



WISCONSIN
CHAPTER

Attendance Record: May 15, 2025 - Legacy Hotel, Green Bay , WI

Program: Communication and Trust-Building: The Foundation for Successful Events

Presenter: Pat Cavanaugh, Ph.D. - Jadin Jones

Time of presentation: 1:00 – 4:00pm

Credit hours: 2.75

Domains: Marketing and Communication, Stakeholder Management

Link to program information:

<https://www.mpi.org/chapters/wisconsin/education-events/event-pages/2025/2025-may>

Program Description: Intentional Event Design- from objectives to the practical steps to excellence

Successful events are built on communication and trust. As planners and suppliers, we can all think of a time when a lack of communication and trust cost us and our clients more time and money to pull off a successful event. Maybe it doesn't have to be that hard. The best event planners, hosts, and vendors lead by design not default. They are also incredible communicators and elite trust-builders. This workshop will provide actionable ways to improve your communication and trust-building with the stakeholders of your events.

Attendees will learn:

1. Actionable trust-building tactics to use with staff and clients

2. Listening and Communication strategies to enhance the service and experience of events

3. Creative and strategic ways to turn moments into memories for your staff and clients

Presenter Bio: Pat Cavanaugh has a unique blend of leadership experience that spans nearly 20 years in roles within education, corporate, non-profit, and professional sports.

Prior to joining Jadin-Jones, Pat spent five years with the Green Bay Packers in a Front Office Leadership role where he guided the Hospitality and Events Department. Through his leadership, his team hosted over 1,000 events annually and achieved record-breaking revenue outcomes while also producing memorable experiences for guests at Lambeau Field.

Before his time with the Packers, Pat spent 12 years as an elementary and middle school principal in Metro Detroit. His expertise in school climate and culture, staff empowerment and community involvement led to high-performing student achievement and increased enrollment. Pat also spent time as a classroom teacher and college football coach.

Throughout his career, Pat has been a frequent guest speaker for various businesses, schools, athletic teams, and higher education institutions. In addition to his role with Jadin-Jones, Pat also serves as the Board President for Encompass Early Childhood and Care, a non-profit in Green Bay Wisconsin that serves nearly 800 youth. He also is an Assistant Varsity Football Coach at De Pere High School where he also leads the leadership development initiatives within the football program. Pat has multiple degrees including a Ph.D. in Educational Leadership from Oakland University.