

Kristin Malek

PhD, CMP, DES, CHE

Academic Employment

Assistant Professor 2015 - present
Kansas State University Manhattan, KS

Instructor 2012 - 2015
University of Nevada Las Vegas Las Vegas, NV

Education

Ph.D. in Hospitality Administration 2012 – 2015
University of Nevada, Las Vegas Las Vegas, NV
Major: Event Management
Minor: Entrepreneurship and Statistics

Master's Degree in International Hospitality and Tourism Management 2010 – 2012
University of South Carolina, Columbia Columbia, SC
Major: Event Management
Minor: Hotel Operations

Bachelor of Arts in Interior Design 2005 – 2008
The Art Institute of Charlotte Charlotte, NC
Major: Interior Design

Certificates

Meta-Analysis 2016
The Institute for Statistics Education Online

Event Planning Certificate 2009
Central Piedmont Community College Charlotte, NC

Refereed Journal Publications (*indicates student author)

Malek, K., Tanford, S., & Baloglu, S. (2018). Evaluating event effectiveness across alternate platforms. *Event Management*. Accepted and in press.

Kim, W.* & **Malek, K.** (2018). Understanding the relationship among motivation to attend, satisfaction, and loyalty at medical conventions. *Journal of Convention & Event Tourism*. Print version pending publication in 2018, currently available online at: <http://dx.doi.org/10.1080/15470148.2017.1366384>

Kim, W.* & **Malek, K.** (2017). Social networking sites versus professional networking sites: Perceptions of hospitality students. *Journal of Human Resources in Hospitality & Tourism*. Print version pending publication in late 2017, currently available online at: <http://dx.doi.org/10.1080/15332845.2017.1340763>.

Malek, K. & Kim, J. (2016). Conventions and gaming in South Korean casinos. *International Journal of Event and Festival Management*, 7(1), 66-80.

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.

Kim, W.* , & **Malek, K.** (2016). Effects of self-congruity and destination image on destination loyalty: The role of cultural differences. *Anatolia*, 1-13.

Kim, J., Ahlgren, M., Byun, J., & **Malek, K.** (2016). Gambling motivations and superstitious beliefs: A cross-cultural study with casino customers. *International Gambling Studies*, 1-20.

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.

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.

Malek, K. & Tanford, S. (2014). Conventions and gaming in Las Vegas: Friends, enemies, or strangers? *Journal of Convention & Event Tourism*, 15(3), 198-219.

Invited Peer-Reviewed Book Chapters

Malek, K. (2018). Meeting, Exhibition, Event, and Convention Organizers and Sponsors. In G. Fenich (Ed.), *Meetings, Expositions, Events, and Conventions: An Introduction to the Industry*. Pearson Education. In press. Note: 4th edition sold over 10,000 copies and is the most widely adopted meetings text in the USA. It has also been translated into Mandarin.

Malek, K. & Kim, W.* (2018). Destination Branding. In G. Ogbeide (Ed.), *Destination Marketing Management*. Apple Academic Press. In press.

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.

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.

Selected Refereed Research Conference Paper Presentations (*indicates student author)

