102. Keynotes: 22, Trainings: 54, Workshops: 26.

1. **Malek, K.** (2026, January). Setting and reaching goals effectively using behavioral science. Workshop. Learning Community of North Omaha. Omaha, NE.
2. **Malek, K**. & Wilson, K. (2025, November). Event design for impact. Training. EPSCoR Open Forum. Virtual.
3. **Malek, K**. (2025, November). Effective marketing for small business. Workshop. Gather and Grow Small Business Series. Lincoln, NE.
4. **Malek, K.** (2025, November). LinkedIn series: Amplifying your impact. Training. IDEA: An online higher education alliance. Virtual.
5. **Malek, K.** (2025, November). LinkedIn series: How to use images, video, and more to stand out. Training. IDEA: An online higher education alliance. Virtual.
6. **Malek, K.** (2025, November). Navigating difficult conversations. Workshop. Learning Community of North Omaha. Omaha, NE.
7. **Malek, K.** (2025, October). LinkedIn series: Messaging that matters – boosting engagement. Training. IDEA: An online higher education alliance. Virtual.
8. **Malek, K.** (2025, October). LinkedIn series: From blank page to power post – tools to plan content with ease. Training. IDEA: An online higher education alliance. Virtual.
9. **Malek, K.** (2025, October). Aligning personal and work values through brain science. Workshop. Learning Community of North Omaha. Omaha, NE.
10. **Malek, K.** (2025, September). LinkedIn series: LinkedIn pages 101 – profiles, showcase pages, groups, and beyond. Training. IDEA: An online higher education alliance. Virtual.
11. **Malek, K.** (2025, September). LinkedIn series: Understanding the LinkedIn algorithm. Training. IDEA: An online higher education alliance. Virtual.
12. **Malek, K.** (2025, August). Neuroscience and you. Training. Learning Community of Douglas and Sarpy Counties. Omaha, NE.
13. **Malek, K.** (2025, August). Effective communication and presentations. Training. Lincoln Electric System (LES). Lincoln, NE.
14. **Malek, K.** (2025, May). Mindset matters. Workshop. York County Development Corporation and York Chamber of Commerce. York, NE.
15. **Malek, K.** (2025, March). Event design and career prospects. Training. Global Network Hospitality Program. Virtual.
16. **Malek, K.** (2025, February). LinkedIn foundations: Building your professional presence. Training. IDEA: An online higher education alliance. Virtual.
17. **Malek, K.** (2024, October). Event design and how to think differently. Training. Global Network Hospitality Program. Virtual.
18. **Malek, K.** (2024, October). Careers in event management. Training. Weeping Water High School. Lincoln, NE.

19. **Malek, K.** (2024, September). Neuroscience and you. Keynote. Nebraska Extension EZ9. Ashland, NE.
20. **Malek, K.** (2024, September). Neuroscience, tourism, and marketing – what can we learn? Keynote. Knox County Leadership. Niobrara, NE.
21. **Malek, K.** (2024, August). Strategic event planning: Integrating events in your marketing masterplan. Workshop. American Marketing Association Lincoln Chapter. Lincoln, NE.
22. **Malek, K.** (2024, July). Event and marketing trends for 2025. Training. University of Alaska College of Business student services team. Virtual.
23. **Malek, K.** (2024, July). Behavior change design and sales funnels. Keynote. Chicken N Pickle regional sale summit. Kansas City, MO.
24. **Malek, K.** (2024, June). Behavior change design and sales funnels. Keynote. Chicken N Pickle regional sale summit. Dallas, Texas.
25. **Malek, K.** (2024, June). Event design and programming. Workshop. State of Nebraska – Farm to School Committee. Lincoln, NE.
26. **Malek, K.** (2024, June). What about me? How to incorporate AI to make your entire life better. Training. Leadership and technology educators' workshop through 4-H. Lincoln, NE.
27. **Malek, K.** (2024, May). Designing behavior changes in events. Training. World Experience Design Association. Virtual.
28. **Malek, K.** (2024, April). Designing your programming for your target market. Training. State of Nebraska Department of Education. Lincoln, NE.
29. **Malek, K.** (2024, April). Managing rural marketing strategies after the unexpected. Training and community meeting. Bloomfield, NE.
30. **Malek, K.** (2024, March). Community partners and funding opportunities. Workshop. NU College of Engineering. Lincoln, NE.
31. **Malek, K.** (2024, March). Event design and how to think differently. Training. Global Network Hospitality Program. Virtual.
32. **Malek, K.** (2024, March). Maximizing rural tourism using water-based strategies. Training and community meeting. Crofton, NE.
33. **Malek, K.** (2024, March). How Indigenous Nations can maximize tourism. Training. Nebraska Indigenous Nations. Ponca, NE.
34. **Malek, K.** (2024, March). When you don't have assets – how you can use events to attract tourists? Training and community meeting. Center, NE.
35. **Malek, K.** (2024, March). Rural tourism: When you have everything, but marketing is your issue. Training and community meeting. Niobrara, NE.
36. **Malek, K.** (2024, March). Placemaking and marketing. Training and community meeting. Bloomfield, NE.
37. **Malek, K.** (2024, March). When your businesses are residential based, how can you attract tourists? Training and community meetings. Creighton, NE.
38. **Malek, K.** (2024, March). Community engagement and academia. Workshop. UNL College of Engineering. Lincoln, NE.
39. **Malek, K.** (2024, February). Artificial intelligence and rural communities. Keynote. Leadership Knox County. Niobrara, NE.
40. **Malek, K.** (2024, February). Artificial intelligence in tourism. Workshop. North Central Nebraska and South-Central South Dakota Leadership. Santee, NE.

41. **Malek, K.** (2024, February). Event design and advertising/public relations. Workshop. COJMC Experiential Lab. Lincoln, NE.
42. **Malek, K.** (2023, December). Behavior change design in events. Keynote. TransformU Masterclass. Virtual.
43. **Malek, K.** (2023, November). Effective tourism marketing strategies. Training. North Central Nebraska and South-Central South Dakota Leadership. Santee, NE.
44. **Malek, K.** (2023, October). Hospitality career day. Keynote. Benson High School. Omaha, NE.
45. **Malek, K.** (2023, October). Tradeshow innovation. Training. MATSO. Virtual.
46. **Malek, K.** (2023, September). Young Entrepreneur Panel. Training. UNL College of Business. Lincoln, NE
47. **Malek, K.** (2023, April). Different Association models and how their annual conference fits. Training. Northeast North America CHRIE. Virtual.
48. **Malek, K.** (2023, April). How to take higher education from surviving to thriving. Keynote. TEDxUSD. Vermillion, SD.
49. **Malek, K.** (2023, April). Differentiating impact versus outcome. Workshop. UNL College of Engineering. Omaha, NE.
50. **Malek, K.** (2023, March). Event design and how to think differently. Training. Global Network Hospitality Program hosted by Washington State University including Alfred Nobel University in the Ukraine and King Danylo University in the Ukraine. Virtual.
51. **Malek, K.** (2022, December). Utilizing YouTube and TikTok for your educational programming. Training. Early Childhood Extension Group. Virtual.
52. **Malek, K.** (2022, November). Effective podcast strategy. Training. Early Childhood Extension Group. Virtual.
53. **Malek, K.** (2022, September). The event industry and opportunities in the next five years. Training. Global Network Hospitality Program hosted by Washington State University including Alfred Nobel University in the Ukraine and King Danylo University in the Ukraine. Virtual.
54. **Malek, K.** (2022, September). Social media strategy for Facebook and Twitter. Training. Early Childhood Extension Group. Virtual.
55. **Malek, K.** (2022, August). Community engagement strategic planning session. Workshop. College of Engineering. Lincoln, NE.
56. **Malek, K.** (2022, May). Event design and strategy. Keynote. International Association for Exhibitions and Events (IAEE). Virtual.
57. **Malek, K.** (2022, April). Strategic planning session. Workshop. Elementary Education Extension Issue Team. Lincoln, NE.
58. **Malek, K.** (2022, March). Strategic planning session. Workshop. Grand Island Tourism Committee. Grand Island, NE.
59. **Malek, K.** (2021, December). How to recruit qualified candidates in today's landscape. Training. International Association of Fairs and Exhibitions (IAFE). Virtual.
60. **Malek, K.** (2021, November). Effective social media marketing. Training. District 24 Toastmasters Officers. Virtual.
61. **Malek, K.** (2021, September). The event industry and opportunities in the next five years. Training. Global Network Hospitality Program hosted by Washington State University including Alfred Nobel University in the Ukraine and Haxhi Zeka University in Kosovo. Virtual.

