



WOMEN IN EVENTS

EVENT INNOVATORS




FEATURED LEADER

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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.