

WOMEN IN EVENTS

EVENT INNOVATORS

FEATURED INNOVATORS

FRÉDÉRIQUE "FREDDIE" GEORGES

CEO – FOUNDER

MELANIE CHOMCHAVALIT

CFO – CO-FOUNDER

INFO@FGPG.COM

FGPG.COM

INSTAGRAM.COM/FGPG

PINTEREST.COM/FGPG



exhibits. events. experiences.

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

Our elevator pitch goes something like this...FG|PG is an award-winning, women-owned brand experience agency located in Huntington Beach, CA. As an industry pioneer, we have been leading the experiential charge since 2001. Our trusted team of strategists, designers, producers, technologists, and fabricators enable us to provide a full suite of in-house exhibit and event solutions that help the world's most innovative brands stay one step ahead of the competition. Scrappy upstart or industry leader, if you're looking to challenge the status quo, there is no better choice than FG|PG.

HOW IS YOUR COMPANY TAPPING INTO THE LATEST TRENDS, AND WHAT ARE YOU EXCITED FOR IN 2020?

At FG|PG, we perpetually take stock of where we've been, what's happening in the present moment, and where we are going. As we look toward the future, we're excited by the continued convergence of digital and live experiences. The creative opportunities available at the intersection of the physical and digital worlds are the stuff of science fiction. By leveraging the art of storytelling alongside the power of technology, we will be able to create truly personalized brand experiences. With tech-forward activations becoming so ubiquitous, we're also inspired and motivated to design experiences that are decidedly lo-fi and analog.

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

It's amazing to see women in our industry, amongst others, begin to receive the recognition they deserve. To be honest though, we've never given much thought about being a women-owned business until recently. We've seen opportunities that we wanted to be a part of and pursued them with tenacity. That's been our secret sauce. Whether we're bringing on new team members, designing an innovative brand experience, or producing a live event, diversity and inclusion are in our DNA. It's what we've been about since day one.

THOUGHTS ON SOCIAL MEDIA AND TECHNOLOGY?

What's there to say other than they're here to stay. Like all things, there are certainly positive and negative aspects to consider if that's what you're asking. For us, social media and technology are merely tools in the arsenal. They've definitely helped shine a light on the power of shared experience and engagement marketing in general, so on the whole, it's been great for our industry.

WHAT ARE THE THREE BIGGEST EVENT MARKETING MISTAKES?

That's a great question and a nice segue. The pitfalls we try to help our clients avoid are to stay away from gimmicks, avoid using technology for tech sake, and don't do what everyone else is doing. The key to any successful brand activation is to find the core of what makes your brand unique. Once you identify the subtle nuances that set your brand apart from the rest, then you can create authentic experiences that resonate and connect with your customers. Innovation comes when you give yourself space and the perspective to see what's been right in front of you the whole time.

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

Just like delivering killer creative and authentic brand experiences, successful measurement is all about asking the right questions, maintaining open lines of communication, and creating alignment. With the right strategy (and budget), you can measure anything. That said, some things are common sense and don't necessarily require an entire data science team to prove out.

ADVICE FOR CLIENTS WHO WANT TO GET BOLD IN 2020?

Our advice for brands that want to go bold is echoed throughout. Don't take anything for granted. Ask a lot of questions. Get to the essence of what makes your brand special. Communicate openly. Trust your team. Don't be afraid to make mistakes. Challenge the status quo with tenacity. Leaders never settle.