62. **Malek, K.**, Ravichandran, S., Dopson, L., and Cheng, M. (2021, August). How can hospitality schools boost enrollment post-COVID? Training. Central Federation CHRIE. Virtual.
63. **Malek, K.** (2021, July). Effective communication practices. Training. Kansas State University's Nutrition Education and Communication Graduate Course (invited by Linda Yarrow). Virtual.
64. **Malek, K.** (2021, June). Marketing for employees. Keynote. Lincoln Lodging Association. Lincoln, NE.
65. **Malek, K.** (2021, May). Social media marketing strategy. Training. District 24 Executive Officers Meeting. Virtual.
66. **Malek, K.** (2021, March). Learning engagement strategies. Keynote. Global Virtual Professional Development Program (Ukraine-based). Virtual.
67. **Malek, K.,** Mahin, L., & Penner, M. (2021, January). Rural Tourism Series: Storytelling and Marketing. Training. Heritage Area Partnership. Virtual.
68. **Malek, K.** (2020, October). Events during and post-COVID. Training. Washington State University Undergraduate Hospitality Business Students. Virtual.
69. **Malek, K.** (2020, September). Creating student engagement. Keynote. Central Federation CHRIE. Virtual.
70. **Malek, K.** (2020, August). Zoom Engagement Tips and Tricks. Workshop. Food Nutrition & Health Extension Professionals. Virtual.
71. **Malek, K.** (2020, August). Zoom Engagement and Gamification. Keynote. PCMA Heartland Chapter. Virtual.
72. **Malek, K.** (2020, July). Zoom Next Level Engagement. Keynote. PCMA Heartland Chapter. Virtual.
73. **Malek, K.** (2020, July). Purpose and creativity. Training. UNL Future Husker University. Virtual.
74. **Malek, K.** (2020, June). Maintaining mindfulness with endless Zoom meetings. Workshop. District 24 Toastmasters Meeting. Virtual.
75. **Malek, K.** (2020, June). Teaching Strategies for Virtual Classrooms. Keynote. Global Virtual Professional Development Program (Ukraine-based). Virtual.
76. **Malek, K.,** Ammachathram, A., & Fischer, J. (2020, June). Extension in Hospitality. Training. UNL Hospitality Town Hall. Virtual.
77. **Malek, K.** (2020, May). Team building in virtual environments. Training. Rural Tourism Series. Virtual.
78. **Malek, K.** (2020, April). Life Online: Effectively working from home, experiential design, and successful online meetings. Workshop. EventLNK. Virtual.
79. **Malek, K.** (2020, March). How to Effectively Work from Home. Training. UNL Hospitality Town Hall. Virtual.
80. **Malek, K.** (2020, March). How to Manage an Online Meeting. Workshop. EventLNK. Virtual.
81. **Malek, K.** (2020, January). Incorporating innovation into your event. Workshop. Nebraska Safety Council. Lincoln, NE.
82. **Malek, K.** (2019, November). Successful strategies to increase student enrollment. Training. Central Federation CHRIE. Virtual.
83. **Malek, K.** (2019, October). The four ROIs of events. Workshop. EventLNK. Lincoln, NE.
84. **Malek, K.** (2019, October). When life gives you lemons, make wine. Keynote.

Memorial Health Systems. Seward, NE.

85. **Malek, K.** (2019, August). Maximizing your marketing utilizing behavioral science. Training. Grow Nebraska Monthly Educational Series. Virtual.
86. **Malek, K.** (2019, July). Developing a travel itinerary. Workshop. UNL Alumni Association Grandparents Day. Lincoln, NE.
87. **Malek, K.** (2019, June). Association innovation and marketing. Workshop. Nebraska Society of Association Executives (NSAE). Lincoln, NE.
88. **Malek, K.** (2019, April). Event Planning 101. Training. Wisner-Pilger Middle School. Lincoln, NE.
89. **Malek, K.** (2019, April). Awareness is the key to transformation. Keynote. District 24 Annual Conference. Omaha, NE.
90. **Malek, K.** (2019, April). Event strategy – taking it beyond logistics. Workshop. Girl Scouts of America. Kansas City, KS.
91. **Malek, K.** (2019, March). Event management and rural tourism opportunities. Keynote. Lincoln Lodging Association. Lincoln, NE.
92. **Malek, K.** (2019, March). Current and future event management trends. Training. EventLNK. Lincoln, NE.
93. **Malek, K.** (2019, March). Enhancing your meeting from food to format. Training. PCMA Heartland Chapter. Omaha, NE.
94. **Malek, K.** (2018, June). Event planning 101. Workshop. Girl Scouts of America. Kansas City, KS.
95. **Malek, K.** (2018, April). Passion first; Paycheck second. Keynote. Presidential Lecture Series. Maize, KS.
96. **Malek, K.** (2018, March). NSF CAREER Nuts and Bolts. Training. NSF Career Panel. Manhattan, KS.
97. **Malek, K.** (2018, February). Passion first; Paycheck second. Keynote. Presidential Lecture Series. Wakefield, KS.
98. **Malek, K.** (2018, February). Professionalism in the classroom. Training. Kansas State University GTA Professional Development Series. Manhattan, KS
99. **Malek, K.** (2017, November). A career day in the life of an event planner. Keynote. Presidential Lecture Series. Frontenac, KS.
100. **Malek, K.** (2017, November). Passion first; Paycheck second. Keynote. Presidential Lecture Series. Frontenac, KS.
101. **Malek, K.** (2017, September). How to improve academia and industry engagement together. Training. PCMA Board of Directors. New Orleans, LA.
102. **Malek, K.** (2017, February). The quest for gold: planning the Olympic games. Workshop. KAWSE. Manhattan, KS.

