

women in events

EVENT INNOVATORS

ProGlobalEvents



FEATURED INNOVATOR

JODY TATRO

CEO

PROGLOBALEVENTS

JTATRO@PROGLOBALEVENTS.COM

WWW.PROGLOBALEVENTS.COM

How do you describe your company?

ProGlobalEvents is an innovative experiential events company based in Silicon Valley. We provide strategy, design, fabrication and program management services for leading companies looking for a partner that can do some of the services or run an entire turn-key event. We, and our sister company, ProExhibits, are both women-owned companies. ProExhibits started over 30 years ago and has built up a stellar reputation for customer satisfaction and bringing our clients' brands to life. Seeing a trend in more face-to-face marketing events, we spun off ProGlobalEvents as a separate company that is 100% focused on providing memorable events and brand experiences for our clients. Being able to leverage the talents of both companies with all functions centrally located gives our clients faster and more efficient project teams. As a result, we can strategize with our clients and quickly produce amazing corporate events.

What are your thoughts about how companies are using technology at corporate events?

Years ago, our basic event measurement tools were collecting business cards and recording leads manually after an event. Now as we move beyond mobile phone event apps, we're starting to see wearable technology used in clever ways. For example, by adding the technology into event badges, there are now seamless ways for attendees to connect with people with similar interests, gain access automatically to special locations, or participate in fun games in ways that will feel much more natural than pulling out a phone and navigating through an app. Using a phone app can disrupt the experience whereas wearable technology can enable the attendee to keep their focus on what is around them. Event hosts can also use beacons spread throughout the event to interact with the wearables to provide better data for post event analysis.

What were some memorable events that your company worked on in 2018?

A recent example was when we partnered with an East Coast agency to create a series of cool retro storefronts representing four major cities around the world for a youth culture convention/festival in LA. The storefronts were showcasing rare edition

sports shoes from the past as part of a new product launch. The agency needed a creative West Coast partner to bring their ideas to life and help them produce the activation within a short time frame. The result was a mobbed experiential event that exploded on social media and created huge brand awareness with their target audience.

Another example is where we worked directly with an existing client of ours who was a successful Silicon Valley tech startup. We had previously worked with them on their trade show exhibits and so they reached out to us when they were planning their first major user conference. We helped them plan, design and execute a futuristic themed event in a Las Vegas venue that helped solidify their position as a leader in their space.

What have you observed over the years as one of the earliest female owners in the industry?

I took an early leap over 25 years ago in starting what became ProExhibits (and ProGlobalEvents) when it was a tiny business. I was a successful account executive for the company and parlayed that into an ownership position. Back then, businesses were not very family-friendly. Women didn't have much maternity time off and their positions were not always guaranteed. Fast forward to today, and we see much more family friendly policies and many more women staying in our industry and growing into leadership roles. This is happening because of policies that allow employees to work remotely, do job sharing, and take advantage of onsite childcare. American Express published a recent report that said the number of women-owned businesses in the country has grown 114% over the last 20 years compared to 44% for all businesses. I think women are even stronger in the events industry. Women in events have a lot to be proud about.

What are you excited about as we look forward to 2019?

This past year we've hired a lot of women, both those right out of college and those with strong experience for leadership roles. At some recent client meetings, our team has been all women and that is something new for me personally in my career and quite exciting to experience. Not to discount the value of our men but it is nice to see more women getting the opportunity to lead and build teams both for us and for companies in our industry.