

FORCES OF NATURE

COMPELLING CONVERSATIONS WITH SOME OF THE EVENT INDUSTRY'S LEADING WOMEN

Our Women in Events coverage continues with Q&As featuring a crop of experiential marketing heavyweights handling the agency side of the business. They're the behind-the-scenes puppet masters managing production logistics, creative, staffing, partnerships—and budgets—to deliver seamless experiences that are relevant and resonant. And they're doing it all at a time when event marketers across the board are balancing high expectations with limited budgets.

The following perspectives serve as an insightful glimpse at the challenges and opportunities that come with being a woman in the events biz, plus details on some of the participants' most impactful campaigns.

Conversations include:

- 46** Interactive Entertainment Group, Patricia Dukofsky
- 47** Proscenium, Keirsten Hammett
- 48** Rose Gold Collective, Sarah Sebastian
- 49** Switch, Tracey Koehler

WOMEN IN EVENTS

EVENT INNOVATORS



FEATURED LEADER

PATRICIA DUKOFSKY
 VICE PRESIDENT
 INTERACTIVEPARTY.COM
 INFO@INTERACTIVEPARTY.COM
 800.760.0724



INTERACTIVE
 ENTERTAINMENT GROUP

TELL US ABOUT THE HISTORY OF YOUR COMPANY?

With over 30 years in business, my company looks a lot different than it did in 1988. My cofounder and I started with one product, a makeshift office space, and no employees, but slowly grew our inventory and staff beyond anything we had ever anticipated. External challenges like the stock market crash and the pandemic have shaken us to the core, but have ultimately redirected and shaped us into one of the leading companies in the events industry today. Over the years, our team has been recognized with a variety of awards including Inc. Magazine's List of Fastest Growing Companies, BizBash's Industry Innovators, IAAPA's Best New Product, and BizBash's 500 Most Influential Event Professionals.

WHAT DO YOU DO AND WHAT DO YOU OFFER?

While our product offerings have evolved with the times, we have always specialized in providing cutting-edge interactive experiences for events. From unique games like our Giant Human Claw Machine to sports simulators like our Ultimate Sports Arena, to virtual reality simulators like our VR 360, our extensive inventory of customizable products and experiences drive engagement at brand activations, trade shows, hospitality suites, festivals, employee appreciation events and more. Everything from a product's gaming graphics to its leaderboard to its external façade is brandable, allowing our clients to tailor our products to their event goals.

WHAT ARE YOUR POINTS OF DIFFERENCE?

Our biggest point of difference is our ever-changing inventory of over 500 products. To stay ahead of the curve and maintain our status as an industry leader, we are constantly on the lookout for


new technology we can implement into our offerings. On top of having highly desired turnkey products, the value we provide for our clients is unmatched. Rather than seeing us as an event vendor simply providing a service, our clients look to us as a concierge for achieving their event goals. Whether a client is looking to gain exposure, boost attendee engagement, generate leads, or show employee appreciation, we hold our clients' hand through every step of the planning and execution process. This includes brainstorming sessions, branding and customization, last minute changes, load-ins, onsite event staff, breakdowns and even post-event feedback. With hubs and staff across the country, we execute events nationwide, offering our clients a quick turnaround and exceptional service.

WHO ARE SOME OF YOUR CLIENTS?

We execute events for Fortune 500 companies as well as the country's leading creative agencies and DMCs. Select clients include: Amazon, Nike, Google, Instagram, Pepsi, Wendy's, Unilever, Salesforce, Bank of America, PwC, Freeman and ACCESS DMC.


ANY CHANGES, UPDATES OR NEWS TO SHARE?

We rebranded in 2021, launched our NEXTNOW Newsletter in 2022, and will be unveiling our new website in early 2023, making it easier than ever for our clients to achieve their event goals. The website will be updated regularly with cutting-edge products, industry news, testimonials, event blogs and more. In addition to our new website, we will also be rolling out Interactive Insider, a loyalty program with exclusive perks for our most valued clients. We are excited for what's to come!



WOMEN IN EVENTS

EVENT INNOVATORS




FEATURED LEADER

KEIRSTEN HAMMETT
 PARTNER, HEAD OF PRODUCTION
 PROSCENIUM.COM
 LETSCHAT@PROSCENIUM.COM
 971.791.5700

WHAT WERE SOME OF THE HIGHLIGHTS AT PROSCENIUM IN 2022?