In the Press

Industry, Media, and Extension Coverage

1. **Designing for behavior change.** Deeply Human podcast. (Recorded November 2025, to be released February 2026). https://open.spotify.com/show/0eaCMdZzJKCMqHN62Ljjh3
2. **Changemaker: Kristin Malek.** Agency for Change podcast. (December 17, 2025). https://podcasts.apple.com/us/podcast/changemaker-kristin-malek-behavior-change-designer/id1530284807?i=1000741644074
3. **Is your event content helping attendees or overwhelming them? with Kristin Malek. (After Show).** Event About It podcast. (November 28, 2025). https://eventaboutitpodcast.com/episode/16-after-show-is-your-event-content-helping-attendees-or-overwhelming-them-with-dr-kristin-malek
4. **What if your event was designed for the brain, not the budget? with Kristin Malek**. Event About It podcast. (November 21, 2025). https://eventaboutitpodcast.com/video/16-what-if-your-event-was-designed-for-the-brain-not-the-budget-with-dr-kristin-malek
5. **Reaching the subconscious: How behavior actually changes with Kristin Malek.** Uncover the Human podcast. (September 3, 2025). https://www.buzzsprout.com/1371622/episodes/17699396-reaching-the-subconscious-how-behavior-actually-changes-with-kristin-malek
6. **New university place event space to host students on Lincoln's first Friday.** Journal Star. (November 18, 2024). https://journalstar.com/news/local/business/new-university-place-event-space-to-host-student-artists-on-lincolns-first-friday/article_98441b8e-a916-11ef-9c45-aff30791283d.html
7. **Transformational live event secrets with Kristin Malek.** The Fast-Track Coach podcast. (October 17, 2023). https://www.jiosaavn.com/shows/101-transformational-live-event-secrets-with-kristin-malek/epS1soERANU_
8. **Designing a future ready university from scratch.** Modern Campus. (September 14, 2023). https://moderncampus.com/podcast/episode-onehundredtwenty.html
9. **Secrets to having an amazing concert experience.** Live Fix Podcast. (August 6, 2023). https://livefixpodcast.podbean.com/e/lfp-54-what-s-the-secret-to-having-amazing-concert-experiences/
10. **Dr. Kristin Malek, IAEE Educator of the Year**. Exhibitor Now Podcast. (June 2023). https://podcasts.apple.com/us/podcast/the-exhibitor-now-podcast/id1665287778
11. **2023's best places to get married.** WalletHub. (January 31, 2023). https://wallethub.com/edu/best-places-to-get-married/18721#expert=Kristin_Malek
12. **Dr. Kristin Malek DESIGN To CHANGE – Year + 1 - Designer Conversation Series.** Event Collective Podcast. (December 2022). https://tinyurl.com/designerserieskristinmalek
13. **Students scramble to put on wedding after wildfire destroys venue.** Nebraska TV. (October 8, 2022). https://nebraska.tv/newsletter-daily/unl-hospitality-program-gives-away-free-wedding
14. **Wedding moved to Grand Island due to Bovee Fire.** KSNB Local 4. (October 8, 2022). https://www.ksnblocal4.com/2022/10/08/wedding-moved-grand-island-due-bovee-fire/
15. **Students scramble to put on wedding after wildfire destroys venue.** Fox Nebraska. (October 8, 2022). https://foxnebraska.com/news/unl-hospitality-program-gives-away-free-wedding

16. **Wedding moved to Grand Island due to Bovee Fire.** 1011 Now. (October 7, 2022). https://www.1011now.com/2022/10/08/wedding-moved-grand-island-due-bovee-fire/
17. **Event Industry Podcasts You Should Listen To.** Accelevents. (May 2022). https://www.accelevents.com/blog/event-industry-podcasts-you-should-listen-to
18. **A sneak peak at the new Scarlet Hotel.** 1011 news. (May, 2022). https://www.1011now.com/2022/03/23/sneak-peek-new-scarlet-hotel/
19. **PCMA Student Competition Winners Present at Convening Leaders**. PCMA Daily. (January 12, 2022). Conveningleaders.org
20. **Розпочато унікальну програму віртуальної мобільності здобувачів 'Globally Networked Learning in Hospitality and Tourism.'** (Context: This is a feature in a Ukrainian news outlet about a lecture I gave.) (November 18, 2021). https://duan.edu.ua/podii/rozpochato-unikalnu-prohramu-virtualnoi-mobilnosti-zdobuvachiv-globally-networked-learning-in-hospitality-and-tourism.html
21. **Dr. Kristin Malek DESIGN To CHANGE - Designer Conversation Series - ONSTAGE.** Event Collective Podcast. (September 2021). https://lnkd.in/dK8kRx45
22. **Dr. Kristin Malek DESIGN To CHANGE - Designer Conversation Series - BACKSTAGE.** Event Collective Podcast. https://open.spotify.com/episode/6yuIHAnUVorqMt7XIajaeq (September 2021)
23. **Ask the experts: Making the most of Memorial Day**. WalletHub. (May 24, 2021). https://wallethub.com/blog/memorial-day-stats/21363#expert=Kristin_Malek
24. **Online education.** Higher Education in the Ukraine Podcast. (May 24, 2021). https://soundcloud.com/sumdu_edu_ua/online-education-in-sumdu-the-project-virtual-class?fbclid=IwAR3j48bdd6gXGojqmpk-DDISpumLdSlvr5WJKUfengktA8iL4u9O5xO0a2s
25. **Featured Member: Kristin Malek.** PCMA Heartland Chapter Newsletter. (May 19, 2021). https://heartland.pcma.org/chapter-news/focus-on-a-member-series-kristin-malek/
26. **Digital Event Strategist Spotlight: Kristin Malek, Event Management Extension Specialist and Assistant Professor, University of Nebraska – Lincoln.** PCMA Headquarters. (May 13, 2021). https://www.pcma.org/digital-event-strategist-spotlight-kristin-malek-event-
27. **Successful Hybrid Event Brings Key Lessons Learned and Takeaways.** PCMA Heartland Chapter Feature News Story. (April 14, 2021). https://heartland.pcma.org/chapter-news/successful-hybrid-event-brings-key-lessons-learned-takeaways/
28. **Kristin Malek – Dr. K.** Small Town Girls Podcast. (March 26, 2021). https://open.spotify.com/episode/7A7dMlS143nqoqgUcb5bIA
29. **Kristin Malek Alumni Updates.** 2021 News, Notes, and Awards. (March 2021). https://sc.edu/study/colleges_schools/hrsm/alumni/news_notes_and_awards/news_and_notes_archives/
30. **Career Growth and Education Options in Events with Dr. Kristin Malek.** Trade Show University Podcast. (February 11, 2021). https://tradeshowu.biz/episodes/ep-079-career-growth-with-kristin-malek-phd/
31. **Kristin Malek: Board of Directors Member Interview.** PCMA Heartland Chapter Newsletter. (August 8, 2020). https://heartland.pcma.org/chapter-news/meet-dr-kristin-malek/

32. **Kristin Malek Member Spotlight.** PCMA Heartland Chapter Newsletter. (December 12, 2019). https://heartland.pcma.org/chapter-news/member-spotlight-kristin-malek/
33. **Wedding Bells may become big business for Hartington Native.** Cedar County News. (October 23, 2019). Printed edition.
34. **Students in class put together free wedding for Nebraska couple.** Sioux City Journal. (October 17, 2019). https://siouxcityjournal.com/news/state-and-regional/nebraska/students-in-class-put-together-free-wedding-for-nebraska-couple/article_4ccba36e-14aa-59e5-b225-37c4ea680874.html
35. **Students in event planning class at UNL put together free wedding for Omaha couple.** Lincoln Journal Star. (October 12, 2019). https://journalstar.com/news/local/students-in-event-planning-class-at-unl-put-together-free/article_e583ba99-26d0-5647-98f2-38efce11f676.html
36. **UNL students in event operations class plan free wedding for Omaha bride.** Daily Nebraskan. (September 17, 2019). http://www.dailynebraskan.com/news/unl-students-in-event-operations-class-plan-free-wedding-for/article_90065782-d8ee-11e9-b31b-9bf8da5fef84.html
37. **Kristin Malek DES Spotlight.** ThisWeek Newsletter. (June 5, 2018).
38. **ProfTalks.** Radio interview at 91.9 KSDB-FM. (April 6, 2018).
39. **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.
    b. Featured on ABC World News Tonight with David Muir.
    c. Total viewership: 126,176.
40. **Event Engagement: How is Technology Supporting Engagement?** EventMobi Featured Article. (July 17, 2017). http://metc.eventmobi.com/2017/07/17/engagement/
41. **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 video viewership: 66,821.
    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
42. **2017's Best Place to Celebrate Easter**. WalletHub. (April 11, 2017). https://wallethub.com/edu/best-places-to-celebrate-easter/19774/#kristin-malek
43. **K-State's Kristin Malek named trailblazer in the meetings industry.** Manhattan Mercury Newspaper. (September 13, 2016). http://manhattanmercury.ks.newsmemory.com/publink.php?shareid=454599568

