

Kristin Malek

PhD, CMP, CED, DES, CHE

EDUCATION

Ph.D. in Hospitality Administration 2012 – 2015

University of Nevada, Las Vegas

Major: Event Management; Minor: Entrepreneurship and Statistics

Dissertation: *Evaluating Event Effectiveness Across Alternate Platforms*

Committee: Drs. Sarah Tanford, Seyhmus Baloglu, and Curtis Love

Master of International Hospitality and Tourism Management 2010 – 2012

University of South Carolina, Columbia

Major: Event Management; Minor: Hotel Operations

Thesis: *Manager Training and its Effect on Employee Turnover Intentions*

Committee: Drs. Sheryl Kline, Robin DiPietro, and Fang Meng

Bachelor of Arts in Interior Design 2005 – 2008

The Art Institute of Charlotte

Certificate: Event Planning 2009

Central Piedmont Community College

Academic Employment

Assistant Professor/Event Management Extension Specialist 2019 - present

University of Nebraska, Lincoln

Apportionment 2023 – 2024: Extension 60%, Service 30%, Teaching 10%

Apportionment 2022: Extension 60%, Teaching 35%, Service 5%

Apportionment 2019 – 2021: Extension 50%, Teaching 45%, Service 5%

Assistant Professor 2015 - 2018

Kansas State University

Apportionment: Teaching 40%, Research 40%, Service 20%

Instructor in Hospitality Event Management 2012 - 2015

University of Nevada, Las Vegas

Extension

PROGRAMS

Developed, created, and launched these multi-faceted interconnected public-facing programs:

- Extraordinary Events Podcast (launched mid-August 2020) – Rebranded in August 2023 as Experience University Podcast
 - Weekly release by season
 - Available on 13 platforms (Spotify, Apple Podcasts, Google Podcasts, etc.)
 - Aug 2020 – Dec 2022: 3,658 unique downloads
 - Downloaded in over 463 cities in over 70 countries on six continents
- Next Level Events (started weekly now monthly Zoom series, launched September 2020)
 - Developed worksheets and facilitator guides per series distributed to all attendees
 - Programs run in four-week series with a specific theme each month
 - Sample of series topics: creating virtual engagement, increasing attendance at your [virtual] event, technology in online events, hybrid events, social media, risk management, designing event spaces
 - 1,187 live attendees reached from 14 different countries
- Extraordinary Events Initiative YouTube channel (launched October 2020)
 - Mini-training videos (<6 mins. each) on a variety of topics, organized by playlists
 - Channel subscribers - 31; Video views - 1308
- Website and Social Media (launched September 2020)
 - Listserv: 479 opted in
 - Facebook: Followers - 414; Post Reach - 16,770 ; Post Engagement - 7,020
 - Instagram: Followers - 284; Impressions - 19,412; Accounts Reached - 20,666
 - Twitter: Page Views - 435; Post Reach - 15,922; Profile Visits - 274
- Rural Tourism Series (biweekly Zoom series, launched January 2021, ended Fall 2022)
 - Developed topics, questions, and all marketing materials
 - Run panel-style; served as moderator for every session
 - Program runs on the 2nd and 4th Friday of each month with unique topic
 - Sample of series topics: marketing, storytelling, agritourism and outdoor recreation, main street and downtown preservation, defining sense of place, being a Director of Tourism, cultural heritage tourism, byways
- Annual Conference for Nebraska Event and Tourism Professionals
 - March 2020 inaugural conference sponsored by EventLNK (in-person)
 - 140 attendees from six states
 - April 2021 conference hosted by UNL (online and in-person)
 - 150 attendees from 16 states and six countries
 - April 2022 conference hosted by UNL (online)
 - 165 attendees from 23 states and four countries

- First Impressions Programming
 - Adopted, modified, and expanded two versions of a community First Impressions program for Nebraska Extension that can be used within communities.
 - First, a simplified First Impressions Peer-to-Peer program where communities are paired with a peer community to conduct first impressions analysis on each other. This is a 20-page questionnaire where extension educators and I pair communities together, train them on the tool, and then we analyze and present the results.
 - Second, an elaborate First Impressions Professional program where a community focused on tourism strategic planning can get insights from a panel of secret shopping experts that are professionals in the field. This 85-page in-depth tool covers all potential aspects before, during, and after a visit with 360 degree feedback and strategic analysis.

- Rural Prosperity Nebraska (RPN) Placemaking Team
 - Communities can reach out to the Placemaking team for analysis and projects specific to their location
 - Event and tourism projects with status:
 - Alliance, Nebraska – 3 projects complete
 - Arlington, Nebraska – 1 project complete
 - Bazile Mills, Nebraska – 1 project in progress
 - Bloomfield, Nebraska - 1 project in progress
 - Bushnell, Nebraska – 1 project complete
 - Center, Nebraska - 1 project in progress
 - Columbus, Nebraska – 4 projects complete
 - Creighton, Nebraska - 1 project in progress
 - Crofton, Nebraska - 1 project in progress
 - Grand Island, Nebraska – 2 projects complete
 - Halsey, Nebraska – 2 projects complete
 - Kimball, Nebraska – 1 project complete
 - Nebraska City, Nebraska – 1 project complete
 - Neligh, Nebraska – 1 project in progress
 - Niobrara, Nebraska - 1 project in progress
 - Ponca Tribe - 1 project in progress
 - Santee Indigenous Nation - 1 project in progress
 - Verdigre, Nebraska - 1 project in progress
 - Wausa, Nebraska - 1 project in progress
 - Winnetoon, Nebraska - 1 project in progress
 - Yankton, South Dakota – 1 project in progress

PUBLICATIONS

Books and Related Materials

1. Fenich, G. & **Malek, K.** (2024). *Meetings, Expositions, Events, and Conventions: An Introduction to the Industry* 7th Edition.
2. Fenich, G. & **Malek, K.** (2021). *Meetings, Expositions, Events, and Conventions: An Introduction to the Industry* 6th Edition. Kendall Hunt.
Note: Most widely adopted meetings text in the world. The 5th edition sold over 10,000 copies and has been translated into multiple languages.
3. **Malek, K.** (2021). Developed brand new book-related ancillary materials for the *Meetings, Expositions, Events, and Conventions: An Introduction to the Industry* textbook. This includes a 400-question test bank and 16 chapter-review PowerPoint presentations.