- Sisson, A.* & **Malek, K.** Industry experience requirements for hospitality PhD students. Presentation at: West Federation CHRIE; February 1-3; Denver, CO.
- Jung, S. & **Malek, K.** Project-based learning for event management students. Presentation at: West Federation CHRIE; February 1-3; Denver, CO.
- Kline, S., **Malek, K.**, Dolasinski, M., Mayo, F. Hackathon: Hacking teaching challenges in the hospitality and tourism classroom. Presentation at: International CHRIE; July 26 – July 28, 2017; Baltimore, MD. *Selected as a Master Teaching Series session.*
- Kim, W.* & **Malek, K.** Big data management in the meeting and events industry: A qualitative study. Paper presentation at: Asian Pacific Forum 2017; June 22-24, 2017; Daegu, Korea.
- Malek, K.** Incorporating soft skills in the syllabus. Paper presentation at: Central Federation CHRIE Regional Conference; March 3-4, 2017; Stillwater, OK.
- Malek, K.** & Kim, W.* Medical meetings: Attendee profiles, motivations to attend, and value propositions. Paper presentation at: Central Federation CHRIE Regional Conference; March 3-4, 2017; Stillwater, OK.
- Kim, W.* & **Malek, K.** Performance drivers in the South Korean casino industry. Paper presentation at: International Gambling and Risk Taking Conference; June 6-10, 2016; Las Vegas, NV.
- Jung, S.,* Kim, Y-S., **Malek, K.**, & Lee, W. (2016). Attendees' attitudes and intentions to participate in environmental sustainability practices in tradeshow. Paper presentation at: Korea America Hospitality and Tourism Educators Association Conference. April 21-22, 2016. Las Vegas, NV. **Best Paper Award.**
- Kim, W.* & **Malek, K.** Effects of self-congruity and destination image on destination loyalty: The moderating role of perceived cultural difference. Paper presentation at: Central CHRIE Conference; April 22-23, 2016; Kansas City, KS. **Best Paper Award.**
- Jung, S.*, Yoon, S.*, & **Malek, K.** Can mobile event applications lead to a sustainable event? Paper presentation at: 2016 WF CHRIE Conference; February 5-6, 2016; Denver, CO.
- Kim, W.* & **Malek, K.** Students' perceived benefits of professional networking sites: An application of LinkedIn. Paper presentation at: 21st Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism; January 7-10, 2016; Philadelphia, PA.
- Malek, K.** CSR and Twitter: An event perspective. Paper presentation at: IMEX; October 14-15, 2015; Las Vegas, NV.
- Malek, K.** & Tanford, S. 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; January 8–10, 2014; Tampa, FL.

Malek, K. & Kim, J. Casino tourism and MICE in South Korea: Can they work together? Paper presentation at: International CHRIE; July 30 – August 1, 2014; San Diego, CA.

Malek, K. Linking theory with practice: Event management capstone courses. Paper presentation at: WF CHRIE; February 7-8, 2014; Long Beach, CA.

Malek, K. & Love, C. Exploring virtual events: A pilot study. Paper presentation at the: 19th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism; January 3-5, 2014; Houston, TX. **Best Paper Award.**

Malek, K. & Tanford, S. 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; January 3-5, 2014; Houston, TX.

Malek, K. & Tanford, S. Conventions and gaming in Las Vegas: Friends, enemies, or strangers? Paper presentation at: 15th International Conference on Gambling & Risk Taking; May 27-31, 2013; Las Vegas, NV.

Malek, K., Kline, S., DiPietro, R., Meng, F., & Dickson, D. 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; January 3-5, 2013; Seattle, WA.

Selected Refereed Research Conference Poster Presentations

Kim, W.* & **Malek, K.** A meta-analysis of sustainable behaviors across hospitality venues. Poster session presentation at: International CHRIE; July 26-28, 2017; Baltimore, MD.

Kim, W.* & **Malek, K.** A meta-analysis of antecedents and outcomes of loyalty in the hospitality industry. Poster session presentation at: the 22nd Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism; January 3-5, 2018; Fort Worth, TX.

Malek, K. & Kim, W.* Optional attendance, required outcomes: Medical meeting attendee motivations. Poster session presentation at: International CHRIE; July 20-22, 2016; Dallas, TX.

Jung, S.* , **Malek, K.,** Min, E.* Is big data meaningful to the MICE industry? Discovering the influence of big data on meeting professionals' decision making. Poster session presentation at: the 21st Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism; January 7-10, 2016; Philadelphia, PA.

Jung, S.*, **Malek, K.**, & Love, C. Sustainability training modules for temporary employees in the meeting and events industry. Poster session presentation at: the 20th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism; January 8–10, 2014; Tampa, FL.

Invited Presentations

Malek, K. (2018). Instructors Wanted! How to navigate higher education; January 7-10, 2018; Nashville, TN. Presentation at Professional Convention Managers Association (PCMA) Convening Leaders conference.

Malek, K. (2017). Planning Awesome Events; November 11, 2017; Overland Park, KS. Presentation at Girl Scouts of America regional training to 73 Girl Scout Leaders.