44. **2016 Meetings Trendsetters: Top 20 industry trailblazers who set a new standard.** Meetings Today Magazine. (July 2016). http://www.digital.meetingstoday.com/meetingstoday/july_2016?pg=2#pg2
45. **UNLV study finds conventions don't boost gambling $$.** Reno Gazette-Journal. (June 6, 2013) http://blogs.rgj.com/renorebirth/2013/06/06/unlv-study-finds-conventions-dont-boost-gambling/
46. **UNLV studies find conventions don't boost gambling; casino shows hurt gaming revenue.** Vegas Inc. (May 28, 2013). http://www.vegasinc.com/business/gaming/2013/may/28/las-vegas-gambling-conference-opens-stroke-bad-luc/

University News and Institutional Mentions

1. **December 2025 commencement: Abby Cantrell.** *Shoutout from student for positive impact*. (December 19, 2025). https://cehs.unl.edu/news/december-2025-commencement-abby-cantrell/ (*Shoutout from student for positive impact*.)
2. **Nebraska business grants degrees to more than 270 students in December.** *Included on list as I graduated with an MBA and graduate certificate.* (December 17, 2025). https://business.unl.edu/news/nebraska-business-grants-degrees-more-270-students-december/
3. **May 2025 commencement: Katie Charest.** *Shoutout from student for positive impact*. (May 13, 2025). https://cehs.unl.edu/news/may-2025-commencement-meet-bredthauer-thiele-charest-haberyan-smith-and-de-la-cruz-gutierrez/
4. **Alumni spotlights: Jessica Kruse.** *Shoutout from student for positive impact*. (September 15, 2025). Nebraska Quarterly Fall 2025 Issue.
5. **Kristin Malek receives educator of the year award.** (February 8, 2023). https://cehs.unl.edu/HRTM/news/kristin-malek-receives-educator-year-award/
6. **Kristin Malek receives global teaching award.** (August 19, 2022). https://cehs.unl.edu/HRTM/news/kristin-malek-receives-global-teaching-award/
7. **Kristin Malek receives IANR's Omtvedt Innovation Award.** (December 13, 2021). https://cehs.unl.edu/cehs/news/kristin-malek-receives-ianr-omtvedt-innovation-award/
8. **IANR faculty, staff honored at awards luncheon.** (December 6, 2021). https://ianrnews.unl.edu/ianr-faculty-staff-honored-awards-luncheon-3
9. **HRTM students shine in North American business event challenge.** (June 7, 2021). https://cehs.unl.edu/HRTM/news/hrtm-students-shine-north-american-business-event-challenge/
10. **Center for Transformative Teaching awards first grants**. (February 13, 2020). https://news.unl.edu/newsrooms/today/article/center-for-transformative-teaching-awards-first-grants/
11. **Two HRTM professors receive awards at Central CHRIE Conference in Indianapolis.** (March 29, 2019). https://cehs.unl.edu/HRTM/news/two-hrtm-professors-receive-awards-central-chrie-conference-indianapolis/
12. **Malek wins Emerging Leader Award.** (February 27, 2018). https://www.k-state.edu/today/announcement.php?id=39933

13. **KAWSE announces ADVANCE Distinguished Lecture Series award recipients.** (June 8, 2017). http://www.k-state.edu/today/announcement.php?id=35053
14. **Big 12 fellowship, K-state mentoring award recipients recognized.** (May 8, 2017). http://www.k-state.edu/today/announcement.php?id=34657
15. **Hospitality management faculty and students attend, present, and win at CHRIE conference.** (March 20, 2017). http://www.k-state.edu/today/announcement.php?id=33298
16. **Students and faculty from hospitality management department present at graduate student conference**. (January 20, 2017). http://www.k-state.edu/today/announcement.php?id=31778
17. **Kristin Malek studies fair and festival food safety.** (January 19, 2017). http://www.k-state.edu/today/announcement.php?id=31754
18. **Roberts and Malek elected to international association for hospitality educators.** (September 15, 2016). http://www.k-state.edu/today/announcement.php?id=29175
19. **Malek named trailblazer in the meetings industry.** (September 13, 2016). http://www.k-state.edu/today/announcement.php?id=29056
20. **Double winnings: Hospitality Management assistant professor wins best paper honors at two conferences.** (May 20, 2016). http://www.k-state.edu/today/announcement.php?id=27715
21. **ADVANCE Distinguished Lecture Series 2015-2016 award recipients.** (May 6, 2016). http://www.k-state.edu/today/announcement.php?id=27428
22. **An unlikely partnership: K-State's hospitality management and chemical engineering departments collaborate to host conference.** (April 11, 2016). http://www.k-state.edu/today/announcement.php?id=26659
23. **National conference selects 14 K-State students for internship**. (April 8, 2016). http://www.k-state.edu/today/announcement.php?id=26613
24. **LVCVA presents doctoral student Malek with its prestigious Hospitality Hero award.** (May 2015). https://issuu.com/harrahcollege/docs/insideharrah_may
25. **Career services mix it up!** (March 6, 2015). https://www.unlv.edu/news-story/career-services-mixes-it
26. **Student organizers make mentor reception a success!** (April 2015). https://issuu.com/harrahcollege/docs/insideharrah_april

Academic Journals

Editorial Board

- Editorial Board Member: Journal of Convention and Event Tourism, 2018-present.
- Guest Editor for Special Issue: Journal of Convention and Event Tourism, 2023.

Invited Journal Reviewer

- Journal of Convention & Event Management, 2014-present.
- Journal of Travel & Tourism Marketing, 2018-2025.

- International Journal of Tourism Research, 2017-2024.
- International Journal of Contemporary Hospitality Management, 2016-2024.
- Journal of Travel and Tourism Management, 2017-2023.
- Sustainability, 2017-2023.
- Administrative Sciences, 2018-2020.
- Journal of Hospitality Marketing & Management, 2017-2020.
- Asia Pacific Journal of Tourism Research, 2016-2020.
- Journal of Policy Research in Tourism, Leisure, and Events, 2018.
- Journal of Foodservice Management & Education, 2017.
- International Gambling Studies, 2015-2016.