Book Chapters: Peer-Reviewed

Total chapters = 6

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 (*indicates student co-author)

Total publications = 8

1. **Malek, K.** (2023, October). The purpose of higher education: What is it? *The evollution: a modern campus illumination*. <https://evollution.com/the-purpose-of-higher-education-what-is-it>
2. **Malek, K.** (2021, April). Successful Hybrid Event Brings Key Lessons Learned Takeaways. *PCMA Monthly Newsletter*. <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 Monthly Newsletter*. <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 Monthly Communiqué*. <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 (*indicates student co-author)

Total publications = 20 with 1 additional under review

1. Padron, T., **Malek, K.**, Olson, E. (Under review). The effects of personality congruence, sponsorship, and symbolism on price merchandise evaluation. *Tourism Management*.
2. Jung, S., Draper, J., **Malek, K.**, Padron, T., & Olson, E. (accepted 2024). Bridging Theory and Practice: An Examination of How Event-Tourism Research Aligns with UN Sustainable Development Goals. *Journal of Travel Research*.
3. 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.
4. Baloglu, S., Raab, C., & **Malek, K.** (2020). Organizational motivations for green practices in casual restaurants. *International Journal of Hospitality & Tourism Administration*, 1-20.
5. 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.
6. **Malek, K.** (2019). APacCHRIE and EuroCHRIE Annual Conference, Hong Kong, *Journal of Convention and Event Tourism*, 20(4), 287-289.
7. 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.
8. 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.
9. **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.
10. Kim, W.* & **Malek, K.** (2018). Forecasting casino revenue by incorporating Google Trends. *International Journal of Tourism Research*, 20(4), 424-432.
11. **Malek, K.**, Tanford, S., & Baloglu, S. (2018). Evaluating event effectiveness across alternate platforms. *Event Management*, 22(2), 135-152.
12. 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.

13. 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.
14. 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.
15. 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.
16. **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.
17. 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.
18. 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.
19. **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.
20. 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.
21. **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 (*indicates student co-author)

Regional Conferences (Peer-Reviewed)

Total paper presentations = 15

1. **Malek, K.** & Tuller, J. (2023, June). Does your community make a good first impression? Presentation at: Connecting Entrepreneurial Communities; Valentine, NE.
2. **Malek, K.** (2022, April). Branding your destination as a must-visit location. Presentation at: Connecting Entrepreneurial Conferences; Columbus, NE.
3. **Malek, K.**, Jones, V., Bauer, E., Anania, K., & Kemp, S. (2021, November). Students as collaborators, co-creators, and partners in learning. Panel presentation at: NU Teaching and Learning Symposium – Co-creation and student success; Lincoln, NE.
4. **Malek, K.** (2021, May). Incorporating tactile elements and empathy into the online environment. Presentation at: NU Amplify 2021 - A symposium on digital teaching, technology, and inclusion; Zoom.
5. **Malek, K.** (2019, October). Utilizing events to attract and grow your business. Presentation at: Nebraska Entrepreneur Best Practices Summit; York, NE.
6. **Malek, K.** & Bardwell, A. (2019, March). Artificial intelligence in hospitality: Can AI replace human interaction? Presentation at: Central Federation CHRIE; Indianapolis, IN. ***First Place Industry Challenge Award.***
7. Kim, W.* & **Malek, K.** (2018, April). Exploring the effects of green marketing messages in the convention industry. Presentation at: Central Federation CHRIE; Ames, IA.
8. Gamble, T.*, Sisson, A.*, & **Malek, K.** (2018, April). Financial impacts of Hurricane Rita to the Houston Airport System. Presentation at: CentralCHRIE; Ames, IA.

9. Sisson, A.* & **Malek, K.** (2018, February). Industry experience requirements for hospitality PhD students. Presentation at: West Federation CHRIE; Denver, CO.
10. Jung, S. & **Malek, K.** (2018, February). Project-based learning for event management students. Presentation at: West Federation CHRIE; Denver, CO.
11. **Malek, K.** (2017, March). Incorporating soft skills in the syllabus. Presentation at: Central Federation CHRIE Regional Conference; Stillwater, OK.
12. **Malek, K.** & Kim, W.* (2017, March). Medical meetings: Attendee profiles, motivations to attend, and value propositions. Presentation at: Central Federation CHRIE Regional Conference; Stillwater, OK.
13. Kim, W.* & **Malek, K.** (2016, April). Effects of self-congruity and destination image on destination loyalty: The moderating role of perceived cultural difference. Presentation at: Central Federation CHRIE; Kansas City, KS. *Best Paper Award.*
14. Jung, S.*, Yoon, S.*, & **Malek, K.** (2016, February). Can mobile event applications lead to a sustainable event? Presentation at: West Federation CHRIE; Denver, CO.
15. **Malek, K.** (2014, February). Linking theory with practice: Event management capstone courses. Presentation at: West Federation CHRIE; Long Beach, CA.

National Conferences (Peer-Reviewed)

Total paper presentations = 13; Total selected poster presentations = 5

1. Quick, M.* & **Malek, K.** (2023, February). Tourism planning and strategic placemaking. Paper presentation at: WCHRIE; Las Vegas, NV. *Best Paper Award.*
2. **Malek, K.**, Bachman, J., Moreo, A., Padron, T., & Mendez, J. (2023, February). Redesigning higher education for inclusivity. Paper presentation at: WCHRIE; Las Vegas, NV.
3. **Malek, K.** (2022, October). Education as experiences: Restructuring your class and assessments to maximize engagement. Paper presentation at: IMEX America; Las Vegas, NV.
4. Padron, T. & **Malek, K.** (2022, October). What's in a name? Job titles of meeting and event professionals. Paper presentation at: IMEX America; Las Vegas, NV.
5. Jung, S., Draper, J, **Malek, K.**, Padron, T., & Olson, E. (2022, October). Aligning sustainable event-tourism research with United Nations sustainable development goals. Poster presentation at: IMEX America; Las Vegas, NV.
6. Nguyen, L.* & **Malek, K.** (2022, January). Identifying engagement factors critical to ROI of learning at events. Paper presentation at: 27th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism; Houston, TX.
7. **Malek, K.** & Nguyen, L.* (2021, November). Identifying factors necessary to optimize learning in short-term learning intensive environments. Paper presentation at: IMEX America; Las Vegas, NV.
8. Janssen, R. & **Malek, K.** (2019, September). Event design using #EventCanvas. Paper presentation at: IMEX America; Las Vegas, NV.
9. Gamble, T.* & **Malek, K.** (2018, October). Establishing the disconnect: Event management programs in higher education. Poster presentation at: IMEX America; Las Vegas, NV.
10. Kim, W.* & **Malek, K.** (2018, January). A meta-analysis of antecedents and outcomes of loyalty in the hospitality industry. Poster presentation at: 22nd Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism; Fort Worth, TX.

11. Kim, W.* & **Malek, K.** (2016, January). Students' perceived benefits of professional networking sites. Paper presentation at: 21st Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism; Philadelphia, PA.
12. 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 presentation at: 21st Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism; Philadelphia, PA.
13. **Malek, K.** (2015, October). CSR and Twitter: An event perspective. Paper presentation at: IMEX America; Las Vegas, NV.
14. **Malek, K.** & Tanford, S. (2014, January). The effect of various meeting platforms on attendee retention, satisfaction, and revisit intention. Paper presentation at: 20th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism; Tampa, FL.
15. **Malek, K.** & Love, C. (2014, January). Exploring virtual events: A pilot study. Paper presentation at: 19th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism; Houston, TX. *Best Paper Award*.
16. **Malek, K.** & Tanford, S. (2014, January). Important events in history: How a simple comment can affect an industry. Paper presentation at: 19th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism; Houston, TX.
17. Jung, S.*, **Malek, K.**, & Love, C. (2014, January). Sustainability training modules for temporary employees in the meeting and events industry. Poster presentation at: 20th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism; Tampa, FL.
18. **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: 18th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism; Seattle, WA.

