

Think of a  
stakeholder



who almost  
derailed  
everything.

We've all been there.  
Think of a what happened, could it have been avoided?



deep expertise in event strategy, marketing,  
design, logistics, and production.

**21**

Years: Longest Client  
Relationship (8.5-  
year average)

**100K+**

Event Attendees  
Annually

**40**

Years Producing  
Events



Your  
stakeholders  
are more than  
a list of names...



# Stakeholder

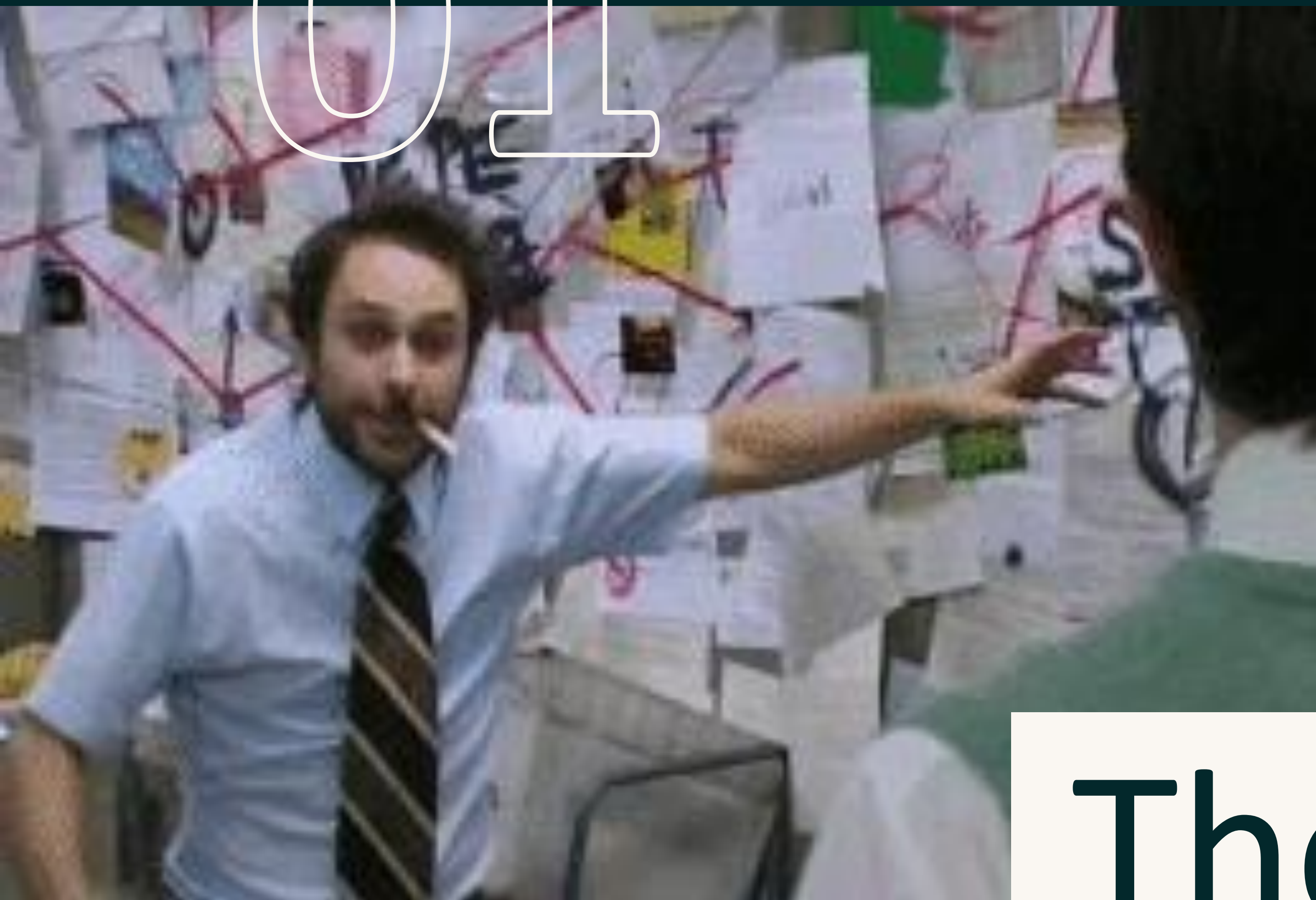
Drivers

Influencers

Executors

## Main Roles

01



Map

Them

# Identify their currency



Every stakeholder cares about something different

Align

Them

02



# Collaborate



# Listen

Workshops

Roadmaps

Working Sessions

Briefs

Run of Show



# Know who has it

Name the decision-maker for  
each focus area



Context



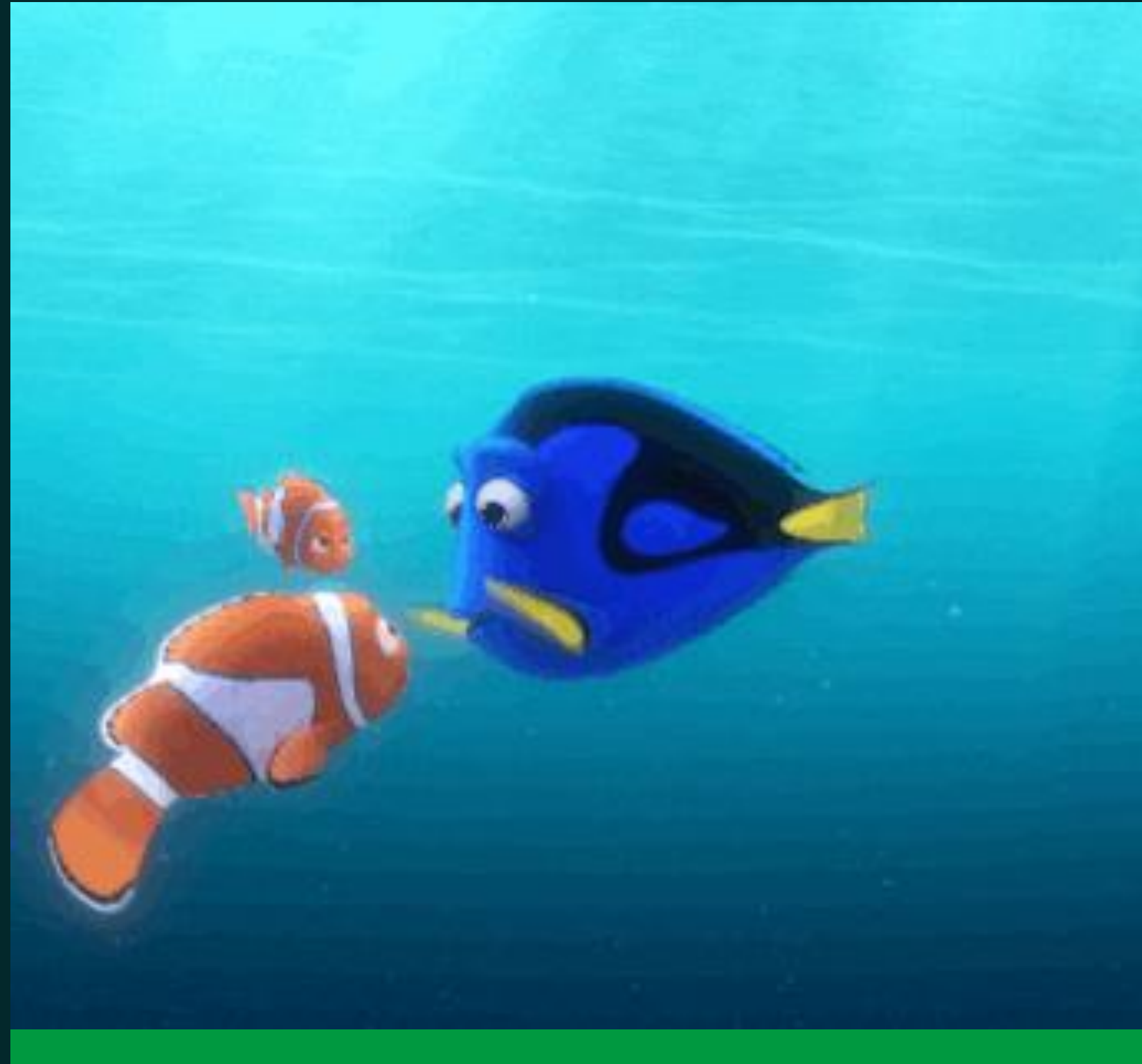
matters.

Don't just communicate...



translate.