Grants, fellowships, and funding support

Total Funded: $3,531,857

Teaching Related Activities

Total funded = $1,677,188

1. **Malek, K,** (2025). *Digital Twin for Event Simulations.* CEHS Technology Grant. Funded: 5,700.
2. Ammachathram, A., **Malek, K.,** & Kang, M. (2022). *Hospitality Leadership and Innovation Academy at the University of Nebraska-Lincoln.* Economic Development Administration in the US Department of Congress. Funded: $1,600,000.
3. **Malek, K.** (2021). *Identifying factors necessary to optimize learning in short-term learning intensive environments.* Center for Transformative Teaching. Funded: $1,000.
4. **Malek, K.** (2021). *Peer review of teaching program.* University of Nebraska. Funded: $1,000.
5. **Malek, K.** (2020). *Redesigning education with experiential design*. Center for Transformative Teaching. Funded: $1,000.
6. **Malek, K.** (2020). *Integrating DesignTools for Canvas.* CEHS Technology Innovation Grant. Funded: $2,500.
7. Kwon, J., **Malek, K.**, Roberts, K., & Jang, J. (2018). *Development of online MS in hospitality administration.* Global Campus. Funded: $38,676.
8. **Malek, K.** (2017). *Peer review of teaching fellowship*. Teaching and Learning Center. Funded: $1,000.
9. Roberts, K. & **Malek, K.** (2016). *Developing a hybrid hospitality management degree completion program.* Global Campus. Funded: $23,812.
10. **Malek, K.** (2015). *Event capstone development.* Academic Excellence Grant. Funded: $2,500.

Extension/Research Related

Total funded = $1,831,640

1. Li, Y., Dev, D., Fernandez-Ballester, L., Kim, S., Lu, Y, Wang, B. Yan, C., & **Malek, K.** (2023). *Release of micro- and nano-plastics from plastic food containers characterization, risk assessment, socioeconomic and health impacts.* Grand Challenges Catalyst Award. University of Nebraska-Lincoln. $1,330,000. Project timeframe: 09/2023-09/2027.
2. Hughes, M., Bashford, G., Crawford, L., Dev, D., Ditmars, H., Iverson, N., **Malek, K.,** Nelson, C., Ray, S., Savage, C., Sharif, B., Yan, C. (2023). *Improving healthcare access for underserved populations*. Grand Challenges Planning Award. University of Nebraska-Lincoln. Funded: $149,993. Project timeframe: 09/2023-09/2025.
3. **Malek. K.**, Rasmussen, J., & Tang, Z. (2022). *Destination Knox County: Tourism Planning and Strategic Placemaking.* USDA Rural Placemaking Innovation Challenge Grant. Funded: $249,546. Project timeframe: 7/2022-6/2024.
4. Smith, A., Shenefelt, B., Subramanian, R., **Malek, K.**, Emery, M., & Wilson, K. (2022). *Re-imaging place: Rural substance use disorder, worldbuilding, and community participatory design*. Rural Drug Addiction Research Center. Funded: $50,000.
5. **Malek, K.** (2022). *Tourism first impressions within Nebraska.* 3-2-1 Extension innovation grant. Funded: $7,500.
6. **Malek, K.** (2022). *Immersive technology within the tourism industry.* Kutcher Innovation Grant. Funded: $4,125.
7. **Malek, K.** (2022). *Tourism education within academia*. Nebraska Extension Tourism Network. Funded: $2,150.
8. **Malek, K.** (2022). *Designing education for the next generation.* Center for Transformative Teaching. Funded: $2,000.
9. **Malek, K.** (2021). *First impressions and secret shopping program development.* RPN Community Engagement Grant. Funded: $3,850.
10. **Malek, K.** (2018). *Experimental design field study observations of convention and meeting attendees.* Dean Barbara S. Stowe Award. Funded: $3,983.
11. **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.
12. **Malek, K.** (2017). *Influential meeting experience variables and their impact on transfer of learning.* University Small Research Grant (USRG). Funded: $4,070.
13. **Malek, K.** (2017). *Mentoring fellowship*. All University Award at Kansas State University. Funded: $5,959.
14. **Malek, K.** (2017). *Understanding motivation to attend, satisfaction, loyalty, and content retention across meeting attendee populations*. College of Human Ecology Grant. Funded: $4,995.
15. **Malek, K.** (2015). *Fair and festival food safety.* University Small Research Grant (USRG). Funded: $4,259.
16. **Malek, K.** (2015). *Evaluating event effectiveness across alternate platforms.* Harrah Hotel College Dissertation Grant. Funded: $5,000.
17. **Malek, K.** (2014). *Increasing event effectiveness through alternative programs.* Hilton Summer Research Grant. Funded: $3,000.

Professional Development Related

Total funding = $23,029

1. **Malek, K.** (2024). *Faculty scholarship.* PCMA. Funded: $2,750.
2. **Malek, K.** (2023). *Membership and travel grant.* CEMA. Funded: $2,500
3. **Malek, K.** (2023). *Professional development grant.* Timothy S. Lam Foundation. Funded: $2,000.
4. **Malek, K.** (2022). *Faculty scholarship.* PCMA. Funded: $2,250.
5. **Malek, K.** (2021). *Omtvedt innovation award*. IANR. Funded: $2,500.
6. **Malek, K.** (2021). *Excellence in extension award.* Nebraska Extension. Funded: $1,000.
7. **Malek, K.** (2020). *University engagement grant.* PCMA. Funded: $1,800.
8. **Malek, K.** (2020). *Faculty engagement award.* IAEE. Funded: $750.
9. **Malek, K.** (2020). *Scholarly enhancement program.* College of Education and Human Sciences. Funded: $2,200.
10. **Malek, K.** (2019). *Faculty scholarship.* PCMA. Funded: $1,750.
11. **Malek, K.** (2017). *Digital event strategy.* Meetings + Conventions Calgary. Funded: $1,129.
12. **Malek, K.** (2016). *Academic career paths for event professors*. Office for the Advancement of Women in Science and Engineering. Funded: $1,200.
13. **Malek, K.** (2015). *Event professors working with industry*. Office for the Advancement of Women in Science and Engineering. Funded: $1,200.

Not funded

1. Pierobon, M., Barlow, S., Hemmatian, B., **Malek, K.,** & Yu, H. (2025). *Community Aligned, Recovery Driven, Emotionally Intelligent AI Assistant for Rural Nebraska.* CARE-N, Healthy Nebraska Grant. Requested: $99,974.

Teaching/Mentorship

University of Nebraska - Lincoln

Undergraduate Courses (listed from highest course number to lowest)

Advanced Event Operations (HRTM 489)

- This is an experiential class where the students must plan, market, and produce actual events with real clients and money. Each class is expected to plan between 2-4 events depending on the number of students enrolled and the overall scope of the event.
    - Fall 2025: Central Federation CHRIE in-person event, First Friday.
    - Fall 2024: Central Federation CHRIE virtual event, Health Equity conference.
    - Fall 2023: Experience U online conference, museum event, engineering event.
    - Fall 2022: Free wedding giveaway, student recruitment event.
    - Spring 2022: Social and dining etiquette dinner, community event.
    - Fall 2021: HRTM 15-year anniversary, Central Federation CHRIE virtual event.
    - Spring 2021: Level Up Your Event Game in-person conference.
    - Spring 2020: Plan On It Conference and reception.
    - Fall 2019: Free wedding giveaway, program fundraiser, hackathon.

Hospitality Finance (HRTM 483)

- This course focuses on mastering hospitality financial concepts, budgeting, time value of money, and cost control.
- Spring 2026, Fall 2024.

Special Topics Course (HRTM 391)

- Special topics courses are elective courses that range between 10-30 students around one topic. These topics are determined by student surveying and are new preps each time they are offered.
    - Spring 2026: Hospitality Entrepreneurship.
    - Spring 2025: Luxury Events.
    - Spring 2023: Experiential Marketing in Events and Tourism.
    - Spring 2022: Launching Your Own Event Business.
    - Fall 2021: Solving Human Trafficking Using the Power of Events.
        - 2nd and 4th place winners in PCMA Global Student Event Competition.
    - Spring 2021: Designing the Event of the Future.
        - 2nd and 3rd place winners in PCMA Global Student Event Competition.