International Conferences (Peer-Reviewed)

Total paper presentations = 16; Total selected poster presentations = 2

1. **Malek, K.** (2023, December). Choose your own sponsorship adventure. Breakout presentation at: International Exposition and Exhibitions America (IAEE). Location: Dallas, Texas.
2. **Malek, K.** (2023, October). The future of event education. Paper presentation at: IMEX America. Location: Las Vegas, NV.
3. 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 presentation at: Surrey 2023 Conference; Guildford, United Kingdom.
4. Emery, M., Wilson, K., Shenfelt, B, **Malek, K.**, Nixon, J., Rasmussen, J, & Smith, A. (2023, June). Engaging community to co-create healthy hometowns. Paper presentation at: World Community Development Conference; Darwin, Australia.
5. **Malek, K.** (2022, October). Overhauling assessment for today's classroom. Paper presentation at: EuroCHRIE; Apeldorn, Netherlands.
6. **Malek, K.** (2022, August). Rethinking assessment to maximize engagement. Paper presentation at: International CHRIE; Washington DC.
7. **Malek, K.** & Musgrave, J. (2019, May). A comparative study of international events management education. Paper presentation at: APACHRIE; Hong Kong, China.

8. Ravichandran, S. & **Malek, K.** (2019, May). A content analysis of hotel cyberslacking policies. Poster presentation at: APACHRIE; Hong Kong, China.
9. **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.
10. **Malek, K.** & Sisson, A.* (2018, July). Virtual meeting trends as observed by industry decision makers. Paper presentation at: Global Events Congress; Warsaw, Poland.
11. 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.*
12. Kim, W.* & **Malek, K.** (2017, July). A meta-analysis of sustainable behaviors across hospitality venues. Poster presentation at: International CHRIE; Baltimore, MD.
13. 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.
14. **Malek, K.** & Kim, W.* (2016, July). Optional attendance, required outcomes: Medical meeting attendee motivations. Poster presentation at: International CHRIE; Dallas, TX.
15. 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.
16. Jung, S.,* Kim, Y-S., **Malek, K.**, & Lee, W. (2016, April). Attendees' attitudes and intentions to participate in environmental sustainability practices in tradeshows. Paper presentation at: Korea America Hospitality and Tourism Educators Association Conference; Las Vegas, NV. *Best Paper Award.*
17. **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.
18. **Malek, K.** & Tanford, S. (2013, May). Conventions and gaming in Las Vegas: Friends, enemies, or strangers? Paper presentation at: 15th International Conference on Gambling & Risk Taking; Las Vegas, NV.

Invited Conference Presentations: International, National, and Regional

Total presentations = 32

1. **Malek, K.** (2024, October). Passion before Paycheck. Keynote at: AmeriCorps. Location: Omaha, Nebraska.
2. **Malek, K.** (2024, March). Artificial Intelligence and Event Design. Keynote at: MPI Philadelphia. Location: Philadelphia, PA.
3. **Malek, K.** (2024, February). Defining the purpose of higher education. Presentation at: IMPACT2024. Location: Online.
4. **Malek, K.** (2023, October). Design thinking. Keynote at: IMEX America. Location: Las Vegas, NV.
5. **Malek, K.** (2023, May). Teaching and grading styles of the future. IMEX Frankfurt. Location: Event live in Frankfurt, Germany; presentation on Zoom.
6. **Malek, K.** (2023, February). Community first impressions. Amplify Engagement Conference. Location: Lincoln, NE.
7. **Malek, K.** (2022, December). A discussion with industry thought leader Dr. Kristin Malek. Presentation at International Association of Exhibitions and Events (IAEE). Location: Louisville, KY.

8. **Malek, K.** & Schoffstall, D. (2022, August). Designing the future of education. Roundtable discussion at International Council of Hospitality, Restaurant, and Institutional Educators (ICHRIE). Location: Washington, DC.
9. **Malek, K.** (2022, January). Engaging teaching practices within event management education. Roundtable leaders at: PCMA Convening Leaders. Location: Las Vegas, NV.
10. **Malek, K.** (2021, November). Innovative technology usage within event education. Roundtable presentation at: IMEX America. Location: Las Vegas, NV.
11. **Malek, K.** (2020, November). Hospitality innovation and recovery during COVID-19. Presentation at: Connecting Entrepreneurial Communities Multi-State National Conference. Location: Zoom.
12. **Malek, K.** (2020, October). Engagement in an online classroom. Presentation at: Central Federation CHRIE. Location: Zoom.
13. **Malek, K.** (2020, May). Menu-style syllabus: specifications grading and mastery paths. Presentation at: Nebraska 2020 Innovation in Pedagogy and Technology Symposium. Location: Lincoln, NE.
14. **Malek, K.,** & Albee, B. (2020, March). Current and future trends in event management. Presentation at: Plan On It Conference. Location: Lincoln, NE.
15. Means, T. & **Malek, K.** (2020, February). Social engagement in learning: Yellowdig as a tool for discussions. Presentation at: University of Nebraska Spring Teaching and Learning Symposium. Location: Lincoln, NE.
16. **Malek, K.** (2020, January). Teaching skills and technologies that work for millennials and generation z. Presentation at: PCMA Convening Leaders Conference. Location: San Francisco, CA.
17. **Malek, K.** & Brown, S. (2019, October). 21st Century Syllabi for 21st Century Learners. Presentation at: University of Nebraska Fall Teaching and Learning Symposium. Location: Lincoln, NE.
18. **Malek, K.** (2019, September). Hot topics in event management education. Presentation at: IMEX America. Location: Las Vegas, NV.
19. **Malek, K.** (2019, September). Utilizing technology in event management programs. Presentation at: IMEX America. Location: Las Vegas, NV.
20. **Malek, K.** (2019, August). Unlearn Yourself. Presentation at: Ignite Lincoln. Location: Lincoln, NE.
21. **Malek, K.,** Cecil, A., & Fenich, G. (2019, March). How to secure alternative funding. Presentation at: Central Federation CHRIE. Location: Indianapolis, IN.
22. **Malek, K.** (2019, January). Four event ROIs that matter. Presentation at PCMA Convening Leaders Conference. Location: Pittsburgh, PA.
23. **Malek, K.** & Cecil, A. (2018, June). Teaching events in higher education: New career path for industry professionals. Presentation at: Meeting Professionals International (MPI) – World Education Congress. Location: Indianapolis, IN.
24. **Malek, K.** (2018, March). Facility rental best practices. Presented at: International Association of Fairs and Expositions Regional Conference. Location: Manhattan, KS.
25. **Malek, K.** (2018, March). Special interest groups, motivation, and event effectiveness. Presented at: International Association of Fairs and Expositions Regional Conference. Location: Manhattan, KS.
26. **Malek, K.** & Cecil, A. (2018, January). Instructors wanted! How to navigate higher education. Presented at: PCMA Convening Leaders Conference. Location: Nashville, TN.

