

women in events

EVENT INNOVATORS

FEATURED INNOVATOR

JENNIFER KURLAND

PARTNER + PRESIDENT

PRODUCTIONGLUE

JENNIFER@PRODUCTIONGLUE.COM

WWW.PRODUCTIONGLUE.COM

  @productionglue |  @productiongluella

 /company/production-glue-llc



Give us the quick version: How do you describe your company?

We are a live event company. We believe in the collective shared experience and making it happen flawlessly. Of equal importance, we believe in doing good, acting responsibly and consciously and investing in our people.

Finish this sentence: Experiential marketing is....

the vehicle toward emotional imprinting via the shared human experience.

Thoughts on how women in the event industry are getting more recognition by companies?

Recognition of women is being put forward with intention. But we haven't scratched the surface on deep and meaningful change. We're just getting started and the change is powerful.

Thoughts on social media and technology?

Social media is an incredible part of our culture. The marketing possibilities are endless when strategically paired and balanced with live, shared experiences.

What are the three biggest event marketing mistakes?

People can smell BS. You need to be real, know your audience, reflect your audience and plan for every contingency...always. Don't be afraid to change course.

Can events be measured? What do you say to the folks who say they can't be?

Being able to track and measure effectively comes from establishing a sound strategy from the project's inception. Success can be measured in many forms and depending on goals there are different approaches and technology needed to achieve the desired outcome. I'd say that while some things may be more difficult to quantify, nothing is impossible. There's a place for both quantitative and qualitative data.

Fave campaign of the year from your company and why?

It's been an exciting year for us. Working with The Wing, Thrillist, WeWork and Nike on live shared experiences that harness the power of community to bring about positive change. These brands are pushing boundaries and we're thrilled to be supporting them.

Where did you go on vacation this past year?

I spent time in South Africa (ok, that one was work), Maui and upstate New York.

What buzzwords are you sick of?

Authentic. We need to get back to the meaning of that word.

Advice for clients who want to get bold in 2019 (besides hiring you)?

Having big ideas doesn't necessitate being bold. Sometimes boldness is found in micro moments that are meaningful. Always stay true to your vision. Doing things that have never been done before takes a team of experts, who strategize, test and plan on your behalf so everything goes off without a hitch. Know your limitations and the capabilities of every team that you work with. Bold promises that are not fully materialized can quickly turn into wasted time and money, let alone reputational damage.

Last business book you read and thoughts on it?

The Culture Code by Daniel Coyle. It talks about leadership, customer service, and what it takes to bring forth positive change. I am a firm believer in building relationships, listening, and going that extra mile for both our teams and our clients. This book was really helpful in articulating the tools needed to create a powerful synergy amongst staff and creating mechanism to navigate uncharted waters with grace and proficiency.

What are you excited about?

We are always looking for projects that speak to our core values or challenge us to do something that has never been done before. Live events are powerful. They can transform how people feel about the world around them, creating memories that last a lifetime. It brings us great joy being able to impact the world in a meaningful way. It's how we define happiness.

What keeps you up at night?

My kids.

Any changes on the horizon for your company?

You'll have to stay in touch to find out.