

WOMEN IN EVENTS

EVENT INNOVATORS



FEATURED INNOVATOR

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

Enthuse is a women-owned experiential consultancy that helps our partners to discover new ways of growing their business. We funnel the excitement of a new offering or brand and use data-informed, agile strategies to activate experiences that solve problems, promote stronger partner relationships, and drive growth. Beyond the work we do is our purpose. One year ago, we launched the Enthuse Foundation a non-profit organization that invests in female entrepreneurs by building community, providing education and mentorship, and financial grants.

FINISH THIS SENTENCE: EXPERIENTIAL MARKETING IS....

the most effective way to create emotional connections between brands and consumers. Today's consumers are demanding transparency. They're more educated about brands and choosing those that authentically align with their values and lifestyle. Experiential marketing offers brands the opportunity to connect with consumers by demonstrating they are who they say they are and creating those authentic, emotional moments that build brand love.

THOUGHTS ON HOW WOMEN IN THE EVENT INDUSTRY ARE GETTING MORE RECOGNITION BY COMPANIES?

We were proud to host the breakfast roundtables at Event Marketer's Women In Events Week. We met 30 incredible women who are breaking new ground in this industry and were overwhelmed with their passion for their work, intelligence, and insight they brought to our discussions about careers, creativity, and creating groundbreaking experiences. As a women-owned and women-run agency, we know the power of diverse voices and value their perspective and we are excited to see how women will continue to be a disruptive force in shaping this industry.

CAN EVENTS BE MEASURED? WHAT DO YOU SAY TO THE FOLKS WHO SAY THEY CAN'T BE?

Of course events can be measured! Beyond basic KPIs, like foot

traffic, dwell time, and social shares, brands can capture valuable quantitative consumer insights, link experiences to sales data, and better understand their consumer which will inevitably inform future marketing efforts.

WHAT ARE YOU EXCITED ABOUT?

Of course, we are excited about working with our clients and providing best-in-class experiences. Beyond that we are excited about giving back through our Enthuse Foundation. As a woman-owned business, we felt compelled to give back so, we launched the Enthuse Foundation one year ago. The Enthuse Foundation supports female entrepreneurs through education, mentorship, and community. We're incredibly proud of the work we've done in that year: we developed a content platform to educate women business owners, created an app that connects them to mentors in their industry, and, most importantly, built a community through our bi-monthly pitch nights. In November, we hosted our first Shark Tank-style pitch competition and gave away over \$17K in cash and prizes to two women entrepreneurs. It was tremendously exciting to see the level of talent and innovation that women are bringing and we are thrilled to be at the forefront in helping them succeed.