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

- These are individually taught courses around a specific topic. Students must complete assignments and an overall project. We meet once a week.
    - Fall 2025: Honors Thesis: Event Pricing Models.
    - Spring 2025: Wedding Planning.

- Fall 2024: Event Venue Ownership.
- Fall 2022: Leading Your Own Event Team.
- Fall 2021: Legal and Marketing Concepts in the Event Industry.
- Fall 2020: Social Media Marketing.
- Spring 2020: Event Design.
- Spring 2019: Event Strategy.

Introduction to the Event Industry (HRTM 289)

- 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 2021, Spring 2021, Fall 2020 (online), Spring 2020 (in-person/online), Spring 2019.

Graduate Courses (listed from highest course number to lowest)

Independent Study (HRTM 896)

- These are individually taught courses around a specific topic. Students must complete research, assignments, an overall project, and a research paper. We meet once a week.
  - Spring 2025: Event Design.
  - Spring 2023: Experiential Marketing.
  - Fall 2021: Immersive Marketing for Events.
  - Spring 2021: Event Venue Ownership.
  - Fall 2020: Virtual and Hybrid Meeting Design.
  - Spring 2020: Experience Design and Video Storytelling.

Graduate Hospitality Financial Management (HRTM 883)

- Advanced managerial concepts, value and risk analyses, asset management, franchising and management contracts, and cost-volume-profit analyses.
- Spring 2026.

Graduate Advanced Event Management (HRTM 869)

- This course aligns with the undergraduate event management course where the students must plan, market, and produce actual events with real clients and money. The focus of the graduate course is to take a leadership role in the planning of the event, conduct all pre- and post-conference research and surveys, analyzing the data, writing a research report, and presenting the research at a conference.
- Fall 2025, Fall 2023, Spring 2021.

Kansas State University

Undergraduate Courses (listed from highest course number to lowest)

Business Event Management – Event Capstone Course (HM 663)

- This is an experiential Capstone class where the students must plan, market, and produce actual events with real clients and money. Each class is expected to plan between 2-4 events depending on the number of students enrolled and the overall scope of the event.
- I developed this course and secured funding from the provost's office through internal grants for it the first year it was offered until course fees were implemented.
    - Fall 2018: Hospitality education summit, event industry exploration day.
    - Fall 2017: Renaissance festival, PCMA state of the industry event.
    - Spring 2017: Hospitality career fair, ribbon cutting of local business, university-wide student appreciation day, university-wide teacher appreciation day.
    - Spring 2016: Chemical Engineering AIChE regional conference, inaugural Central Federal CHRIE conference.

Internship in Hospitality Management (HM 475)

- This senior-level 400-hour internship course requires weekly assignments, interviews, and an in-depth job-related research project.
- This class is offered online as the students complete their internship. Upon completion of the internship, each student must present their job-related research projects in-person within the relevant hospitality courses.
- Fall 2017, Summer 2017, Spring 2017, Fall 2016, Summer 2016.

Business Event Coordination (HM 463)

- I developed this course as a bridge between the Introduction to Events Course (basic concepts) and the Event Capstone Course (having actual clients).
- Students spent the semester as their own clients with each group planning an event of their choice that would benefit the United Way. They applied all concepts from start to finish theoretically and then presented their plans to the United Way board.
    - Highlights: The United Way went on to produce all six of these events with the students the next semester. These events attracted over 1,000 people. One attendee was so impressed that they donated money to the Kansas State foundation for an event management student scholarship.
- Spring 2018.

The Travel and Dining Auction (HM 427)

- Like the required events capstone course above, in this course students must plan, market, and produce a live event. This elective course is focused on fundraising events and producing the department's annual fundraiser – the Travel and Dining Auction. This auction 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)

- I re-developed this course from Hospitality Marketing to Hospitality Sales.
- In this class we partnered with a local organization to conduct market research, target market analysis, current customer base, and suggested hours of operation. Classes also prospected areas across the country to learn the process of cold calling.
- Fall 2018, Summer 2018 (online), Fall 2016, Fall 2015.

Introduction to Business Events (HM 363)

- 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 (online), Summer 2017 (online), Fall 2016, Fall 2015.

Additional undergraduate courses developed with all materials but not taught personally

- 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 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, and disseminate knowledge to educators and industry executives.
- I developed this course as part of the new MS/MBA program that I spearheaded.
- 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 students' interests.
    - Spring 2018: Sustainability in foodservice operations.
    - Fall 2017: Sustainability in concert environments.
    - Spring 2017: Customer experience in foodservice operations.

Practicum in Hospitality Administration (HM 785)

- Like the undergraduate internship, this graduate practicum allows graduate students to work in-field for a minimum of 400 hours, completing weekly assignments, and an extensive research project with a strategic plan that they then must present to their employer and professor.
- Summer 2018, Summer 2017.

University of Nevada - Las Vegas

Undergraduate Courses (listed from highest course number to lowest)

Festival and Event Management Capstone (TCA 490)

- This is an experiential Capstone course where the students must plan, market, and produce actual events with real clients and money. Each class is expected to plan between 2-4 events depending on the number of students enrolled and the overall scope of the event.
    - Summer 2015: UNLV alumni event.
    - Spring 2015 (2 sections): 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 (4 sections): Las Vegas prom, pajama gala, business networking event, risk management conference, tequila tasting.
    - Spring 2013: First year experience, Korea American Hospitality and Tourism Educators Association (KAHTEA) conference, Vallen dinner.
    - Fall 2012: First year experience, career mixer, fundraiser for UNLV .

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.
- Summer 2013.

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, Fall 2013.

Tradeshow Management (TCA 476)

- Planning and execution of business-to-business exhibitions, including exhibitor and attendee experience design, floor plan development, logistics coordination, budgeting, and risk management.
- Fall 2012.

Advisory Committees

Graduate Committees – PhD

1. WooHyuk Kim. Graduate advisor and dissertation committee chair. 2015-2018.

Graduate Committees – Master's Thesis

1. Tia Gamble. Graduate advisor and committee chair. 2017-2018.
2. Ryan Irvin. Committee member. 2015-2017.
3. Yi Cao. Committee member. 2015-2017.

Graduate Committees – Master's Professional Project

1. Holden Franken. Graduate advisor and project chair. 2026-present.
2. Aidon Perlinger. Graduate advisor and project chair. 2025-present.
3. Sophie Kruse. Graduate advisor and project chair. 2025-present.
4. Emily Nealeigh. Graduate advisor and project chair. 2022-2024.
5. Lillian Nguyen. Graduate advisor and project chair. 2020-2024.
6. Abby Schuck. Graduate advisor and project chair. 2020-2021.
7. Laura Rozell. Project chair. 2017-2018
8. Chelsea Paul. Project chair. 2017-2018.

Undergraduate Committees

1. Ava Jacobsen. Honors Thesis Committee. Chair. 2025-present.
2. Mariah Elser. Honors Thesis Committee. Member. 2021-2022

Service

Accessibility Notes

- All abbreviations will be written out the first time it is used within the section and then the abbreviation alone will be used throughout the rest of the section.
- IMEX is not an abbreviation, but the name of a company that organizes major trade shows for the meetings and event industry.
- Service lines without a superscript note represent service completed while employed at University of Nebraska Lincoln. Lines with superscript 1 represents service completed while employed at Kansas State University, superscript 2 at the University of Nevada Las Vegas, and superscript 3 at the University of South Carolina.