It's been so refreshing to see our clients and attendees eager to be back together in person! It's taken some time to get back into the swing of being on the road so much, but it's been very rewarding. We've been doing a ton of ongoing work with T-Mobile all over the country with multiple teams constantly activating programs for them! We've also continued to grow our relationship with TelevisaUnivision. Their campaigns are so much fun; working on their Upfront and their LTC event has been a highlight for our team this year. We've also started working with SAP, and just wrapped up a large program for them in Dallas. The UPS Store did their first live event for Store Owners since 2018! Our creative team pushed for a new structure for the general sessions where execs were interviewed late-night talk show style, rather than giving traditional presentations. It was a successful and impactful way for the audience to get to know the executives. We also worked on multiple Charles Schwab live events. We started working with them last year after the TD Ameritrade acquisition, but everything has been virtual up til this year. Overall, it has been very rewarding to meet and work with so many new clients and partners.

WHAT ARE YOU MOST LOOKING FORWARD TO IN 2023?

We're always looking forward to continuing work with existing clients, and building relationships with new brands. I'm also personally looking forward to working with the new team members we brought on board in 2022. We added new people to the team in every department—a few are newer faces to the industry, and some are industry veterans. Watching our team expand with new voices, ideas, and perspectives is an important part of what makes Proscenium so special—passionate, eager, brilliant team members who always look for ways to grow, improve, and innovate in our industry.



SOMETHING YOU'D TELL YOUR 18-YEAR-OLD SELF?

Your career journey isn't going to be linear, and that's okay! There's so much growth, beauty, and opportunity in having unexpected and unplanned steps along the way. It forces you to consider things you might not have, and allows you to meet people who end up becoming some of the best teachers, mentors, and friends you'll ever have.

EARLY RISER OR NIGHT OWL?

Early-riser during the week—night owl on the weekends! I treasure my time in the early mornings when things are quiet, calls haven't started, and my mind is fresh. I tend to get my best work done in those early hours.

BOOK RECOMMENDATION?

Maybe You Should Talk to Someone by Lori Gottlieb—it's a few years old, but I was reminded how brilliant it is when I recommended it to someone this year and re-read it. Also, *Finding Me* by Viola Davis. I could not put it down.

SOME OTHER THINGS TO LOOK OUT FOR FROM PROSCENIUM?

Look out for our podcast—the ProCast. We're in our second season! Our Senior Creative Director, Jeremy Dobrish, is the host and speaks to industry experts sharing bite-size pieces of advice and insight on a variety of topics related to producing live events. The team has done such a great job producing relevant, interesting, and entertaining content.

WOMEN IN EVENTS

EVENT INNOVATORS



FEATURED LEADER

SARAH SEBASTIAN
 CREATIVE DIRECTOR/OWNER
 ROSEGOLDCOLLECTIVE.COM
 SARAH@ROSEGOLDCOLLECTIVE.COM

ROSE GOLD
Collective

THE HISTORY OF YOUR AGENCY. HOW DO YOU DESCRIBE YOUR COMPANY? POINTS OF DIFFERENCE. WHAT YOU DO, WHAT YOU OFFER?

Rose Gold Collective will be celebrating its eighth year in 2023. RGC started from a passion to offer top level creative event solutions for corporate and brand activations. One of our many points of difference is our diverse background of our all-female team. We also come from the brand side. We know experiential, know corporate event planning so we are truly an extension of our clients' teams. We also believe that all events, of all kinds should be experiential, whether it is a pop-up shop or a trade show booth.

One thing that became very evident during the pandemic is that our clients don't come to us to produce a baked plan. Our clients come to us because we understand quickly their goals and can brainstorm alongside their teams to get to a safe and thoughtful way to execute.

WHAT ARE SOME TOP ITEMS POTENTIAL CLIENTS NEED TO KNOW ABOUT YOU?

We work regularly with household brands as well as newly launched brands such as: Diageo, Chateau Ste. Michelle, Kiehls, JAJA Tequila, 818 Tequila, Laneige to name a few. We also work with some leading brands and companies in the crypto space which has been exciting.

WHAT CAREER ADVICE HAVE YOU RECEIVED? WHAT ADVICE WOULD YOU OFFER?

Your work will always speak for itself. And never forget punctuality, creativity and professionalism doesn't cost anything. Don't be afraid to be bold, it's the bold ideas that others can stem from.

