

WOMEN IN EVENTS

EVENT INNOVATORS



FEATURED INNOVATOR

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

Proscenium is a New York City-based live events production agency. We are a passionate group of event professionals and have built a culture where people can do the best work of their careers and be a part of something really special. We also have an amazing roster of repeat clients who trust us and challenge us with their biggest and most important events. Those brands have all become a part of who we are as a company.

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

We have seen continued progress for women in the events industry – more women in all levels of organizations, in positions of power and influence and as a result on stage at live events. But there is still work to be done. There needs to be more emphasis placed on hiring processes and making sure that opportunities are truly available to a diverse workforce.

WHERE DID YOU GO ON VACATION THIS PAST YEAR?

I made vacation time a priority this year and glad I did! I spent a week in London and a week in Santa Barbara as well as a few trips to LA to visit with family.

WHAT ARE SOME OF THE MUST-HAVE SKILLS OF AN EXPERIENTIAL LEADER?

The events industry is multi-faceted, fast-paced and requires well-rounded leaders. Some of the must-have skills of successful leaders are communication, agility and creative problem-solving with the ability to see obstacles as opportunities.

CAREER ADVICE I WISH I WAS GIVEN EARLY IN MY CAREER?

That a successful career path does not have to be linear! I spent a lot of time worrying about a direct path to my dream job when

I was younger, when really, my varied background and different experiences have made me a better and more well-rounded producer and business owner.

OTHER ADVICE FOR YOUNGER WOMEN COMING INTO THE EVENTS INDUSTRY?

Spend time learning how to articulate the unique attributes and strengths you bring to the table. Being well-versed in your own strengths builds confidence and helps to find the power in using and owning your voice.

ADVICE FOR CLIENTS WHO WANT TO GET BOLD IN 2019 (BESIDES HIRING YOU)?

Don't be afraid to put new faces on stage. It can be difficult to shake up the status quo of who should be on the speaking roster, but there is so much value in taking a step back and figuring out who the best people are to deliver the message you are sharing with your audience. It will likely not happen the first time it is suggested but it is certainly worth pushing to get new voices and perspectives on the stage to connect with your audience in a more relatable way.

WHAT ARE YOU EXCITED ABOUT?

I am excited about experiential marketing and live events being seen more and more as an equally important marketing channel to traditional ones. Despite developments in technology and virtual connections, the demand for live, authentic, personalized experiences, is higher than ever. There is nothing like the power of a live event and today's consumers recognize that.