



Emerging Professional

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WHAT ARE YOU MOST EXCITED AND PASSIONATE ABOUT WORKING IN THE EVENTS INDUSTRY?

I love live events! The months of planning leading to a show with spectacle is so rewarding. Seeing attendees enjoy what you created, and recognizing that your work led to everything you see around you is fantastic. Feeling more confident in your coordination skills with each successive event is also a great feeling.

AS BUSINESS OF EVENTS PROGRESS, WHAT IS ONE EXCITING THING YOU ARE SEEING (WOULD LIKE TO SEE) IN THE EVENTS INDUSTRY?

I like seeing more organizations willing to embrace change and try experimenting with established norms. The pandemic took agility and adaptability to the breaking point, and left a lot of organizations in more of a place to experiment with new ideas. Event molds had to be broken, and I'm excited to see how the formulas continue to be changed in the years "post-covid".

IF YOU COULD ONLY ASK ONE QUESTION TO A LEADER THAT YOU ADMIRE, WHAT QUESTION WOULD THAT BE AND WHY?

Discarding my initial instinct to fish for juicy gossip, there's one useful question I could ask any leader. I want to know what was the most helpful advice they'd received over the course of their career. It takes a certain amount of luck to rise to the top anywhere, but influences from mentors throughout your career can take you far.

WHAT DO YOU THINK IS THE GREATEST BENEFIT OF PCMA MEMBERSHIP?

The network. With so many offices being entirely virtual, it's harder than ever to connect with a group of event professionals. If I wasn't a PCMA member, I would be in an information silo. Forum chatter keeps me up to date on relevant news and shows me new professional development opportunities.

IF YOU COULD BE A SUPERHERO, WHO WOULD YOU BE?

I would be Spider-Man, or even better, Spider-Woman. I like how Spider-Man can be a hero but also still have a regular life at the same time. I admire how Spider-Man can fight crime and also balance school work and the life of being a teenager. It would also be cool to climb on walls and swing through cities with my webs, which would get me places a lot quicker and not go through annoying traffic.

WHAT DO YOU LIKE MOST ABOUT YOUR JOB?

The people! I can plan a decent event in any job environment, but my team provides invaluable mentorship that promotes my performance to the next level. Going to work with a team you enjoy provides more cheer and employee retention than any company-sponsored morale-booster.

WHERE DO YOU SEE YOURSELF IN 5 YEARS?

I imagine I'll still be a DC-based events professional, CMP certified. Ideally, I want to be in a role with more salience, better equipped to give recommendations and implement new ideas. In five years I will be a more confident and competent event professional—at least, I'll be way better at faking it. I don't know if I'll remain with associations in five years, but the breadth of opportunities available makes me excited to one day explore what's out there. Maybe I fall in love with corporate events, or festival planning. I can do anything, and it's great.

Are you looking for a way to give back and share your expertise with students or individuals new to the industry? Or are you looking to connect with an experienced professional for guidance or insight on your career?

Visit the Generation: Meet website for more details on the PCMA Trust Partners Mentorship Program or complete the mentor or protégé self-assessment form now to get started.