



Kawania Wooten CMP

Event Planning Expert, Author, Speaker, Entrepreneur

Kawania Wooten is a dynamic event management expert with an impressive background in the convention and event planning industry. She has a unique ability to turn topics such as “crisis management” into an engaging conversation. She educates as she engages her event planning audience in easy-to-follow competitive strategies.

BOOKING INFORMATION

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As seen in

ESSENCE



REFINERY29

InStyle MARTHA STEWART **weddings**

BIOGRAPHY

Kawania Wooten, CMP, is an innovative event management executive, who excels at competitive strategic planning, convention and trade show management, and volunteer management. Her expertise lies in developing operational and programmatic initiatives that provide added value, reduce operational costs, streamline internal processes, and standardize association policies and procedures. As the owner of Howerton+Wooten Events, Kawania uses her strength in contract negotiations, logistics management, budget management, and strategic marketing to make considerable enhancements to the overall attendee experience of a convention of 5,000+ attendees filled with high caliber events.

Additionally, Kawania is also an adjunct instructor in the hospitality, tourism and culinary arts department at Prince Georges Community College in Landover, Maryland. Over the years, she has taught various classes, such as “The Fundamentals of Convention and Event Management,” “Introduction to the Hospitality Industry,” and “Hospitality Entrepreneurship.”

In her past life, Kawania was the director of industry affairs for the National Cable Telecommunications Association (NCTA), where she planned events for Washington DC lobbyists, cable television executives, and some of the country’s most infamous media moguls

She earned her Certified Meeting Professional designation from the Events Industry Council in 2004. Kawania authored numerous event industry articles and books, and she has been featured in “ESSENCE” magazine, “WASHINGTONIAN Weddings,” “Refinery 29,” “InStyle,” “Martha Stewart Weddings,” “Baltimore Weddings,” and numerous event planning and lifestyle magazines and blogs. She holds a Bachelor’s degree in Mass Media Arts from Hampton University and she attended the Harvard Business School Executive Management Program in June of 2005 under the auspices of the Cable & Telecommunications Association for Marketing.