Malek, K. (2017). Launching the EventMobi certificate in an academic setting; October 12, 2017; Las Vegas, NV. Presentation at IMEX to 55 attendees from five different countries.

Malek, K. (2017). How to improve academia and industry engagement together; September 15, 2017; New Orleans, LA. Presentation to 25 Board of Directors of PCMA.

Malek, K. (2017). Effective teaching panel. Central Federation CHRIE Regional Conference; March 3-4, 2017; Stillwater, OK. Presentation to 50 attendees from six different states.

Malek, K. (2017). The Quest for Gold: Planning the Olympic Games. February 25, 2017; Manhattan, KS. Presentation to 25 middle school girls.

Malek, K. (2017). TED Talk – Learning from emerging global hospitality educators. 22nd Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism; January 5-7, 2017; Houston, TX. Presentation to 350 global attendees.

Malek, K. (2016). Meet the experts. IMEX America. October 18-20, 2016; Las Vegas, NV. Presentation to 130 participants from six countries.

Malek, K. (2016). Speakers in higher education panel. October 14, 2016; Manhattan, KS. Presentation to 20 live and distance participants plus recorded for future play.

Invited Journal Reviewer

Asia Pacific Journal of Tourism Research
International Journal of Contemporary Hospitality Management
International Journal of Tourism Research
Journal of Convention & Event Management
Journal of Foodservice Management & Education
Journal of Hospitality Marketing & Management
Journal of Travel and Tourism Management

Grants, Fellowships, and Funding Support (travel grants not included)

Submitted

Malek, K. (2017). *CAREER: Optimizing learning in content intensive STEM meetings*. National Science Foundation. Funding Requested: \$717,443.

Funded

Malek, K. (2017). *Influential meeting experience variables and their impact on transfer of learning*. University Small Research Grant (USRG). Funded: \$4,070.

Malek, K. (2017). *K-State mentoring fellowship*. All University Award at Kansas State University. Funded: \$5,959.

Malek, K. (2017). *Understanding motivation to attend, satisfaction, loyalty, and content retention across meeting attendee populations*. College of Human Ecology SRO Grant. Funded: \$4,995.

Malek, K. (2017). *Digital event strategy*. Meetings + Conventions Calgary. Funded: \$1,129.

Malek, K. (2017). *Peer review of teaching fellowship*. Teaching and Learning Center. Funded: \$1,000.

Roberts, K.R. & **Malek, K.** (2016). *Developing a hybrid hospitality management degree completion program*. Global Campus. Funded: \$23,812. Co-PI.

Malek, K. (2016). *Academic career paths for event professors*. Office for the Advancement of Women in Science and Engineering. Funded: \$1,200.

Malek, K. (2015). *Fair and festival food safety*. University Small Research Grant (USRG). Funded: \$4,259.

Malek, K. (2015). *Event capstone development*. Academic Excellence Grant. Funded: \$2,500

Malek, K. (2015). *Event professors working with industry*. Office for the Advancement of Women in Science and Engineering. Funded: \$1,200.

Malek, K. (2015). *Evaluating event effectiveness across alternate platforms*. Harrah Hotel College Dissertation Grant. Funded: \$5,000.

Malek, K. (2014). *Increasing event effectiveness through alternative programs*. Hilton Summer Research Grant. Funded: \$3,000.

Not funded

Malek, K. (2017). *Food safety training effectiveness at fairs and festivals*. Society of Hospitality and Foodservice Management Foundation. Requested: \$13,483.

Malek, K. & Jepsen, A. (2017). *Teen development through Girls Scouts*. Lincoln W. and Dorothy I. Deihl Community Grant Program. Requested: \$32,345.

Malek, K. (2016). *The hospitality community*. Kansas State Center for Engagement and Community Development. Requested: \$9,880.

Malek, K. & Tanford, S. (2014). *A study of event factors that increase content retention*. Professional Convention Management Association (PCMA). Requested: \$48,748.

