

WOMEN IN EVENTS

EVENT INNOVATORS



FEATURED INNOVATOR

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GIVE US THE QUICK VERSION: HOW DO YOU DESCRIBE YOUR COMPANY?

Encore Nationwide provides event staff from coast to coast. We work closely with clients to understand their needs so we can provide the best staff for the specifics of each event.

FINISH THIS SENTENCE: EXPERIENTIAL MARKETING IS....

...a constantly evolving industry with infinite potential. It is fueled by a collective of professionals who work tirelessly to bring big ideas to life, often on short timelines and skinny budgets...and who can't imagine working in any other industry, no matter how hectic their schedule.

HOW DID YOU GET YOUR START IN THE INDUSTRY?

I discovered the flexibility and fun of Brand Ambassador work during college and quickly fell in love with the industry. After graduating, I spent 8 years on the road as a Tour Manager for Encore, working hard while on tour and traveling the world in between jobs. It was a dynamic and rewarding chapter of my life, as each day presented new challenges and opportunities that served as a catalyst for personal and professional growth.

WHAT ARE SOME CHALLENGES YOU FACE IN YOUR ROLE?

Event staffing is not typically top of mind when planning a campaign. We frequently receive requests for staff a few days before events that have been in the works for months. In the end, field staff are the face and voice of an experiential campaign – so it is essential to think about staffing sooner than later in the planning process. The more lead time we have, the more selective we can be during recruitment, which translates to better results in the field. We also find that clients often don't allocate enough budget for staff. A few extra dollars an hour will make a big difference in the caliber of staff who express interest in an event, as well as their performance onsite. We are thrilled when clients reach out to align on timeline and rates during program concepting as this ensures everyone is set for success from the start.

ADVICE FOR CLIENTS WHO WANT TO GET BOLD IN 2020 (BESIDES HIRING YOU)?

Figure out what makes you uniquely you, embrace it, and make sure every touchpoint brings your brand to life. Too often brands play it safe by trying to appeal to the masses, but to really stand out and make an impact with your core demographic you need to be boldly you throughout your visual design, sponsorships, partnerships, staff selection, social extensions, etc. Make sure your experience is both on-brand and memorable to effectively build communities of brand advocates who will spread buzz far beyond the footprint.

WHERE DID YOU GO ON VACATION THIS PAST YEAR?

Every November I take a solo vacation to the desert when the weather allows for all day exploration and the crowds have dwindled. I keep plans flexible, allowing intel from locals and personal instinct to be my guide. It's a perfect way to recharge after a busy summer season and feel refreshed going into the holidays.

WHAT KEEPS YOU UP AT NIGHT?

Nothing. I fall asleep like a rock...then find myself wide awake long before the sun rises, with a brain full of thoughts, ready to start the day. It's a blessing and a curse.

WHAT ARE YOU LOOKING FORWARD TO MOST IN 2020?

Continuing to strengthen existing partnerships and make new connections. There are so many clever and creative people in this industry, including inspirational women at all stages of their careers. I feel fortunate to get to know them and help bring their ideas to life.