University Service

University Committees

- University of Nebraska Lincoln (UNL) Entrepreneurship Fellows Committee, 2023-present.
- Chancellor's Commission, 2021-2025.
- UNL Graduate Student Association Event Committee Member, 2025.

College/Extension Committees

- College of Education and Human Sciences (CEHS) Dean's Faculty Advisory Committee Co-Chair, 2025-present.
- CEHS Dean's Faculty Advisory Committee, 2024-present.
- CEHS Grand Vision Faculty Fellow, 2023-2024.
- CEHS Technology Committee, 2020-2023.
- Extension Fall Conference Committee, 2020-2022.
- Extension Technology Committee, 2020-2022.
- CEHS Marketing and Communications Committee, 2020.
- CEHS Learning Innovation Studio Co-chair, 2018-2019.

Department and Program Committees

- Hospitality, Restaurant, and Tourism Management (HRTM) Graduate Program Coordinator, 2020-present.
- HRTM Nebraska Event Management Association (NEMA) Student Club Advisor, 2019-present.
- HRTM Mentor Program Coordinator, 2019-2023.
- HRTM Professor of Practice Search Committee Member, 2022.
- Nutrition and Health Sciences (NHS) Remote Learning Committee Co-Chair, 2020-2021.
- NHS Chairs Advisory Council, 2019-2021.

Additional Service

- Reflective Practitioner Program, Center for Transformational Teaching (CTT), 2021-2022.
- Instructional Support Partnerships Program, CTT, 2021.
- Delta Sigma Phi Student Mentor, 2020.
- Membership to University of Nebraska Graduate Faculty, 2019.

Previous University Service

- Presidential Lecture Series Speaker[1], 2017-2018.
- Academic Affairs/Curriculum Committee Member[1], 2016-2018.
- Professional Event Management Student Group Advisor[1], 2015-2018.
- Director of Events Search Committee Chair[1], 2017.
- Hospitality Management Instructor Search Committee Chair[1], 2016.
- Hospitality Department Chair Search Committee Member[1], 2016-2017.
- Hospitality Department Chair Search Committee Member[1], 2015-2016.
- Faculty Affairs Committee Member[1], 2015-2016.
- 2025 Department Strategic Planning Committee Member[1], 2015-2016.
- Professor of Practice Search Committee Member[1], 2015-2016.
- Membership to Kansas State Graduate Faculty[1], 2015.
- Event Management Assistant Professor Search Committee Member[2], 2014-2015.
- University of Nevada Las Vegas (UNLV) Harrah Hotel College's Mentor/Mentee Liaison[2], 2013-2015.
- UNLV Harrah Hotel College's Sustainability Committee Member[2], 2013-2015.
- Hospitality Graduate Student Association Vice President[2], 2012-2015.

Academia-Related Service

- Lincoln Public Schools (LPS) Marketing Curriculum Advisory Committee, 2025-present.
- Journal of Convention and Event Tourism Editorial Board Member, 2019-present.
- International Council on Hotel, Restaurant, and Institutional Education (CHRIE) Association Member, 2019-present.
- IMEX Frankfurt Faculty Engagement Program Co-chair, 2021-2025.
- International Association of Exhibitions and Events (IAEE) Faculty Advisory Committee Member, 2019-2025.
- IMEX America Faculty Engagement Program Co-chair, 2019-2024.
- IAEE Faculty Advisory Committee Chair, 2022-2023.
- International CHRIE Event Special Interest Group (MICE SIG) Chair, 2022-2023.
- Central Federation CHRIE Board Member, Director of Industry Relations, 2021-2023.
- International CHRIE Education Committee Member, 2021-2023.
- International CHRIE Conference Committee VIP/CEO Liaison, 2020-2023.
- International CHRIE Events Special Interest Group (MICE SIG) Vice Chair, 2020-2022.
- Central Federation CHRIE Board Member, Director of Conferences, 2019-2021.
- Central Federation CHRIE Best Paper Committee Member, 2019.
- Central Federation CHRIE Board Member, Director of Networking[1], 2016-2018.
- Central Federation CHRIE Board Member, Director of Conferences[1], 2016-2018.

- Journal of Convention and Event Tourism Editorial Board[1], 2018.
- IMEX America Faculty Engagement Program Co-chair[1], 2018.
- International CHRIE Association Member[1], 2015-2018.
- International CHRIE Conference Committee Member[1], 2015-2018.
- Central Federation CHRIE Inaugural Conference Chair[1], 2015-2016.
- International CHRIE Association Member[2], 2012-2015.
- Las Vegas Hotel Association Member[2], 2012-2014.
- Golden Key International Honor Society[2], 2013.
- Eta Sigma Delta[3], 2012.
- National Society of Minorities in Hospitality (NSMH) Chapter Vice President[3], 2011-2012.

Extension and Industry Service

- Uni Place Creative District Founding Board Member, 2025-present.
- Connecting Entrepreneurial Communities (CEC) Rural Prosperity Nebraska (RPN) Conference Committee Member, 2025-present.
- CEC Burt County Local Steering Committee Member, 2025-present.
- Learning Experience Designer (LXD) Organization Founding Member, 2025-present.
- Uni Place Creative District Events and Marketing Committee Chair, 2024-present.
- Uni Place Creative District Committee Member, 2024-present.
- World Experience Organization (WXO) Member, 2022-present.
- Professional Convention Management Association (PCMA) Member, 2019-2025.
- PCMA Heartland Chapter Board of Directors, 2019-2025.
- PCMA Heartland Chapter Emerging Leaders Co-chair, 2022-2025.
- International Association of Exhibitions and Events (IAEE) Member, 2019-2025.
- PCMA Global Scholarship Committee Member (Invitation Only), 2022-2024.
- Connecting Entrepreneurial Communities (CEC) Rural Prosperity Nebraska (RPN) Committee Member, 2022-2023.
- Prairie Hill Learning Community Children's Country Fair Co-chair, 2022-2023.
- Meeting Professionals International (MPI) Member, 2019-2023.
- Nebraska Kansas Heritage Area Partnership Board of Directors, 2019-2022.
- Nebraska Kansas Heritage Area Partnership Marketing Chair, 2019-2022.
- Professional Convention Management Association (PCMA) Faculty Council Chair, 2022.
- Ignite Lincoln Venue and Logistics Chair, 2021.
- PCMA Heartland Chapter Program Committee Member, 2020-2021.
- PCMA Heartland Chapter Emerging Leaders Committee Member, 2019-2020.
- Prairie Hill Learning Community Auction Event Member, 2020-2021.
- Capitol Voices President, 2020-2021.
- Toast of the Town Vice President of Public Relations, 2019-2021.
- Nebraska Events and Festivals Association (NEFA) Nebraska Tourism Conference Session Co-Chair, 2020.
- EventLNK Board of Directors, 2019-2020.
- EventLNK Conference Chair, 2019-2020.
- PCMA Heartland Chapter Emerging Leaders Committee Member[1], 2017-2018.

- PCMA Heartland Chapter Program Committee Member[1], 2017-2018.
- PCMA Faculty Council Chair[1], 2016-2018.
- PCMA Member[1], 2015-2018.
- Girl Scouts of America Gold Advisory Board[1], 2017-2018.
- Girl Scouts of America Council Trainer[1], 2016-2018.
- International Association of Fairs and Exhibitions (IAFE) Membership Committee[1], 2015-2016.
- Academy of Hospitality and Tourism Charity Golf Tournament Committee Chair[2], 2014-2015.
- Meeting Professionals International (MPI) Member[2], 2013-2015.
- PCMA Member[2], 2012-2015.
- Green Meetings Industry Council (GMIC) Member[2], 2012-2014.
- International Association of Exhibitions and Events (IAEE) Member[2], 2012-2013.