Malek, K. & Tanford, S. (2014). *Event effectiveness across different modalities*. Meeting Professionals International (MPI). Requested: \$49,098. (RFA Cancelled)

Teaching Experience

Kansas State University, Department of Hospitality Management

Undergraduate Courses (listed from highest course number to lowest)

Convention, Meeting, and Event Management Systems – 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

Fall 2017 Renaissance Festival, PCMA regional event

Spring 2017 Hospitality Summit, Realtor Ribbon Cutting, University wide student appreciation day, University wide teacher appreciation day

Spring 2016 Chemical Engineering AIChE regional conference, Central CHRIE regional 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 a job related research project

Fall 2017, Summer 2017, Spring 2017, Fall 2016; Co-instructor Summer 2016

The Travel and Dining Auction (HM 427)

An *experiential* course where the students have to plan, market, and produce an auction that funds all students clubs and departmental student scholarships

Spring 2017 Secured approximately \$60,000 in donations and raised over \$35,000 profit through tickets, live, silent, and online auction

Hospitality Marketing and Sales (HM 424)

Fall 2016 Partnered with a local organization to conduct market research, target

Fall 2015 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

Principles of Convention, Meeting, & Event Management – (HM 363) ***On-campus and online***

Summer 2017 This entry-level events course introduces students to the concepts of

Fall 2016 strategic planning, project management, financial management,

Fall 2015 stakeholder relationships, meeting and event design, site management, and all of the related organizational resources in the industry

Graduate Courses

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

Fall 2017 This course reviews advanced managerial accounting concepts, value and risk analyses, asset management, expansion via franchising and management contracts, and cost-volume-profit analyses

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

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

Hospitality Financial Management (TCA 420)

Spring 2014: Taught time value of money, cost of capital, stocks, hotel valuation, capital budgeting, capital structure, and overall financial concepts

Fall 2013: Teaching assistant to Dr. Grace Chatfield, taught several classes, graded assignments, consulted with students, and provided in-class help

Strategic Management in Hospitality (HMD 454)

Summer 2013 Co-instructor (50/50) - 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

Tradeshow Management (TCA 476)

Fall 2012 Teaching assistant to Dr. Curtis Love, taught classes, assigned and graded assignments, and consulted with students

Certifications

| | |
|--------------------------------------|------|
| Digital Event Strategist (DES) | 2017 |
| Event Design Certificate (Level 1) | 2017 |
| Meeting and Event Technology (METC) | 2017 |
| Certified Meeting Professional (CMP) | 2016 |
| CVENT Certification | 2015 |

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| UNLV Graduate College Research Certification | 2014 |
| Certified Hospitality Educator (CHE) | 2013 |
| ServSafe Certification | 2013 |
| Serving Alcohol with Care | 2013 |

Service and Activities

University

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|--|-------------|
| Presidential Lecture Series Speaker | 2017 – |
| Academic Affairs Committee: Member | 2016 – |
| Professional Event Management Student Group: Advisor | 2015 – |
| Faculty Affairs Committee: Member | 2015 – 2016 |
| Hospitality Department Vision 2025 Sub-committee | 2015 – 2016 |
| Membership to Graduate Faculty | 2015 |
| UNLV Harrah Hotel College’s Mentor Program: Invited Mentee Liaison | 2013 – 2015 |
| Hospitality Graduate Student Association (HGSA): Vice President | 2012 – 2015 |
| UNLV Harrah Hotel College’s Sustainability Committee: Member | 2013 – 2015 |

Search Committees

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|---|---------------------------|
| Director of Events and Instructor: Chair | 2016 & 2017 |
| Hospitality Department Chair: Member | 2015 – 2016 & 2016 - 2017 |
| Professor of Practice: Member | 2015 – 2016 |
| Event/Services Management Assistant Professor: Member | 2014 – 2015 |

