

WOMEN IN EVENTS

EVENT INNOVATORS



FEATURED LEADER

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 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."