



MATT MAYER  
EVP STRATEGIC MARKETING  
NCOMPASS INTERNATIONAL  
MATT@NCOMPASSONLINE.COM  
NCOMPASSONLINE.COM

**Give us a quick version: How do you describe your company?**

We're a full-service experiential marketing agency with deep expertise in creating and delivering award-winning programs for Fortune 500 Lifestyle, eSports and Gaming brands. We're founded on creativity, passion and respect. We're women-owned and headed into our 20th year of producing innovative work for innovative clients. And, we're pretty nice people, too.

**Describe your agency—what makes it unique and how are you different from the competition?**

One of our agency's key differentiators is our ability to quickly learn, adapt, create, produce and listen. The "listen" ability seems obvious but our clients comment on that all the time. The work we are doing today for clients is not what we were doing five years ago, two years ago, or in January. We're really good at understanding our clients' businesses, their products, their vendors, their audiences, and them as humans. We've seen a lot of transition with our clients in the last two years. They're either in new roles, with a new company, working under different circumstances with fewer resources or all the above. With NCompass we understand this is part of the new world. We provide our clients with the appropriate support, resources, knowledge, and experience (and, of course, humor) to ensure they are successful at their jobs and with their experiential initiatives. That combined with our ability to recognize the latest consumer trends, behaviors, habits and partners enables us to continually evolve and deliver the most impactful message for our clients.

**How are you describing the state of the event marketing industry for your clients through 2022 and into 2023? What are the biggest challenges up ahead? What are the biggest opportunities?**

Having survived the worst pandemic in 100 years (PLEASE UNIVERSE!) and roaring back to IRL activations, we still see the need for digital, social, and new technology extensions to become the primary way to activate post-lockdown. The return to live events has been amazing, but the nature of our world has changed,

and we've learned that we can reach new and different audiences through the integration and continuation of these capabilities.

The challenges we see moving into 2023 and beyond are similar challenges we've always held as pillars of how we drive our business: how do we authentically engage today's audiences in an exciting way that cuts through the noise and delivers lasting impact? How do we enhance a program to create a deeper and more meaningful relationship with our clients' consumers? Can we integrate new technology into a traditional request to deliver greater reach?

These challenges provide the opportunity to showcase our creative abilities, utilize technologies, create scalable solutions, explore Web2.5 and Web3.0 possibilities, push social and influencer extensions, drive digital reach beyond the IRL activation, and approach our client's business from an integrated marketing (not just experiential) perspective.

This is a very exciting time to be in our industry. Collectively we've been given the opportunity to really rethink from the ground up. We've been creating compelling activations with our clients for years and look forward to continuing to do so at the forefront of marketing.

**What do your long-time clients say about you? Why do they come back year after year?**

The first thing our clients usually ask us is "new haircut..?" The second thing is how much they appreciate the spirit and passion we have for our work. NCompass prides itself on going the extra mile. Not only for client service but also in the work itself. We truly love creating ideas and executing them. We constantly strive to push ourselves, our partners and our clients to create the most compelling consumer engagements that exceed program goals. Sometimes this is a bit out of everyone's comfort zone but it's what makes our jobs and this industry so thrilling.

Ultimately clients come back because we're able to meet and hopefully exceed a program's ROI, and have a bit of fun along the way.