27. **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”. Presentation at: PCMA Convening Leaders Conference. Location: Nashville, TN.
28. **Malek, K.** (2017, November). Planning awesome events. Presentation at: Girl Scouts of America Conference. Location: Overland Park, KS.
29. **Malek, K.** (2017, October). Launching the EventMobi certificate in an academic setting. Presentation at: IMEX America. Location: Las Vegas, NV.
30. **Malek, K.** (2017 March). Effective teaching panel. Presentation at: Central Federation CHRIE. Location: Stillwater, OK.
31. **Malek, K.** (2017, January). TED-style Talk – Learning from emerging global hospitality educators. Presentation at: 22nd Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. Location: Houston, TX.
32. **Malek, K.** (2016, October). Meet the experts. Presentation at: IMEX America. Location: Las Vegas, NV.

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

Total presentations = 73

1. **Malek, K.** (2024, April). Event design workshop. Training for: State of Nebraska – Farm to School event. Location: Lincoln, NE.
2. **Malek, K.** (2024, March). Event design and how to think differently. Training for: Global Network Hospitality Program hosted by Washington State University including Alfred Nobel University in the Ukraine and King Danylo University in the Ukraine. Location: Zoom.
3. **Malek, K.** (2024, March). Maximizing rural tourism using water-based strategies. Training and community meeting for Nebraska communities. Location: Crofton, NE.
4. **Malek, K.** (2024, March). How Indigenous Nations can maximize tourism. Training and community meeting for Nebraska indigenous nations. Location: Ponca, NE.
5. **Malek, K.** (2024, March). When you don’t have assets – how you can use events to attract tourists. Training and community meeting for Nebraska communities. Location: Winnetoon, NE.
6. **Malek, K.** (2024, March). Rural Tourism: When you have everything, but marketing is your issue. Training and community meeting for Nebraska indigenous communities. Location: Ponca, NE.
7. **Malek, K.** (2024, March). Placemaking and marketing. Training and community meeting for Nebraska indigenous communities. Location: Niobrara, NE.
8. **Malek, K.** (2024, March). When your businesses are residential-based, how can you attract tourists? Training and community meeting for Nebraska indigenous communities. Location: Creighton, NE.
9. **Malek, K.** (2024, March). Community engagement and academia. Workshop for: College of Engineering. Location: Lincoln, NE.
10. **Malek, K.** (2024, February). Artificial intelligence and rural communities. Keynote for: Leadership Knox County. Location: Niobrara, NE.
11. **Malek, K.** (2024, February). Artificial intelligence in tourism. Training for: North Central Nebraska and South-Central South Dakota leadership. Location: Santee, NE.
12. **Malek, K.** (2024, February). Event design and advertising/public relations. Training for: COJMC Experiential Lab. Location: Lincoln, NE.

13. **Malek, K.** (2023, December). Behavior change design in events. Keynote for: TransformU Masterclass. Location: Zoom.
14. **Malek, K.** (2023, November). Effective tourism marketing strategies. Training for: North Central Nebraska and South-Central South Dakota leadership. Location: Santee, NE.
15. **Malek, K.** (2023, October). Hospitality Career Day Keynote. Keynote for: Benson High School. Location: Omaha, NE.
16. **Malek, K.** (2023, October). Tradeshow innovation. Training for: MATSO. Location: Zoom.
17. **Malek, K.** (2023, September). Young Entrepreneur Panel. Training for: UNL College of Business. Location: Lincoln, NE
18. **Malek, K.** (2023, April). Different Association models and how their annual conference fits. Training for: NENA CHRIE. Location: Zoom.
19. **Malek, K.** (2023, April). How to take higher education from surviving to thriving. TEDxUSD. TEDx talk; Vermillion, SD.
20. **Malek, K.** (2023, April). Differentiating impact versus outcome. Training for: UNL College of Engineering faculty. Location: Omaha, NE.
21. **Malek, K.** (2023, March). Event design and how to think differently. Training for: Global Network Hospitality Program hosted by Washington State University including Alfred Nobel University in the Ukraine and King Danylo University in the Ukraine. Location: Zoom.
22. **Malek, K.** (2022, December). Utilizing YouTube and TikTok for your educational programming. Training for: Early Childhood Extension Group. Location: Zoom.
23. **Malek, K.** (2022, November). Effective podcast strategy. Training for: Early Childhood Extension Group. Location: Zoom.
24. **Malek, K.** (2022, September). The event industry and opportunities in the next five years. Training for: Global Network Hospitality Program hosted by Washington State University including Alfred Nobel University in the Ukraine and King Danylo University in the Ukraine. Location: Zoom.
25. **Malek, K.** (2022, September). Social media strategy for Facebook and Twitter. Training for: Early Childhood Extension Group. Location: Zoom.
26. **Malek, K.** (2022, August). Presenting to and facilitated the community engagement strategic planning session for the College of Engineering. Location: Lincoln, NE.
27. **Malek, K.** (2022, May). Event design and strategy. Keynote session for the International Association for Exhibitions and Events (IAEE). Location: Zoom.
28. **Malek, K.** (2022, April). Presented to and facilitated the strategic planning session for the Elementary Education extension issue team. Location: Lincoln, NE.
29. **Malek, K.** (2022, March). Facilitated the master plan for Grand Island Tourism Committee tourism workshop. Location: Grand Island, NE.
30. **Malek, K.** (2021, December). How to recruit qualified candidates in today's landscape. Training for: International Association of Fairs and Exhibitions (IAFE). Location: Zoom.
31. **Malek, K.** (2021, November). Effective social media marketing. Training for: District 24 Toastmasters officers. Location: Zoom.
32. **Malek, K.** (2021, September). The event industry and opportunities in the next five years. Training for: Global Network Hospitality Program hosted by Washington State University including Alfred Nobel University in the Ukraine and Haxhi Zeka University in Kosovo. Location: Zoom.
33. **Malek, K., Ravichandran, S., Dopson, L., and Cheng, M.** (2021, August). How can hospitality schools boost enrollment post-COVID? Panel presentation for: CentralCHRIE Zoom-In series. Location: Zoom.

