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# MASTERING THE MESSY MIDDLE



MASTERING THE MESSY MIDDLE

NAVIGATING  
**SUCCESS**

IN THE EVENT MARKETING LANDSCAPE

CEMA SUMMIT 2023



# HELLO



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# OVERVIEW

**What is the  
Messy Middle?**

**Career  
Progression**

**Navigating  
Current Messy  
Middles**

**Situational  
Messy Middles**

# ABOUT THE MESSY MIDDLE

ENDURE

OPTIMIZE

FINISH



# CAREER PROGRESSION

A large audience of students is seated in a lecture hall, facing forward. The students are dressed in various casual attire, including t-shirts and polo shirts. The hall is filled with rows of blue chairs. A prominent blue grid pattern, resembling a globe or a network, is overlaid on the left side of the image, extending across the top and right. The text 'CAREER PROGRESSION' is written in large, white, bold, sans-serif capital letters on the left side of the image.

The background features a dark blue color with intricate, light blue wavy lines that create a sense of movement and depth. These lines are layered, with some forming a fine grid pattern that recedes into the distance, while others are more prominent and fluid. The overall effect is a modern, digital aesthetic.

**What are examples of messy middles you're currently finding yourselves in?**



A group of people are working in a modern office environment. They are seated at a long table with several laptops open. The scene is overlaid with a blue grid pattern that creates a sense of connectivity and data flow. The text 'SITUATIONAL MESSY MIDDLE' is prominently displayed in white, bold, uppercase letters on the left side of the image.

# SITUATIONAL MESSY MIDDLE



# Q+A

What questions do you have about navigating the **Messy Middle**?

# TAKEAWAYS

**REFLECT**  
think about your  
**WHY?**

**REVIEW,**  
understand, and  
learn from your past  
successes and  
failures.

**REALIZE**  
often it's a  
paradigm shift in  
your thinking or  
perspective.

**AVOID**  
“analysis paralysis”  
at the end of the  
day put a plan  
together and  
take action!

# CONTACT INFO



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**Thank you!**

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