Industry

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|---|---------------|
| PCMA Faculty Council Chair | 2017 – |
| PCMA Heartland Chapter Program Committee Member | 2017 – |
| PCMA Heartland Chapter Emerging Leaders Committee Member | 2017 – |
| Girl Scouts of America: Gold Advisory Board | 2017 – |
| Girl Scouts of America: Council Trainer | 2016 – |
| Director of Networking for Central Federation of CHRIE | 2016 – |
| ICHRIE Conference Committee | 2015 – |
| Professional Convention Management Association (PCMA): Member | 2013 – |
| ICHRIE Association: Member | 2013 – |
| PCMA Faculty Council: Member | 2015 – 2017 |
| IAFE Membership Committee | 2015 – 2016 |
| Conference Director for Inaugural Central ICHRIE Conference | 2015 – 2016 |
| Academy of Hospitality and Tourism (AOHT) Charity Golf Tournament: Planner | 2014 – 2015 |
| Meeting Professionals International (MPI): Member | 2013 – 2015 |
| Hotel Association: Member | 2012 – 2014 |
| Green Meetings Industry Council (GMIC): Member | 2012 – 2014 |
| Golden Key International Honor Society | Inducted 2013 |
| International Association of Exhibitions and Events (IAEE): Member | 2012 – 2013 |
| Eta Sigma Delta | Inducted 2012 |
| National Society of Minorities in Hospitality (NSMH): Vice President SC Chapter | 2011 – 2012 |

Graduate Committees

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|---|-------------|
| WooHyuk Kim, PhD Committee: Chair | 2015 – |
| Tia Gamble, MS/MBA Student, Thesis: Chair | 2017 – |
| Laura Rozell, Master’s Project: Chair | 2017 – |
| Chelsea Paul, Master’s Project: Chair | 2017 – |
| Ryan Irvin, Master’s Thesis Committee: Member | 2015 – 2017 |
| Yi Cao, Master’s Thesis Committee: Member | 2015 – 2017 |

Awards and Recognition

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|--|-------------|
| Nominated for Leadership Manhattan (industry nominated) | 2016 & 2017 |
| 2016 Top 20 Meeting Industry Trendsetter | 2016 |
| Nominated for Daley-Scholar Award (student nominated) | 2015 & 2016 |
| Las Vegas Convention and Visitors Authority (LVCVA) Hospitality Hero | 2014 & 2015 |
| Recognized for student leadership in Harrah Hotel College’s Mentor Program | 2014 & 2015 |
| Premier Magazine Student Spotlight for Fall 2014 | 2014 |
| Bob Brown Scholarship Recipient | 2014 |
| Delores Owens Scholarship Recipient | 2014 |
| Dr. Kathleen Beard Nelson CSEP, CMP Memorial Scholarship Recipient | 2013 |
| Nominated for Nevada Regent Scholars Award | 2013 |
| MGM Resorts International Scholar | 2013 |
| Hilton Merit Scholar | 2013 |
| Most Contagious Positive Personality Award | 2013 |
| Graduate and Professional Student Association (GPSA) Scholarship | 2013 |

Industry News and Interviews

Event Engagement: How is Technology Supporting Engagement? (July 17, 2017). Retrieved from: <http://metc.eventmobi.com/2017/07/17/engagement/>

Summer savings: Travel expert shares ways to save on vacations. (May-June, 2017).

Video interview distributed on seven ABC and NBC affiliates in Kansas, Oregon, and Kentucky – total viewership 66,821 people, total publicity value: \$3,200.

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/>)

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>

2017’s Best Place to Celebrate Easter. (April 11, 2017). Retrieved from:

<https://wallethub.com/edu/best-places-to-celebrate-easter/19774/#kristin-malek>

K-State's Kristin Malek named trailblazer in the meetings industry. (September 13, 2016).

Retrieved from:

<http://manhattanmercury.ks.newsmemory.com/publink.php?shareid=454599568>

2016 Meetings Trendsetters: Top 20 industry trailblazers who set a new standard. (July, 2016).

Retrieved from:

http://www.digital.meetingstoday.com/meetingstoday/july_2016?pg=2#pg2

Beasley, Y. (2013, June 6). UNLV study finds conventions don't boost gambling \$\$\$. *Reno Gazette-Journal*. Retrieved from: <http://blogs.rgj.com/renorebirth/2013/06/06/unlv-study-finds-conventions-dont-boost-gambling/>

Velotta, R. (2013, May 28). UNLV studies find conventions don't boost gambling, casino shows hurt gaming revenue. *Vegasinc*. Retrieved from:

<http://www.vegasinc.com/business/gaming/2013/may/28/las-vegas-gambling-conference-opens-stroke-bad-luc/>

University News

KAWSE announces ADVANCE Distinguished Lecture Series award recipients. (June 8, 2017).