34. **Malek, K.** (2021, July). Effective communication practices. Training for: Kansas State University's Nutrition Education and Communication Graduate Course (invited by Linda Yarrow). Location: Zoom.
35. **Malek, K.** (2021, June). Marketing for employees. Keynote presentation as part of: Lincoln Lodging Association's monthly meeting. Location: Lincoln, NE.
36. **Malek, K.** (2021, May). Social media marketing strategy. Presentation as part of: District 24 Executive Officers Meeting. Location: Zoom; recorded and distributed online.
37. **Malek, K.** (2021, March). Learning engagement strategies. Keynote as part of: Global Virtual Professional Development Program (Ukraine-based). Location: Zoom; recorded and distributed online.
38. **Malek, K., Mahin, L., & Penner, M.** (2021, January). Rural Tourism Series: Storytelling and Marketing. Panel presentation as part of: Heritage Area Partnership. Location: Zoom; recorded and distributed online.
39. **Malek, K.** (2020, October). Events during and post-COVID. Guest lecturer for: WSU undergraduate Hospitality Business students. Location: Zoom; recorded and distributed online.
40. **Malek, K.** (2020, September). Creating student engagement. Keynote as part of: Central Federation CHRIE ZoomIn series. Location: Zoom; recorded and distributed online.
41. **Malek, K.** (2020, August). Zoom Engagement Tips and Tricks. Training workshop for: FNH Extension Professionals. Location: Zoom; recorded and distributed online.
42. **Malek, K.** (2020, August). Zoom Engagement and Gamification. Keynote as part of: PCMA Heartland Chapter monthly meeting. Location: Zoom; recorded and distributed online.
43. **Malek, K.** (2020, July). Zoom Next Level Engagement. Keynote as part of: PCMA Heartland Chapter monthly meeting. Location: Zoom; recorded and distributed online.
44. **Malek, K.** (2020, July). Purpose and creativity. Presentation as part of: UNL Future Husker University. Location: Zoom; recorded and distributed online.
45. **Malek, K.** (2020, June). Maintaining mindfulness with endless Zoom meetings. Training as part of: District 24 Toastmasters Meeting. Location: Zoom; recorded and distributed online.
46. **Malek, K.** (2020, June). Teaching Strategies for Virtual Classrooms. Keynote as part of: Global Virtual Professional Development Program (Ukraine-based). Location: Zoom; recorded and distributed online.
47. **Malek, K., Ammachathram, A., & Fischer, J.** (2020, June). Extension in Hospitality. Presentation as part of: UNL Hospitality Town Hall. Location: Zoom.
48. **Malek, K.** (2020, May). Team building in virtual environments. Presentation to Community Masterclass. Location: Zoom.
49. **Malek, K.** (2020, March). Life Online: Effectively working from home, experiential design, and successful online meetings. Presentation to Community Masterclass. Location: Zoom.
50. **Malek, K.** (2020, March). How to Effectively Work from Home. Presentation to Community Masterclass. Location: Zoom.
51. **Malek, K.** (2020, March). How to Manage an Online Meeting. Presentation to Community Masterclass. Location: Zoom.
52. **Malek, K.** (2020, January). Incorporating innovation into your event. Workshop for Nebraska Safety Council. Location: Lincoln, NE.
53. **Malek, K.** (2019, November). Successful strategies to increase student enrollment. Presentation as part of: Central Federation CHRIE ZoomIn Series. Location: Zoom; recorded and put online.

54. **Malek, K.** (2019, October). The four ROIs of events. Presentation as part of: EventLNK monthly educational meeting. Location: Lincoln, NE.
55. **Malek, K.** (2019, October). When life gives you lemons, make wine. Keynote as part of: Memorial Health Systems annual event. Location: Seward, NE.
56. **Malek, K.** (2019, August). Maximizing your marketing utilizing behavioral science. Presentation as part of: Grow Nebraska monthly educational series. Location: Zoom; recorded and put online.
57. **Malek, K.** (2019, July). Developing a travel itinerary. Presentation as part of: UNL Alumni Association Grandparents Day. Location: Lincoln, NE.
58. **Malek, K.** (2019, June). Association innovation and marketing. Workshop for: Nebraska Society of Association Executives (NSAE). Location: Lincoln, NE.
59. **Malek, K.** (2019, April). Event Planning 101. Presentation to: Wisner-Pilger Middle School. Location: Lincoln, NE.
60. **Malek, K.** (2019, April). Awareness is the key to transformation. Keynote as part of: District 24 Annual Conference. Location: Omaha, NE.
61. **Malek, K.** (2019, April). Event strategy – taking it beyond logistics. Workshop for: Girl Scouts of America. Location: Kansas City, KS.
62. **Malek, K.** (2019, March). Event management and rural tourism opportunities. Keynote for: Lincoln Lodging Association. Location: Lincoln, NE.
63. **Malek, K.** (2019, March). Current and future event management trends. Presentation as part of: EventLNK monthly educational meeting. Location: Lincoln, NE.
64. **Malek, K.** (2019, March). Enhancing your meeting from food to format. Panel presentation at: PCMA Heartland Chapter Lunch and Learn. Location: Omaha, NE.
65. **Malek, K.** (2018, June). Event planning 101. Workshop for: Girl Scouts of America. Location: Kansas City, KS.
66. **Malek, K.** (2018, April). Passion first; Paycheck second. Presentation as part of: Presidential Lecture Series. Location: Maize, KS.
67. **Malek, K.** (2018, March). NSF CAREER Nuts and Bolts. Panel presentation as part of: NSF Career Panel. Location: Manhattan, KS.
68. **Malek, K.** (2018, February). Passion first; Paycheck second. Presentation as part of: Presidential Lecture Series. Location: Wakefield, KS.
69. **Malek, K.** (2018, February). Professionalism in the classroom. Presentation as part of: Kansas State University GTA Professional Development Series. Location: Manhattan, KS
70. **Malek, K.** (2017, November). A career day in the life of an event planner. Presentation as part of: Presidential Lecture Series. Location: Frontenac, KS.
71. **Malek, K.** (2017, November). Passion first; Paycheck second. Presentation as part of: Presidential Lecture Series. Location: Frontenac, KS.
72. **Malek, K.** (2017, September). How to improve academia and industry engagement together. Presentation as part of: PCMA Board of Directors Meeting. Location: New Orleans, LA.
73. **Malek, K.** (2017, February). The quest for gold: planning the Olympic games. Workshop as part of: KAWSE annual program. Location: Manhattan, KS.

IN THE PRESS

Industry/Extension Spotlights in the News/Interviews

Total articles and interviews = 39

1. 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_
2. Designing a future ready university from scratch. Modern Campus. (September 14, 2023). <https://moderncampus.com/podcast/episode-onehundredtwenty.html>
3. 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/> 2023's best places to get married. Wallethub. (January 31, 2023). https://wallethub.com/edu/best-places-to-get-married/18721#expert=Kristin_Malek
4. Dr. Kristin Malek, IAEE Educator of the Year. Exhibitor Magazine Podcast. Recorded December, 2022 onsite at IAEE, will be aired publicly June 2023.
5. Dr. Kristin Malek DESIGN To CHANGE – Year + 1 - Designer Conversation Series. (December, 2022). <https://tinyurl.com/designerserieskristinmalek>
6. 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>
7. 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/>
8. 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>
9. 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/>
10. Event Industry Podcasts You Should Listen To. Accelevents. (May, 2022). <https://www.accelevents.com/blog/event-industry-podcasts-you-should-listen-to>
11. A sneak peak at the new Scarlet Hotel. 1011 news. (May, 2022). <https://www.1011now.com/2022/03/23/sneak-peek-new-scarlet-hotel/>
12. PCMA Student Competition Winners Present at Convening Leaders. PCMA Daily. (January 12, 2022). [Conveningleaders.org](https://conveningleaders.org)
13. Розпочато унікальну програму віртуальної мобільності здобувачів ‘*Globally Networked Learning in Hospitality and Tourism.*’ (This is a feature in a Ukranian 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>
14. Dr. Kristin Malek DESIGN To CHANGE - Designer Conversation Series - ONSTAGE – UNL. (September, 2021). <https://lnkd.in/dK8kRx45>
15. Dr. Kristin Malek DESIGN To CHANGE - Designer Conversation Series - BACKSTAGE – UNL. <https://open.spotify.com/episode/6yulIHAnUVorqMt7XIajaeq> (September, 2021)
16. Ask the experts: Making the most of Memorial Day. (May 24, 2021). https://wallethub.com/blog/memorial-day-stats/21363#expert=Kristin_Malek