Just keep  
aligning



Things don't always go  
as we planned, realign  
as needed.

03

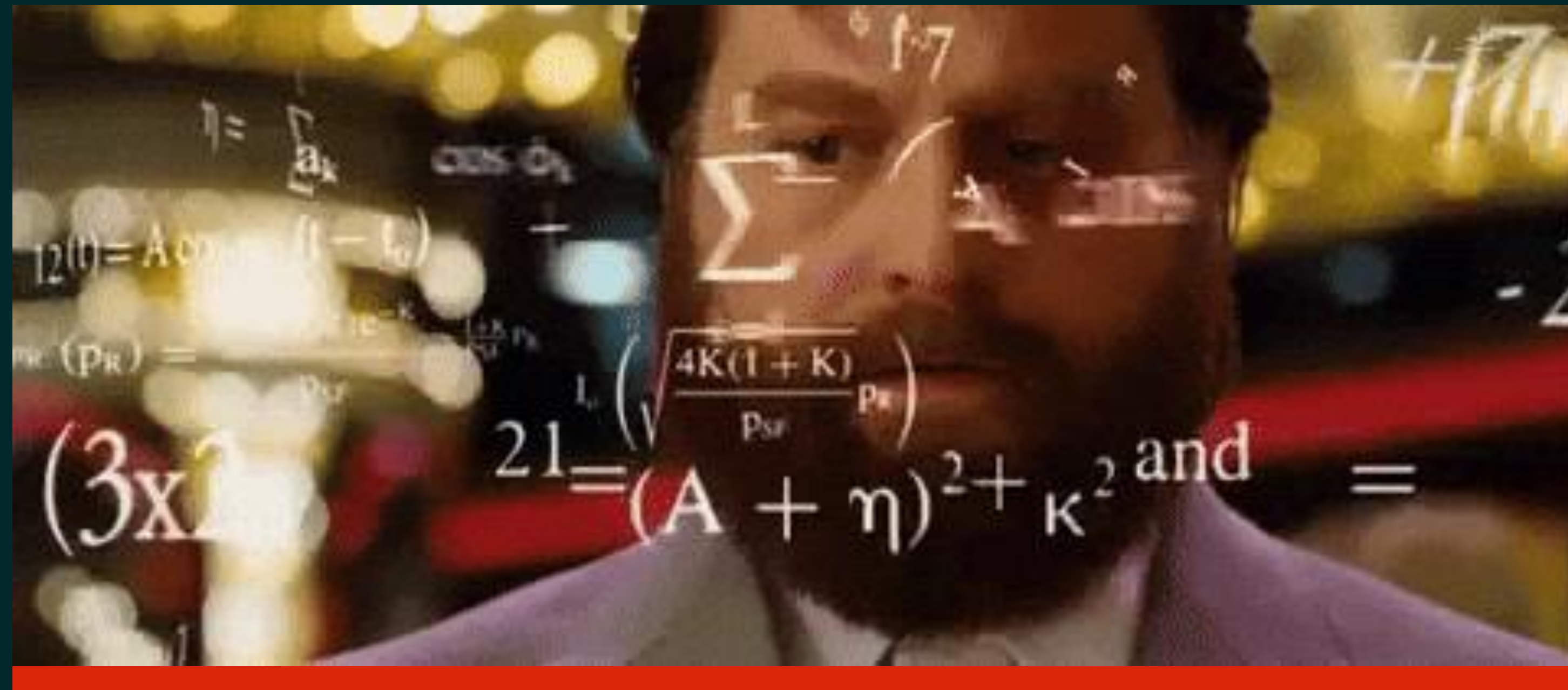
Activate



# Build a comms rhythm

Each stakeholder might need something different

# Read the room



Address issues before they get too big and come with solutions.



# Celebrate momentum together.

Seen people stay engaged.



## Drivers

Set vision, make final calls

Workshops | working sessions | run of shows

Keep them informed at milestones.

Bring problems with proposed solutions, never just problems.

## Influencers

Shape direction without final say

Workshops | working sessions | run of shows

Partner early and often.

Ignored influencers become blockers.  
Included influencers become advocates.

## Executors

Do the thing, bring it to life

Briefs | production schedules | showbooks | logistics plans | staffing plans

Give clarity, not ambiguity.

They need decisions, deadlines, and direct access to you when things shift



Bringing it **all together**



Thank  
You