Retrieved from: <http://www.k-state.edu/today/announcement.php?id=35053>

Big 12 fellowship, K-state mentoring award recipients recognized. (May 8, 2017). Retrieved from: <http://www.k-state.edu/today/announcement.php?id=34657>

Hospitality management faculty and students attend, present, and win at CHRIE conference.

(March 20, 2017). Retrieved from: <http://www.k-state.edu/today/announcement.php?id=33298>

Students and faculty from hospitality management department present at graduate student conference. (January 20, 2017). Retrieved from: <http://www.k-state.edu/today/announcement.php?id=31778>

Kristin Malek studies fair and festival food safety. (January 19, 2017). Retrieved from:

<http://www.k-state.edu/today/announcement.php?id=31754>

Roberts and Malek elected to international association for hospitality educators (September 15, 2016). Retrieved from: <http://www.k-state.edu/today/announcement.php?id=29175>

Malek named trailblazer in the meetings industry. (September 13, 2016). Retrieved from:

<http://www.k-state.edu/today/announcement.php?id=29056>

Double winnings: Hospitality Management assistant professor wins best paper honors at two conferences. (2016, May 20). Retrieved from: <http://www.k-state.edu/today/announcement.php?id=27715>

ADVANCE Distinguished Lecture Series 2015-2016 award recipients. (2016, May 6). Retrieved from: <http://www.k-state.edu/today/announcement.php?id=27428>

An unlikely partnership: K-State's hospitality management and chemical engineering departments collaborate to host conference. (2016, April 11). Retrieved from: <http://www.k-state.edu/today/announcement.php?id=26659>

National conference selects 14 K-State students for internship. (2016, April 8). Retrieved from: <http://www.k-state.edu/today/announcement.php?id=26613>

LVCVA presents doctoral student Malek with its prestigious Hospitality Hero award. (2015, May). Retrieved from: https://issuu.com/harrahcollege/docs/insideharrah_may

Career Services Mixes it up! (2015, March 6). Retrieved from: <https://www.unlv.edu/news-story/career-services-mixes-it>

Student Organizers make Mentor Reception a Success! (2015, April). Retrieved from: https://issuu.com/harrahcollege/docs/insideharrah_april

Consultancy

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|---|----------------------------|
| AIPAC conference | 2014 & 2016 |
| Manage all conference areas and oversee twenty volunteers | |
| UNLV Singapore Campus Program | January 2013 – July 2015 |
| Coordinate 200+ students per summer with orientation and classes | |
| Nevada Psychiatric Association | August 2013 – June 2015 |
| Evaluate branding and meeting management | |
| EnergyFest | May 2013 – May 2014 |
| Align event with APEX sustainable meeting standards | |
| Local Las Vegas Hotel | March 2013 – December 2013 |
| Evaluate hotel operations and organizational structure | |
| 15 th International Conference on Gambling and Risk Taking | September 2012 – June 2013 |
| Planning committee and volunteer coordinator, requested by Dean | |
| Green Meetings Industry Council | January 2013 – June 2013 |
| Planning committee for 2013 annual meeting and future leaders forum | |

Industry Experience

Executive Director of Events

July 2012 – July 2015

Sass and Class Events

Las Vegas, NV

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

Banquet Operations

August 2011 – July 2012

Ballantyne Hotel and Lodge – A Starwood Luxury Collection Hotel

Charlotte, NC

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

Designer and Events Coordinator

May 2007 – November 2009

Hazen and Sawyer

Charlotte, NC

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

Assistant Store Manager

July 2006 – April 2007

Kirkland’s Signature Home Store

Charlotte, NC

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

Shift Supervisor

July 2002 - October 2005

Carrols Corporation

Asheville, NC

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