WHAT WERE SOME OF YOUR MAJOR RECENT CHANGES OR UPDATES/COMPANY NEWS? TRENDS THIS PAST YEAR? TRENDS FOR NEXT YEAR?

In the past couple years we have seen a true need for not only designing an event on behalf of a brand but ensuring we design an event to be its own brand. Events have their own logo, identity and identified social footprint through impactful photo moments that create longevity and brand advocacy through the event production. This is not a trend anymore but is mandatory to think about when producing any style of event if it's a corporate dinner or a pop-up shop.

We have also invested in our own content more than ever coming out of COVID. Rose Gold Collective as a brand also understands that our brand identity of our work and style is just as important as our clients' so we are also at the table when we talk about social media presence and ensuring our details are photographable.

WHERE CAN WE FIND SOME OF YOUR EVENTS?

We are often at many of the top cultural events regularly with multiple clients producing their footprints such as: Aspen Food and Wine, South Beach Food and Wine and Austin Food and Wine to name a few. In addition, we are normally producing events alongside SXSW, NYFashion, ACL and Lollapalooza.

WOMEN IN EVENTS

EVENT INNOVATORS



FEATURED LEADER

TRACEY KOEHLER
 DIRECTOR, BUSINESS DEVELOPMENT
 SWITCH.US
 TRACEYK@SWITCH.US

switch
 creative agency + production house

HOW WOULD YOU DESCRIBE YOUR COMPANY AND WHY DID YOU CHOOSE TO WORK THERE?

Switch is an award-winning creative agency and production house that has been focused on helping clients solve marketing and business challenges for over 40+ years. Our HQ, located in St. Louis, is a 100k sq ft facility that includes Creative, Fabrication and Print Shops, Staging, Event Technology, Video + Production Studios and a Digital Lab. Although we specialize in experiential, digital marketing and production, we have solutions and the capabilities to work with all industries and styles of brands from conception to completion.

I wanted to work for an agency that is creative, innovative and doesn't settle with what's already been done. After meeting with the team to discuss the overall vision and company mission, I knew Switch was a perfect fit.

WHAT IS YOUR APPROACH WHEN WORKING WITH NEW CLIENTS?

We understand that people naturally want to form a connection with brands, companies, and most importantly, with each other and we facilitate those connections by leveraging our knowledge and experience in a wide variety of industries. Whether B2B, B2C, CPG, health and lifestyle, healthcare, non-profits and more, we have been at the center of helping companies effectively reach their target audience across the globe. We collaborate and partner with our clients to understand their challenges and goals, and then identify the right solutions to achieve them.

WHAT WERE SOME OF YOUR 2022 SUCCESSES?

Switch has brought in several new hires, including a new CEO, CFO and Senior Vice President of Sales and Marketing. They have a bold vision for our future that will help lead the company forward. This year, our teams have been nominated and won over 50 awards including Tellys, Addys, Emmys and Educational Advertising Awards.

WHAT INDUSTRY TRENDS HAVE YOU SEEN THIS PAST YEAR? WHAT ABOUT TRENDS FOR NEXT YEAR?

Over the past year and looking forward at this upcoming year, we have been seeing an uptick in brands refreshing their presence in the market while re-focusing efforts on field marketing activations and trade show attendance. We believe next year's trends will have the newer brands focused on spanning their reach/distribution, established brands will start integrating influencer marketing with in-person consumer interactions and that social media will become a customer service tool. We believe live events and productions are bigger and better than ever and virtual and hybrid events will now be mainstays in the events production industry.

WHAT WAS YOUR FAVORITE CAMPAIGN THIS YEAR AND WHY?

We recently completed a 1,400 square feet exhibit space for Stuffed Puffs which featured a 14 feet tall marshmallow mascot. We designed a space that celebrated each of the Big Bite flavors with 4 unique customer journeys, culminating in a showstopper Stuffed Puffs Brand experience. Given my experience selling trade show booths over the years, this was a personal favorite. Additionally, we have also worked with Anheuser-Busch, REIGN Total Body Fuel, Triumph Motorcycles, Junior Achievement, and many others.

WHAT IS YOUR FAVORITE QUOTE AS IT RELATES TO BUSINESS?

As Simon Sinek has said: "People don't buy what you do; they buy why you do it and what you do simply proves what you believe."