

women in events

EVENT INNOVATORS



FEATURED INNOVATOR

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

We're Magnetic is a global creative and production partner leading the experience-first marketing revolution for today's modern consumer. A combination of shop quality production and data-driven creativity allows us to provide experience-first business solutions—from render to reality.

Got it. Next, it's almost 2019! Looking back, what do you think was the biggest experiential marketing trend of the year?

The biggest trend of 2018 was the rise and fall of the "Instagram Museum." Born from quality brands and storytelling like Refinery29's 29Rooms or the Museum of Ice Cream, this trend saw copycats dedicated to every topic imaginable from candy to pizza to eggs. But many were pale imitations of true experiential marketing that ended up providing little more than a photo backdrop. Thankfully, consumers and marketers are realizing that the experience is as important, if not more, than the share that follows.

Finish this sentence: Experiential marketing is...

...necessary to connect with consumers on an emotional level.

Thoughts on social media and technology?

Social media and technology are here to stay. Our ability to connect globally, and stay connected, is better than ever. Now we need to use these tools to help drive amplification and connectivity as part of an overall experience-first marketing strategy.

What are the three biggest event marketing mistakes?

1. Creating an event because you think experiential is the "trendy" thing to do.
2. Creating a brand experience that is not authentic to your brand.
3. Choosing the wrong partner to bring your experience to life.

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

The issue isn't that events can't be measured, the issue is that too many people are not clear on what the event is supposed to

achieve going in, so they don't know what success looks like. You might get a lot of shares or a good PR headline but ultimately you don't move the needle. Going in with clear goals will allow you to measure ROI (or as I like to call it ROE: Return on Emotion).

What buzzwords are you sick of?

"Shareable" or "gramable." Getting a share from your event doesn't mean you've hit your business goal, and there's a lot more to it than someone taking a photo.

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

Try out an experience-first marketing strategy. See what happens if you take a fraction of your traditional media and film budgets and use it to drive a campaign that includes digital, social, content—earned and owned—all stemming from an experience. Bold clients will realize there is more efficiency and cost savings with the results from an experience-first plan over a heavy brand strategy and anthem film launch.

Last business book you read and thoughts on it?

Dare to Lead by Brene Brown. It talks about the need for clear and brave communication amongst leadership and teams. I found it to be truly supportive of my personal leadership goals, and also a helpful way to learn communication tips for training our leadership team.

What are you excited about?

2019! It will be a re-founding year for our company as we start off strong with new leadership, new ownership, and very clear and focused visions and plans.

What keeps you up at night?

When you lead an amazing team, you stay up at night worrying if you are a good leader to them, if your business strategy is in the right place, if they have the tools they need to succeed, and if they are happy and growing. It's kind of like being a parent of 75+ fabulous people!