Professional Development and Recognition

Certifications and Certificates

1. Sound Healing (Level 1), 2024.
2. Design Your Life - Coaching Certification through Stanford University, 2023.
3. Neuro-linguistic Programming (NLP) Trainer Certification, 2023.
4. Reiki Level Two Practitioner, 2023.
5. NLP Master Practitioner Certification, 2023.
6. Master Hypnosis Practitioner Certification, 2023.
7. Master Life Coach Certification, 2023.
8. Master Certified in Quantum Time Technique®, 2023.
9. Reiki Level One Practitioner, 2023.
10. LEGO Serious Play Facilitator, 2023.
11. Event Data Strategy Certificate, 2022.
12. ToP Facilitation Methods Certification, 2022.
13. Neuro-linguistic Programming (NLP) Practitioner Certification, 2022.
14. Hypnosis Practitioner Certification, 2022.
15. Life Coach Certification, 2022.
16. Certified in Quantum Time Technique®, 2022.
17. CVENT Event Marketing Strategy Certification, 2021.
18. Event Design Certification (Level 3 – CED), 2020.
19. Event Design Certification (Level 2), 2019.
20. Digital Event Strategist (DES), 2017.
21. Event Design Certification (Level 1), 2017.
22. Meeting and Event Technology (METC), 2017.
23. Certified Meeting Professional (CMP), 2016.
24. Meta-Analysis Certification, 2016.
25. CVENT Certification, 2015.
26. UNLV Graduate College Research Certification, 2014.
27. Certified Hospitality Educator (CHE), 2013.
28. ServSafe Certification, 2013.
29. Serving Alcohol with Care, 2013.

Awards and Recognition

1. Specialist Roster, Fulbright, 2024-present.
2. Fellow, Center for Great Plains Study, 2019-present.
3. TEDx Speaker, 2023.
4. Best Paper Research Award, West Federation CHRIE, 2023.
5. Bob Dallmeyer Educator of the Year, International Association of Exhibitions and Events (IAEE), 2022. This is an international industry award.

6. Excellence in Teaching and Training, International Council on Hotel, Restaurant, and Institutional Education (CHRIE), 2022. This is the top annual award granted internationally to one hospitality educator across all high schools, two years schools, four years schools, and graduate schools.
7. Outstanding Supporter Award, Central Federation CHRIE, 2022.
8. 3rd place award in the International Category: Non-Fair Facility Usage Category, International Association of Fairs and Exhibitions (IAFE), 2022.
9. Inducted, World Experience Organization (WXO), 2022.
10. 2nd place award, Professional Convention Management Association (PCMA) North American Student Competition, 2022.
11. 4th place award, PCMA North American Student Competition, 2022.
12. Omtvedt Innovation Award, Institute for Agricultural Sciences and Natural Resources (IANR) at University of Nebraska (UNL), 2021.
13. Excellence in Extension – Impact, Individual Category, Nebraska Extension, 2021.
14. 2nd place award, PCMA North American Student Competition, 2021.
15. 3rd place award, PCMA North American Student Competition, 2021.
16. Finalist - Digital Event Strategist of the Year, PCMA, 2021.
17. Nominated - PCMA Global Board of Directors, PCMA, 2021. The first faculty member ever nominated for this industry board.
18. Nominated - Nebraska DEI Impact Award, UNL, 2021.
19. Nominated - Holling Family Teaching Excellence Award, IANR UNL, 2021.
20. Finalist - Friend of Tourism Award, Visit Nebraska, 2020.
21. Social Engagement Teaching Fellow, Center for Transformative Teaching (CTT) UNL, 2020.
22. 2nd Place Award, PCMA North American Student Competition, 2019.
23. Fellow, Center for Great Plains Study, 2019-2024.
24. 1st place Industry Challenge Award, Central Federation CHRIE, 2019.
25. 1st place Award, PCMA North American Student Competition, 2018.
26. Emerging Leader of the Year, PCMA Heartland Chapter, 2018.
27. Nominated - Leadership Manhattan, Manhattan Chamber of Commerce, 2017.
28. Top 20 Meeting Industry Trendsetter, Meetings Today Magazine, 2016. International recognition within the meetings and events industry.
29. Best Paper Research Award, KAHTEA, 2016.
30. Best Paper Research Award, Central Federation CHRIE, 2016.
31. Hospitality Hero, Las Vegas Convention and Visitors Authority (LVCVA), 2015.
32. Hospitality Hero, Las Vegas Convention and Visitors Authority (LVCVA), 2014.
33. Best Paper Research Award, Coca-Cola Challenge through the Annual Graduate Education and Graduate Student Research Conference, 2014.
34. Mentee of the Year, Harrah Hotel College's Mentor Program, 2014.
35. Student Spotlight, Premier Magazine, 2014.
36. Winner, Bob Brown Scholarship, 2014.
37. Winner, Delores Owens Scholarship, 2014
38. Winner, Dr. Kathleen Beard Nelson CSEP, CMP Memorial Scholarship, 2013.
39. Nominated - Nevada Regent Scholars Award, Nevada Board of Regents, 2013.
40. MGM Resorts International Scholar Award, MGM, 2013.
41. Hilton Merit Scholar Award, Hilton, 2013.

42. Most Contagious Positive Personality Award, American Hotel and Lodging Educational Institute Certified Hospitality Educator Program, 2013.
43. Winner, Graduate and Professional Student Association Scholarship, 2013.

Industry Experiences

Owner

The Gathering Grove
August 2024 - present
Lincoln, NE

Founder and Behavior Change Designer

BCD Institute
August 2013 - present
Lincoln, NE

Executive Director of Events

Sass and Class Events
July 2012 - August 2015
Las Vegas, NV

Singapore Campus Coordinator

University of Nevada Las Vegas
January 2013 – August 2015
Las Vegas, NV

Banquet Captain

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

Designer and Events Coordinator

Hazen and Sawyer
May 2007 - November 2009
Charlotte, NC

Assistant Store Manager

Kirkland's Signature Home Store
July 2006 - April 2007
Charlotte, NC

Shift Supervisor

Carrols Corporation
July 2002 - October 2005
Asheville, NC

Project-Based Consultancy Experiences

Event Leadership Institute

- Create programming and resources to bridge the gap from industry-based resources into higher education.
- 2019.

EventMobi

- Create the pilot Meeting and Event Technology Certificate and final exam.
- Adapt materials after the pilot class for general release.
- 2017-2018.

AIPAC conference

- Manage all conference areas within the North Convention Center and oversee twenty volunteers.
- 2014-2016.

Nevada Psychiatric Association

- Analyze hundreds of pages of open-ended questions from the last three years of meeting surveys.
- Create new survey and engagement strategies for the organization.
- Secret shop, provide feedback, and design future annual meetings.
- 2013-2015.

EnergyFest

- Align event with APEX sustainable meeting standards.
- 2013-2014.

15th International Conference on Gambling and Risk Taking

- Planning committee and volunteer coordinator.
- 2012-2013.

Las Vegas Hotel (non-disclosure agreement)

- Evaluate hotel operations and organizational structure.
- Create new employee handbooks and annual evaluation documents.
- 2013.

Green Meetings Industry Council

- Design and implement the inaugural future leader's forum at the international conference.
- 2013.