

women in events

EVENT INNOVATORS

FEATURED INNOVATOR

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

Proscenium is a New York City-based live events production agency. We are a passionate group of event professionals and have built a culture where people can do the best work of their careers and be a part of something really special. We also have an amazing roster of repeat clients who trust us and challenge us with their biggest and most important events. Those brands have all become a part of who we are as a company.

Finish this sentence: Experiential marketing is....

Creating experiences that bring the brand to life in a meaningful and tangible way.

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

As the first female partner at Proscenium, I consider my role to be one that comes with an immense amount of responsibility. Sharing my successes as a woman and mentoring others to use their voice to fight for those seats is key to seeing continued progress.

We are seeing more and more women in higher-level positions across the events industry, which I think is key. And I think conversations about diversity in the workplace are happening far more often than they used to and we are starting to see some changes as a result. Having an increased number of women in positions of power means that women can have more of an influence on the work that is being produced. They can bring insights and perspectives that may have been lacking in the past and can push to change old habits that we have all grown accustomed to, like all male panels and not having diverse representation onstage.

Thoughts on social media and technology?

Social media is such an important consideration when you think about live events because it extends the conversation and can bring in an even larger audience. But you have to be sure you are being relevant, purposeful and speaking in an authentic voice for the brand in order to resonate with today's audiences.

What are the three biggest event marketing mistakes?

1. Not having a clear set of event objectives and using them as the filter throughout the development of the show.
2. Doing something because that is the way it has always been done.
3. Underestimating the importance of good crew meals.

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

Don't be afraid to put new faces on stage. It can be difficult to shake up the status quo of who should be on the speaking roster, but there is so much value in taking a step back and figuring out who the best people are to deliver the message you are sharing with your audience. It will likely not happen the first time it is suggested but it's certainly worth pushing to get new voices and perspectives on the stage to connect with your audience in a more relatable way.

Last business book you read and thoughts on it?

Dare to Lead by Brene Brown...I love the themes of building and fostering a culture in the workplace and how to become a more courageous leader who is willing to take risks. All so relevant to what we try to do at Proscenium everyday.

Career advice I wish I was given early in my career?

A successful career path does not have to be linear! I spent a lot of time worrying about a direct path to my dream job when I was younger, when really, my varied background and different experiences have made me a better and more well-rounded producer and business owner.

What are you excited about?

I am excited about experiential marketing and live events being seen more and more as an equally important marketing channel when compared to traditional ones. Despite developments in technology and the connections made virtually, there is nothing like the power of a live event.