

**CEMA
SUMMIT** 2023

ELEVATE YOUR

Strategy

**Session Track
brought to you by Visit Austin**

Scott Genovesi & May Kay Hackley



**CEMA
SUMMIT** 2023

**ELEVATE
YOUR**

Strategy

Getting the Green Light: Secrets to Executive Buy-In on Your Event Strategy

Tavar James, Riskified
Bethany Murphy, 6sense

Devin Cleary, Vimeo
Sarah Shaheen, Amplitude



Tavar James
*Global Head of
Field Marketing & Events*
Riskified



Sarah Shaheen
*Director of Corporate &
Strategic Events*
Amplitude



Devin Cleary
Head of Global Events
Vimeo



Bethany Murphy
Senior Director, Events
6sense



Thank you!

**CEMA
SUMMIT** 2023

**ELEVATE
YOUR**

Strategy