

# WOMEN IN EVENTS

## EVENT INNOVATORS



### FEATURED INNOVATOR

#### DEB LEMON

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

OBE is a company full of amazing people with diverse personalities and experiences who love to walk the talk. Our team thrives when we can lend our passions to creating experiences that elicit emotional reactions and basically make people happy!

#### GOT IT. NEXT, IT'S ALMOST 2020? LOOKING BACK, WHAT DO YOU THINK WERE THE BIGGEST EXPERIENTIAL MARKETING TRENDS OF THE YEAR? WHAT DO YOU THINK THE BIGGEST TRENDS OF 2020 WILL BE?

We'll see brands embracing experiential within the direct-to-consumer space - going above and beyond your traditional retail environment. I've seen this called "the art of the soft sell" where lifestyle-oriented experiences take place within a shop's brick and mortar store.

#### HOW IS YOUR COMPANY TAPPING INTO THESE TOP TRENDS?

Industry trends have the best impact if they align with client goals. This is why we invest time in the beginning of projects to research the brand and their consumers. We go after opportunities where we know we'll crush it for the client.

#### FINISH THIS SENTENCE: EXPERIENTIAL MARKETING IS....

The future for brands who want to drive meaningful consumer engagement in today's day and age.

#### THOUGHTS ON SOCIAL MEDIA AND TECHNOLOGY?

OBE is embracing tech-centric events. We even added a dedicated Technology team this year, and they kick ass.

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

Yes, they can. We work very closely with our clients to establish clear and measurable KPIs from the get-go. You can't get to where you're going if you don't have a road map.

## ON BOARD

### E X P E R I E N T I A L

#### WHAT ARE THE THREE BIGGEST EVENT MARKETING MISTAKES?

(1) Failing to think through the basics and small details, (2) a lack of ADA accommodations, (3) designing for the wrong audience.

#### FAVE CAMPAIGN OF THE YEAR FROM YOUR COMPANY AND WHY?

We've been doing more projects centered around diversity and inclusion, and I'm most proud of the projects that create positive change. So, for me, it was Currency Conversations. We took a tour around the U.S. with Chase to provide thousands of black women access to financial resources and education.

#### WHERE DID YOU GO ON VACATION THIS PAST YEAR?

Camping in an airstream with my family up the coast of California. Big Sur is my favorite.

#### WHAT BUZZWORDS ARE YOU SICK OF?

Secret sauce. No more secret sauce.

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

Invest in a killer creative strategy team. I've seen what our strategy team can do for our clients, and it's amazing what they can come up with. You need a team who is willing to get out of their comfort zone to push your creative work forward.

#### WHAT ARE YOU EXCITED ABOUT?

I'm really excited about how LA is becoming a hub for major sporting events, like the Olympic Games and the Super Bowl. We're building out a Sports and Olympics Business Unit, devoted to the best experiences around sports. We've even got a few ex-Olympians in our corner helping out ;)

#### ANY CHANGES ON THE HORIZON FOR YOUR COMPANY?

We have so much new work coming in, so our LA and New York City teams are moving to bigger, better offices next year. Can't wait to see where we're headed and who's gonna get that corner office.