



ZEV NOROTSKY
CEO & FOUNDER
ZEV@ENTER.WORKS
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Give us a quick version: How do you describe your company?

ENTER is a client centric new age marketing agency that deeply understands the role of culture and strategic partnerships when it comes to building out authentic consumer engagement.

What's different about your company in 2022 versus 2019? And as a leader, what's different about you?

When I think about the pre-pandemic landscape and our work it feels very random in the sense that events and activations were so plentiful and scattered in terms of size, scope and setting. Today we are definitely feeling a renewed sense of purpose with the agency and really laser focused on driving value for our partners. The backdrop for smaller events and activations has absolutely changed and this is forcing clients and agency alike to be a lot more accountable to the main objectives of a project. As a leader there has absolutely been some real evolution to adapt to this new paradigm and ensure that we can drive results for our partners while at the same time ensuring best in class work.

Given your agency's successes, what approach and philosophy do you take to business?

Our approach is simple in the sense that we have a few core tenets that drive a lot of our decision making. We are still quintessentially word of mouth and relationship driven to the outside world. There is no scenario in which you can start a project with ENTER without at least one degree of separation. Additionally, I am an

ardent believer in the notion that the projects we say "no" to are as important in defining the agency as the projects we say "yes" to. Every project is not ideal for every agency, and we have become astute at identifying the right partners and opportunities to ensure mutual success. Finally, there is an element of subject matter expertise and comparative advantage. With an industry defined by Murphy's Law you want someone who has been in the trenches and can act accordingly. Experiential rarely gets enough discussion about the multitude of challenges that face our industry and I truly believe that is something that drives a lot of our partnerships. We are solutions oriented and driven to guide partners through all the ups and downs that come with activating consumer facing events and promotions.

How are the current economic challenges impacting events, and how are you positioning event campaigns for success?

I love this question because it is something I have really had to hone in on over the last six months. As an industry we are facing an unprecedented juxtaposition of factors. On the one hand the demand for live experiences after years of pent-up demand has never been higher. Our public's desire for sporting events, concerts, movies, festivals etc. has never been more robust however on the other hand we are facing a variety of factors that stand in the way of production ranging from cost of goods and supply chain issues, larger staffing and vendor concerns and of course inflation. Taken as a whole this has driven up costs exponentially and there has been a large curve in terms of managing client expectations against this backdrop. As an agency we have been forced to find solutions to create even greater cost savings and efficiencies than normal and really stretch to deliver for our clients. We are poised to manage against this for our partners and am really dialing in how to be proactive in this environment.

Despite all the recent challenges, how is the event industry landscape changing for the better?

After years of industry wide talk about virtual events, Live streaming and the metaverse there is still one undeniable truth when it comes to consumer engagement and that is you have to be there to truly feel something. I have never been more bullish about live events and experiences and feel truly validated in our thesis against this post pandemic backdrop. People still want to gather, they still want to attend events and they still crave that emotional connection that comes only from a sensorial experience.

