

GREAT PLACES TO WORK IN EXPERIENTIAL



WASSERMAN

CONTACT

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COMPANY CULTURE:

We are a close-knit team of like-minded, yet diverse individuals who share one common goal: to disrupt the experiential marketing industry with the most unique and memorable experiences imaginable on behalf of its clients.

Team Wass is comprised of some of the smartest minds in the industry – from creative, to client services, to production – who work synergistically to produce world-class experiences. And every action we take is backed by thorough research, rigorous data-analysis and an unyielding focus on our clients' goals.

FLEXIBLE POLICIES:

As the world continues to adapt to the 'new normal' brought about by the pandemic, Wasserman is steadfast in its commitment to meet the evolving needs of our employees. We maintain a welcoming, collaborative and creative workspace – allowing our employees the flexibility to work how best fits their needs, while also best supporting the overall function of their team. That means offering fully remote, fully in-office or – most often – a hybrid of the two.

GREAT WORK:

We are fortunate to work with progressive, forward-thinking and fun companies, who are willing to push the limits of creativity and technology in order to create incredible consumer experiences. The most gratifying experience is seeing the consumers truly engage with the event or promotion, and to witness our energy and research come to fruition in the form of a memorable, successful activation.

LEADERSHIP:

The Experiential team sits within Wasserman's brands and properties division, which serves the broader ecosystem of entities who look to work in and around sports, music and entertainment. We are closely intertwined with other groups within the B&P division and across Wasserman as a whole – including brand accounts, creative and research and insights – making us an even more well-rounded and thoughtful partner to our experiential clients.

The Experiential team's "fearless leader," Fred Porro, has led the experience group at Wasserman for over 8 years. Fred epitomizes determination, perseverance, and passion for the experiential industry – and his devotion to the team's success is a constant source of inspiration.

TESTIMONIALS:

"Wasserman has been a place of great opportunity for me, and I have enjoyed every aspect of working here. From the talented people, to the amazing brands, to the inclusive company culture – I have relished in it all. I hold a unique role within Wasserman, being a part of both the new business development team and client services team. This role has been my dream position, and I'm confident that not many other agencies would be able to offer me the same opportunity."

- Jessica Penna, Manager, Wasserman Experience team

COOL BENNIES:

At Wasserman, we value a well-rounded employee and provide the benefits and programs to support at an individual level, including unlimited paid time off for exempt, full-time team members and an impressive three-month parental leave policy for all employees. In addition to these benefits and more (401K matching, flex spending, medical, dental, vision, life insurance and disability), Team Wass has fun! Employees enjoy frequent company happy hours, anniversary and birthday celebrations, and holiday parties, as well as the seasonal fan-favorite: summer Fridays.

In support of mental health and overall well-being, Wasserman also offers to all employees and dependents, ages 13 and over, access to online therapy at no cost through a complimentary membership with Talkspace online therapy. We also feature extensive DE&I programs and initiatives, comprehensive learning and development programs and all-company forums.



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WHAT'S DIFFERENT ABOUT YOUR COMPANY IN 2022 VERSUS 2021?

2022 has brought a refreshing return to normalcy, after a challenging 2020 and a busy-but-transitional 2021. So far this year, our clients are resuming activations at rates similar to pre-Covid years, and we can say (with a great deal of gratitude) that business is thriving! We are also excited to see most events returning to fully-live this year, after two years of virtual and hybrid events.

As a company, Wasserman has a long-standing commitment to diversity, equity and inclusion, highlighted through the work of our DE&I council. We additionally added full-time hires in the space in 2020 and 2021, and strengthened our commitment to DE&I even more by becoming the first agency to gain accreditation to ISO 30415, Human Resource Management – Diversity and Inclusion this past August.

AS A LEADER, WHAT'S DIFFERENT ABOUT YOU?

I have worked for Wasserman for 16 years, which not only gives me a unique level of understanding of the company and culture, but also allows me to relate to my team at each different stage of their career. I can put myself in their shoes, which allows me to support them in a more authentic way.

And I try to make work fun! We spend the majority of our waking hours at work, and I don't think it needs to be a constant grind. A little positive energy goes a long way as a leader!

DESCRIBE WHAT MAKES YOUR AGENCY UNIQUE—HOW ARE YOU DIFFERENT FROM THE COMPETITION?

One of the competitive advantages of working with Wasserman is that we utilize a research-based approach to everything we do, ensuring that we move the needle for our clients. We use proprietary research tools provided by our Wasserman strategy team to pinpoint audiences, gather data and identify the best way to influence those audiences. THEN we do the creative. I think other agencies tend to lead with creative, and underestimate the importance of the research process.

HOW IS THE INDUSTRY EVOLVING FOR THE BETTER?

When I first started working in experiential marketing over 20 years ago, it consisted mostly of 10x10 tents and handing out premiums. But now, brands are creating incredible events that are engaging and exciting – adding true value to the consumer experience. The bar is continually being raised, and it's so exciting to watch the creativity evolve in real time.



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The industry has also evolved in terms of DE&I and sustainability. We are minimizing use of plastic wraps and boxes, and consciously looking for ways to be greener in our efforts. We are also mindful about our messaging, intentional about inclusion and purposeful about representation. I am encouraged by the collective cause-driven direction of our industry.

WHAT NEW SKILLSETS OR ROLES IS YOUR COMPANY FOCUSING ON NOW, AND WHY?

Rather than focusing on a particular skillset, we are focused on hiring individuals who are going to be valuable, selfless, creative team members – people who will make a noticeable impact on our team and our clients. We try to hire people with varied backgrounds and diverse experience who can bring a unique perspective to the team dynamic.

WHAT IS THE KEY TO A GREAT CULTURE?

One key to maintaining our great culture is a thoughtful and comprehensive approach to recruiting. Our interview process is intensive and consists of four phases, aimed at identifying the very best candidates. We believe that we can teach the methods and process of experiential marketing to most people, but it's not as easy to teach them to be good teammates or to bring good energy to the workplace. Hiring good people is critical to the preservation of a strong culture.

GIVEN YOUR AGENCY'S SUCCESSES, WHAT APPROACH AND PHILOSOPHY DO YOU TAKE TO BUSINESS?

At Wasserman, we pride ourselves in transparent relationships and always tell our clients what they need to hear, not what they want to hear. This may be an unorthodox response, but we don't believe the old mantra that "the client is always right." We are thoughtfully honest, and we aren't just going to say "yes" unless we believe it's in the best interest of the client and their goals.

YOUR NO. 1 PIECE OF ADVICE FOR THOSE JOINING THE INDUSTRY?

Be ready to hustle!! The role of "event marketer" sounds glamorous – working with professional sports teams, global brands, celebrities and influencers sounds like a dream job! But the reality is that this job requires a ton of hard work. If you're willing to hustle hard, you really can build a fulfilling, fun and rewarding career in experiential marketing.