



UNIVERSITY OF CENTRAL FLORIDA

Rosen College of Hospitality Management

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FOR IMMEDIATE RELEASE

Entertainment Technology Partners (ETP) makes significant investment in UCF Rosen College of Hospitality Management's 1st Alumni Hybrid Event

Gift totals more than \$100 thousand in services and equipment to support college offerings

Orlando, FL (June 17, 2021) – Entertainment Technology Partners (ETP), the parent company to a global collection of exceptional independent brands in the events and entertainment industry has committed a significant contribution of services and equipment to UCF Rosen College of Hospitality Management. In addition to ETP's annual support to Rosen College, the company is helping produce UCF's first alumni hybrid networking event.

ETP, which has nine brands operating throughout North America and Europe, is partnering with the college and the virtual events platform Zuddl (sounds like huddle but with a z) for its upcoming Hospitality Knight 2021, which will be held on Wednesday, June 23, 2021. While the event will have an in-person attendance component at the Orlando Science Center, Zuddl will allow remote attendees and alumni to enjoy a vibrant, immersive experience that will include networking in virtual rooms along with strong video and graphic content. ETP is also supporting the event with studio recordings and other technical services from its flagship brand LMG.

"UCF's Rosen College has educated some of the brightest talent in the hospitality field and we are very honored to help bring their alumni together with the innovative technology of Zuddl" stated David John, ETP's Chief Operating Officer.

John teaches courses in UCF Rosen College's Entertainment Management degree program as an adjunct, along with Lauren Sigmund '19MS, a Rosen College alumnus and Zuddl Engagement Manager. Sigmund is project managing the online event programming of Zuddl with current Rosen College Entertainment Management students, Shea Lile and Daniel Hernandez. The students participated in the production surrounding Hospitality Knight 2021, which included drone filming on the college campus, editing video and graphic components, and programming the backend technology on Zuddl.

Here's a preview of what virtual attendees can expect at Hospitality Knight 2021:

Teaser 1: <https://vimeo.com/562953343/46a9fec6d5>

Teaser 2: <https://vimeo.com/562954838/db9b659367>

ETP is also supporting the college with an enterprise technology platform to support virtual events management and classroom learning, the college's internship program, and its industry engagement

component called P.R.E.P. Connect. In addition, the company is working with the college to enhance the technology in its 400 seat Darden Auditorium, which is used as a classroom, as well as meeting and event space for internal and external groups.

“We are grateful for ETP’s generosity and commitment to enhance the educational experiences at Rosen College and for our alumni,” said Youcheng Wang, dean of the college. “Our alumni have a strong connection to the college and their dedication and willingness to serve the college in many ways has helped us grow and fulfill our goals to educate the future leaders of the hospitality industry.”

For more information on Hospitality Knight 2021, you may visit the website where links are available for in-person and immersive virtual registration: <https://hospitality.ucf.edu/hospitality-knight/>
The event will be held for in-person attendance on Wednesday, June 23, 2021, 6 p.m. – 8:30 p.m. at the Orlando Science Center and from 7 p.m. – 8:30 p.m. for the Immersive Virtual Experience.



"UCF Rosen College Students join UCF Alumni to program the 1st Alumni Hybrid Event"

About the UCF Rosen College of Hospitality Management

UCF Rosen College of Hospitality Management located in Orlando, Florida, offers students an unrivaled opportunity to learn and work in the heart of hospitality. Named the nation’s best, and the second best in the world, the hospitality college is uniquely positioned to educate the next generation of global hospitality, tourism, events, entertainment and senior living management leaders through internationally-recognized faculty, innovative academic programs, cutting-edge research and strong industry and community partnerships. To learn more, visit hospitality.ucf.edu.