17. Higher Education in the Ukraine Podcast. Online education in SumDU. (May 24, 2021). https://soundcloud.com/sumdu_edu_ua/online-education-in-sumdu-the-project-virtual-class?fbclid=IwAR3j48bdd6gXGojqmpk-DDISpumLdSlvr5WJKUfengktA8iL4u9O5xO0a2s
18. Focus on a Member Series: Kristin Malek. (May 19, 2021). <https://heartland.pcma.org/chapter-news/focus-on-a-member-series-kristin-malek/>
19. Digital Event Strategist Spotlight: Kristin Malek, Event Management Extension Specialist and Assistant Professor, University of Nebraska – Lincoln. (May 13, 2021). <https://www.pcma.org/digital-event-strategist-spotlight-kristin-malek-event->
20. PCMA Heartland Chapter Feature News Story. Successful Hybrid Event Brings Key Lessons Learned and Takeaways. (April 14, 2021). <https://heartland.pcma.org/chapter-news/successful-hybrid-event-brings-key-lessons-learned-takeaways/>
21. Small Town Girls Podcast. Kristin Malek – Dr. K. (March 26, 2021). <https://open.spotify.com/episode/7A7dMIS143nqqgUcb5bIA>
22. 2021 News, Notes, and Awards. (March, 2021). https://sc.edu/study/colleges_schools/hrrsm/alumni/news_notes_and_awards/news_and_notes_archives/
23. Trade Show University Podcast. Career Growth and Education Options in Events with Dr. Kristin Malek. (February 11, 2021). <https://tradeshowu.biz/episodes/ep-079-career-growth-with-kristin-malek-phd/>
24. PCMA Heartland Chapter August Newsletter. Board of Directors Member Interview. (August 8, 2020). <https://heartland.pcma.org/chapter-news/meet-dr-kristin-malek/>
25. PCMA Heartland Chapter October Newsletter. Member Spotlight. (December 12, 2019). <https://heartland.pcma.org/chapter-news/member-spotlight-kristin-malek/>
26. Cedar County News. Wedding Bells may become big business for Hartington Native. (October 23, 2019). Printed edition.
27. Sioux City Journal. Students in class put together free wedding for Nebraska couple. (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
28. Lincoln Journal Star. Students in event planning class at UNL put together free wedding for Omaha couple. (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
29. Daily Nebraskan. UNL students in event operations class plan free wedding for Omaha bride. (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
30. ThisWeek Newsletter. DES Spotlight. (June 5, 2018).
31. ProfTalks. Radio interview at 91.9 KSDB-FM. (April 6, 2018).
32. 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.
33. Event Engagement: How is Technology Supporting Engagement? (July 17, 2017). <http://metc.eventmobi.com/2017/07/17/engagement/>

34. 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>
35. 2017's Best Place to Celebrate Easter. (April 11, 2017). <https://wallethub.com/edu/best-places-to-celebrate-easter/19774/#kristin-malek>
36. K-State's Kristin Malek named trailblazer in the meetings industry. (September 13, 2016). <http://manhattanmercury.ks.newsmemory.com/publink.php?shareid=454599568>
37. 2016 Meetings Trendsetters: Top 20 industry trailblazers who set a new standard. (July, 2016). http://www.digital.meetingstoday.com/meetingstoday/july_2016?pg=2#pg2
38. Reno Gazette-Journal. UNLV study finds conventions don't boost gambling \$\$\$. (June 6, 2013) <http://blogs.rgj.com/renorebirth/2013/06/06/unlv-study-finds-conventions-dont-boost-gambling/>
39. Vegas Inc. UNLV studies find conventions don't boost gambling, casino shows hurt gaming revenue. (May 28, 2013). <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 = 22

1. Kristin Malek receives educator of the year award. (February 8, 2023). <https://cehs.unl.edu/HRTM/news/kristin-malek-receives-educator-year-award/>
2. Kristin Malek receives global teaching award. (August 19, 2022). <https://cehs.unl.edu/HRTM/news/kristin-malek-receives-global-teaching-award/>
3. Kristin Malek receives IANR's Omtevedt Innovation Award. (December 13, 2021). <https://cehs.unl.edu/cehs/news/kristin-malek-receives-ianr-omtvedt-innovation-award/>
4. IANR faculty, staff honored at awards luncheon. (December 6, 2021). <https://ianrnews.unl.edu/ianr-faculty-staff-honored-awards-luncheon-3>
5. 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/>
6. Center for Transformative Teaching awards first grants. (February 13, 2020). <https://news.unl.edu/newsrooms/today/article/center-for-transformative-teaching-awards-first-grants/>
7. 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/>

8. Malek wins Emerging Leader Award. (February 27, 2018). <https://www.k-state.edu/today/announcement.php?id=39933>
9. KAWSE announces ADVANCE Distinguished Lecture Series award recipients. (June 8, 2017). <http://www.k-state.edu/today/announcement.php?id=35053>
10. Big 12 fellowship, K-state mentoring award recipients recognized. (May 8, 2017). <http://www.k-state.edu/today/announcement.php?id=34657>
11. 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>
12. 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>
13. Kristin Malek studies fair and festival food safety. (January 19, 2017). <http://www.k-state.edu/today/announcement.php?id=31754>
14. Roberts and Malek elected to international association for hospitality educators. (September 15, 2016). <http://www.k-state.edu/today/announcement.php?id=29175>
15. Malek named trailblazer in the meetings industry. (September 13, 2016). <http://www.k-state.edu/today/announcement.php?id=29056>
16. 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>
17. ADVANCE Distinguished Lecture Series 2015-2016 award recipients. (May 6, 2016). <http://www.k-state.edu/today/announcement.php?id=27428>
18. 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>
19. National conference selects 14 K-State students for internship. (April 8, 2016). <http://www.k-state.edu/today/announcement.php?id=26613>
20. LVCVA presents doctoral student Malek with its prestigious Hospitality Hero award. (May, 2015). https://issuu.com/harrahcollege/docs/insideharrah_may
21. Career services mixes it up! (March 6, 2015). <https://www.unlv.edu/news-story/career-services-mixes-it>
22. Student organizers make mentor reception a success! (April, 2015). https://issuu.com/harrahcollege/docs/insideharrah_april

ACADEMIC JOURNALS

Editorial Board

Guest Editor for Special Issue: Journal of Convention and Event Tourism 2023
 Editorial Board Member: Journal of Convention and Event Tourism 2018 –

Invited Journal Reviewer

1. Journal of Travel & Tourism Marketing 2018 –
2. International Journal of Tourism Research 2017 –
3. Journal of Travel and Tourism Management 2017 –

4. Sustainability	2017 –
5. International Journal of Contemporary Hospitality Management	2016 –
6. Journal of Convention & Event Management	2014 –
7. Administrative Sciences	2018 – 2020
8. Journal of Hospitality Marketing & Management	2017 – 2020
9. Asia Pacific Journal of Tourism Research	2016 – 2020
10. Journal of Policy Research in Tourism, Leisure, and Events	2018
11. Journal of Foodservice Management & Education	2017
12. International Gambling Studies	2015 – 2016

GRANTS, FELLOWSHIPS, AND FUNDING SUPPORT

Total Funded: \$2,044,749

Teaching Related Activities

Total teaching funded activities = 9, Total funding = \$1,671,488

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

Integrated Extension/Research Related

Total extension/research funded activities = 15, Total funding = \$352,982

1. **Malek, K.**, Rasmussen, J., & Tang, Z. (2022). *Destination Knox County: Tourism Planning and Strategic Placemaking*. USDA Rural Placemaking Innovation Challenge Grant. Funded: \$249,546.
2. Smith, A., Shenefelt, B., Subramanian, R., **Malek, K.**, Emery, M., & Wilson, K. (2022). *Re-imagining place: Rural substance use disorder, worldbuilding, and community participatory design*. Rural Drug Addiction Research Center. Funded: \$50,000.
3. **Malek, K.** (2022). *Tourism first impressions within Nebraska*. 3-2-1 Extension innovation grant. Funded: \$7,500.

