

eventmarketer

# AGENCY FORUM

SEPTEMBER 21, 2022

eventmarketeragencyforum.com

## AGENDA

8:00 am - 8:30 am

REGISTRATION AND BREAKFAST

8:30 am - 8:45 am

WELCOME REMARKS

8:45 am - 9:30 am

THE COMPANY STRUCTURE OF THE FUTURE: REORG YOUR ORG FOR GROWTH



**Bob Gower**  
Author  
Agile Business: A Leader's Guide to Harnessing Complexity

9:35 am - 10:10 am

EXCLUSIVE DATA: 2023 EVENT AGENCY BUSINESS OUTLOOK



**Mike Hughes**  
Head of Data & Insights  
Event Marketer



**Jessica Heasley**  
Group Editor & Publisher  
Event Marketer

10:15 am - 10:45 am

30-MINUTE COFFEE BREAK

10:45 am - 11:30 am

ONE-DEGREE SHIFTS: BUILDING TOMORROW'S GREATEST PLACES TO WORK



**Eric Termuende**  
Author  
Rethink Work: Finding & Keeping the Right Talent

11:35 am - 12:30 pm

EXECUTIVE AGENCY PANEL: THE FUTURE OF THE EVENT AGENCY  
*Moderated by Jessica Heasley, Group Editor & Publisher, Event Marketer*



**Chris Handy**  
CEO  
Engine Shop



**Donnalyn Smith**  
President, North America  
Momentum Worldwide



**Gabriela Neves**  
Founder  
Factory 360



**Matt Statman**  
Founder  
Motive



**Mia Choi**  
Co-Founder, CCO  
MAS



**Jessica Heasley**  
Group Editor & Publisher  
Event Marketer

12:30 pm - 1:30 pm

LUNCH AND FIRESIDE CHAT: THE CHANGING ROLE OF PROCUREMENT

*Moderated by Rachel Boucher, Head of Content, Event Marketer*



**Monica Stachowski**  
Marketing Procurement  
Business Partner Lead  
Nestlé



**Stefanie Goffredo**  
Category Manager for Events  
NA, Global Procurement  
Organization  
SAP



**Rachel Boucher**  
Head of Content  
Event Marketer

1:30 pm - 2:15 pm

EXECUTIVE CLIENT PANEL: THE NEW CLIENT+AGENCY DYNAMIC

*Moderated by Marrah Thomas, Senior Manager-Global Internal Events & Conferences, Delta Airlines*



**Christina Hull**  
Executive Director, Head  
of Experiential Marketing  
Verizon



**Dan Preiss**  
VP, Experiential Marketing  
Dell Technologies



**Marrah Thomas**  
Senior Manager-Global  
Internal Events &  
Conferences  
Delta Airlines



**Rachel Langley**  
VP, Meetings & Events  
Visa

2:20 pm - 3:00 pm

M&A IN THE EXPERIENTIAL SPACE: MAXIMIZING AND DRIVING VALUE

*Moderated by Kerry Smith, Founder, Event Marketer*



**Adam Gross**  
Managing Director  
JEGI CLARITY



**Darren Ross**  
CEO  
Riddle & Bloom



**Kerry Smith**  
Founder  
Event Marketer



**Nicole Gain Ginsberg**  
Director  
BrightTower



**Scott Peters**  
Co-Founder and Managing Partner  
Catalyst Growth Partners

3:00 pm - 3:30 pm

30-MINUTE COFFEE BREAK

3:30 pm - 4:15 pm

AGENCY EXECUTIVE PANEL: INNOVATION AND CLIENT STRATEGY

*Moderated by Rachel Boucher, Head of Content, Event Marketer*



**Brent Turner**  
EVP, Strategy and Solutions  
Opus Agency



**Edward Scott**  
President, US  
Jack Morton



**Elke Jones**  
CSO  
GMR Marketing



**Kamau Akabueze**  
Chief Creative Officer  
Civic Entertainment Group



**Robin Lickliter**  
Chief Experience Officer  
Sparks



**Rachel Boucher**  
Head of Content  
Event Marketer

4:20 pm - 5:00 pm

GROWTH FORECAST: WHY THE 'PURPOSE-PROFIT LOOP' WILL DRIVE INNOVATION—AND REVENUE



**Jeff Fromm**  
Author  
The Purpose Advantage: How to  
Unlock New Ways of Doing Business

5:00 pm - 6:30 pm

2022 IT LIST ANNOUNCEMENT AND CELEBRATION