4. **Malek, K.** (2022). *Immersive technology within the tourism industry*. Kutcher Innovation Grant. Funded: \$4,125.
5. **Malek, K.** (2022). *Tourism education within academia*. Nebraska Extension Tourism Network. Funded: \$2,150.
6. **Malek, K.** (2022). *Designing education for the next generation*. Center for Transformative Teaching. Funded: \$2,000.
7. **Malek, K.** (2021). *First impressions and secret shopping program development*. RPN Community Engagement Grant. Funded: \$3,850.
8. **Malek, K.** (2018). *Experimental design field study observations of convention and meeting attendees*. Dean Barbara S. Stowe Award. Funded: \$3,983.
9. **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.
10. **Malek, K.** (2017). *Influential meeting experience variables and their impact on transfer of learning*. University Small Research Grant (USRG). Funded: \$4,070.
11. **Malek, K.** (2017). *Mentoring fellowship*. All University Award at Kansas State University. Funded: \$5,959.
12. **Malek, K.** (2017). *Understanding motivation to attend, satisfaction, loyalty, and content retention across meeting attendee populations*. College of Human Ecology Grant. Funded: \$4,995.
13. **Malek, K.** (2015). *Fair and festival food safety*. University Small Research Grant (USRG). Funded: \$4,259.
14. **Malek, K.** (2015). *Evaluating event effectiveness across alternate platforms*. Harrah Hotel College Dissertation Grant. Funded: \$5,000.
15. **Malek, K.** (2014). *Increasing event effectiveness through alternative programs*. Hilton Summer Research Grant. Funded: \$3,000.

Professional Development Related

Total professional development funded activities = 13, Total funding = \$20,279

1. **Malek, K.** (2024). *Faculty scholarship*. PCMA. Funded: \$2,750.
2. **Malek, K.** (2023). *Travel grant*. CEMA. Funded: \$2,500
3. **Malek, K.** (2023). *Travel 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.

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.

Fall 2023	Experience U, pop-up event
Fall 2022	Free wedding giveaway, student recruitment event
Spring 2022	Social and dining etiquette dinner, pop-up event
Fall 2021	HRTM 15-year anniversary, CentralCHRIE event
Spring 2021	Level Up Your Event Game Conference
Spring 2020	Plan On It Conference and Reception
Fall 2019	Free wedding giveaway, program fundraiser, hackathon

Hospitality Finance (HRTM 483)

- Fall 2024

Special Topics Course (HRTM 391)

- 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 Global Student Event Competition (Professional Convention Management Association – PCMA)
- Spring 2021: Designing the Event of the Future
 - 2nd and 3rd place winners in Global Student Event Competition (Professional Convention Management Association – PCMA)

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

- Customized course per student.

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) – *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 2021, Spring 2021, Fall 2020, Spring 2020, Spring 2019

Graduate Courses (listed from highest course number to lowest)

Independent Study (HRTM 896)

- Customized course per student.
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 Advanced Event Management (HRTM 869)

- This course focuses on event design and research principles in the event management landscape.
- Fall 2023, Spring 2021

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 Provosts 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

Directed research at all levels: Masters Project, Masters Thesis, Doctoral Dissertation

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

Undergraduate Courses (listed from highest course number to lowest)

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 for 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

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)

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)

Tradeshow Management (TCA 476)

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

Graduate Committees

Emily Nealeigh, Master's Project: Chair	2022 – 2024
Lillian Nguyen, Master's Project: Chair	2020 – 2021
Abby Schuck, Master's Project: Chair	2020 – 2021
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

Undergraduate Committees

Mariah Elser: Honors Thesis Committee	2021 – 2022
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Service

University Service

University Committees

Chancellor's Commission on the Status of Gender and Sexual Identities	2021	-
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College/Extension Committees

CEHS Dean's Advisory Council	2024	-
CEHS Grand Vision Faculty Fellow	2023	-
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

HRTM Graduate Program Liaison	2020	-
HRTM Nebraska Event Management Association (NEMA) Advisor	2019	-
HRTM Mentor Program Coordinator	2019	-
HRTM Professor of Practice Search Committee		2022
NHS Remote Learning Committee Co-Chair	2020	- 2021
NHS Chairs Advisory Council	2019	- 2021

Additional Service

Reflective Practitioner Program – 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
College Director of Events / HM Instructor Search Committee: Chair ¹	2016	&	2017
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
Hospitality Department Vision 2025 Strategic Planning Committee 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
UNLV Harrah Hotel College's Mentor Program: Invited Mentee Liaison ²	2013	-	2015
UNLV Harrah Hotel College's Sustainability Committee: Member ²	2013	-	2015
Hospitality Graduate Student Association (HGSA): Vice President ²	2012	-	2015

Notes: ¹Kansas State University; ²University of Nevada - Las Vegas

Academia-Related Service

ICHRIE Event Special Interest Group (MICE SIG): Chair	2022	-	
IMEX/IAEE Europe/Asia Faculty Engagement Program: Co-chair	2021	-	
Journal of Convention and Event Tourism: Editorial Board	2019	-	
IMEX/IAEE America Faculty Engagement Program: Co-chair	2019	-	
ICHRIE Association: Member	2019	-	
IAEE Faculty Advisory Committee: Chair	2022	-	2023
CentralCHRIE: Director of Industry Relations	2021	-	2023
ICHRIE Education Committee: Member	2021	-	2023
ICHRIE Conference Committee: VIP/CEO Liaison	2020	-	2023
ICHRIE Events Special Interest Group (MICE SIG) Vice Chair	2020	-	2022
ICHRIE 75 th Anniversary Planning Committee: VIP liaison	2019	-	2022
IAEE Faculty Advisory Committee: Member	2020	-	2021
CentralCHRIE: Director of Conferences	2019	-	2021
CentralCHRIE: Research Committee Member			2019
CentralCHRIE: Director of Networking ¹	2016	-	2018
CentralCHRIE: Director of Conferences ¹	2016	-	2018
Journal of Convention and Event Tourism: Editorial Board ¹			2018
IMEX/IAEE America Faculty Engagement Program: Co-chair ¹			2018
ICHRIE Association: Member ¹	2013	-	2018
ICHRIE Conference Committee: Member ¹	2015	-	2018
CentralCHRIE Inagural Conference: Chair ¹	2015	-	2016
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) USC Chapter: VP ³	2011	-	2012

Notes: ¹Kansas State University; ²University of Nevada - Las Vegas, ³University of South Carolina

Abbreviations: CentralCHRIE: the Midwest regional chapter of the International Council of Hospitality, Restaurant, and Institutional Educators, IAEE: International Association of Exhibitions and Events, ICHRIE: International Council of Hospitality, Restaurant, and Institutional Educators, IMEX is the name of one of the largest tradeshows in the United States.

Event Industry/Other Extension Service

PCMA Heartland Chapter Emerging Leaders Committee: Co-chair	2022	-	
CEC Valentine Planning Committee	2022	-	
PCMA Heartland Chapter: Board of Directors	2019	-	
Meeting Professionals International (MPI): Member	2019	-	
International Association of Exhibitions and Events (IAEE): Member	2019	-	
Professional Convention Management Association (PCMA): Member	2012	-	
PCMA Global Scholarship Committee (Invited): Member	2022	-	2023
Prairie Hill Learning Community Children’s Country Fair: Co-chair	2022	-	2023
Toastmasters District 24: Area Director	2021	-	2022
Heritage and Rural Tourism Partnership: Board of Directors	2019	-	2022
Heritage and Rural Tourism Partnership: Marketing Chair	2019	-	2022
PCMA Faculty Council: Chair			2022
Ignite Lincoln: Venue and Logistics Chair; Volunteer Chair			2021
PCMA Heartland Chapter Program Committee: Member			2021
Prairie Hill Learning Community Auction Event: Member	2020	-	2021
Capitol Voices Toastmasters: President	2020	-	2021
Toast of the Town Toastmasters: Vice President of Public Relations	2019	-	2021
NEFA Nebraska Tourism Conference Session: Co-Chair			2020
EventLNK: Board of Directors	2019	-	2020
EventLNK Conference: Chair	2019	-	2020
PCMA Faculty Council: Chair ¹	2017	&	2018
PCMA Heartland Chapter Program Committee: Member ¹	2017	-	2018
PCMA Heartland Chapter Emerging Leaders Committee: Member ¹	2017	-	2019
Girl Scouts of America: Gold Advisory Board ¹	2017	-	2018
Girl Scouts of America: Council Trainer ¹	2016	-	2018
IAFE Membership Committee: Member ¹	2015	-	2016
Academy of Hospitality and Tourism Charity Golf Tournament: Planner ²	2014	-	2015
Meeting Professionals International (MPI): Member ²	2013	-	2015
Green Meetings Industry Council (GMIC): Member ²	2012	-	2014
International Association of Exhibitions and Events (IAEE): Member ²	2012	-	2013

Notes: ¹Kansas State University; ²University of Nevada - Las Vegas

Abbreviations: IAEE: International Association of Exhibitions and Events, IAFE: International Association for Fairs and Exhibitions, MPI: Meeting Professionals International, NEFA: Nebraska Event and Festival Association, PCMA: Professional Convention Management Association, CEC: Connecting Entrepreneurial Communities

Professional Development and Recognition

Certifications

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

Awards and Recognition

1. TEDx Speaker – How to take higher education from surviving to thriving	2023
2. Appointed as <i>Entrepreneurship Campus Fellow</i>	2023
3. Bob Dallmeyer Educator of the Year Award (International Award) – IAEE	2022
4. Excellence in Teaching and Training Award (International Award) - ICHRIE	2022
5. Non-Fair Facility Usage, Printed Promotional Material Specific to Facility Rentals, 3 rd place (International Award) – International Association of Fairs and Exhibitions	2022
6. Inducted into the World Experience Organization (WXO)	2022
7. Outstanding CentralCHRIE Supporter – CentralCHRIE	2022
8. Omtvedt Innovation Award – Institute for Ag and Natural Resources	2021
9. Excellence in Extension – Impact, Individual Category	2021
10. Two student teams finalists in PCMA North American Student Competition (Fall)	2021

11. Two student teams finalists in PCMA North American Student Competition (Spring) 2021
12. Nominated for PCMA Digital Event Strategist of the Year (industry-nominated) 2021
13. Nominated for PCMA Global Board of Directors (industry-nominated) 2021
14. Nominated for Nebraska DEI Impact Award for Diversity (student-nominated) 2021
15. Nominated for Holling Family Award for Teaching Excellence (student-nominated) 2021
16. First place in Division, Area, and Club levels for international speech contest 2021
17. Top 3 Finalist for Visit Nebraska's Friend of Tourism Award (industry-nominated) 2020
18. First place in Division, Area, and Club levels for international speech contest 2020
19. UNL Parent's Association Recognition for Contribution to Students 2020
20. Appointed as a *Social Engagement Teaching Fellow* – UNL/CTT 2020
21. Student team top finalist in PCMA North American Student Competition 2019
22. Appointed as a *Fellow* in the Center for Great Plains Study 2019
23. First place Thinkathon Award – Central CHRIE 2019
24. Student team received first place in PCMA North American Student Competition 2018
25. Emerging Leader of the Year - PCMA Heartland Chapter 2018
26. Nominated for Leadership Manhattan 2016 & 2017
27. Top 20 Meeting Industry Trendsetter, Meetings Today Magazine 2016
28. Nominated for Daley-Scholar Student Development Award (every semester) 2015 - 2017
29. Las Vegas Convention and Visitors Authority (LVCVA) Hospitality Hero 2014 & 2015
30. Recognized for leadership in Harrah Hotel College's Mentor Program 2014 & 2015
31. Premier Magazine Student Spotlight for Fall 2014 2014
32. Bob Brown Scholarship Recipient 2014
33. Delores Owens Scholarship Recipient 2014
34. Dr. Kathleen Beard Nelson CSEP, CMP Memorial Scholarship Recipient 2013
35. Nominated for Nevada Regent Scholars Award 2013
36. MGM Resorts International Scholar 2013
37. Hilton Merit Scholar 2013
38. Most Contagious Positive Personality Award 2013
39. 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 | 2013 - 2015 |
| Coordinate 200+ students per summer with orientation and classes | |
| Nevada Psychiatric Association | 2013 - 2015 |
| Evaluate branding and meeting management | |
| EnergyFest | 2013 - 2014 |
| Align event with APEX sustainable meeting standards | |

15 th International Conference on Gambling and Risk Taking	2012 - 2013
Planning committee and volunteer coordinator, requested by Dean	
Local Las Vegas Hotel (non-disclosure agreement)	2013
Evaluate hotel operations and organizational structure	
Green Meetings Industry Council	2013
Planning committee for 2013 annual meeting and future leaders forum	

Industry Experience

Executive Director of Events	July 2012 - July 2015
<i>Sass and Class Events</i>	Las Vegas, NV
<ul style="list-style-type: none"> • 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
<i>Ballantyne Hotel and Lodge – A Starwood Luxury Collection Hotel</i>	Charlotte, NC
<ul style="list-style-type: none"> • 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
<i>Hazen and Sawyer</i>	Charlotte, NC
<ul style="list-style-type: none"> • 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
<i>Kirkland’s Signature Home Store</i>	Charlotte, NC
<ul style="list-style-type: none"> • 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
<i>Carrols Corporation</i>	Asheville, NC
<ul style="list-style-type: none"> • 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% 	