CEMA **SUMMIT** §



**CHOOSE CHICAGO** 

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Cahal Mowery & Frank Alba



# MASTERING THE MESSY MIDDLE

### MASTERING THE MESSY MIDDLE

# NAVIGATING SUCCESS

IN THE EVENT MARKETING LANDSCAPE

**CEMA SUMMIT 2023** 

## HELLO



**ERICA SPOOR** 

Senior Vice President Strategy Freeman

**MODERATOR** 



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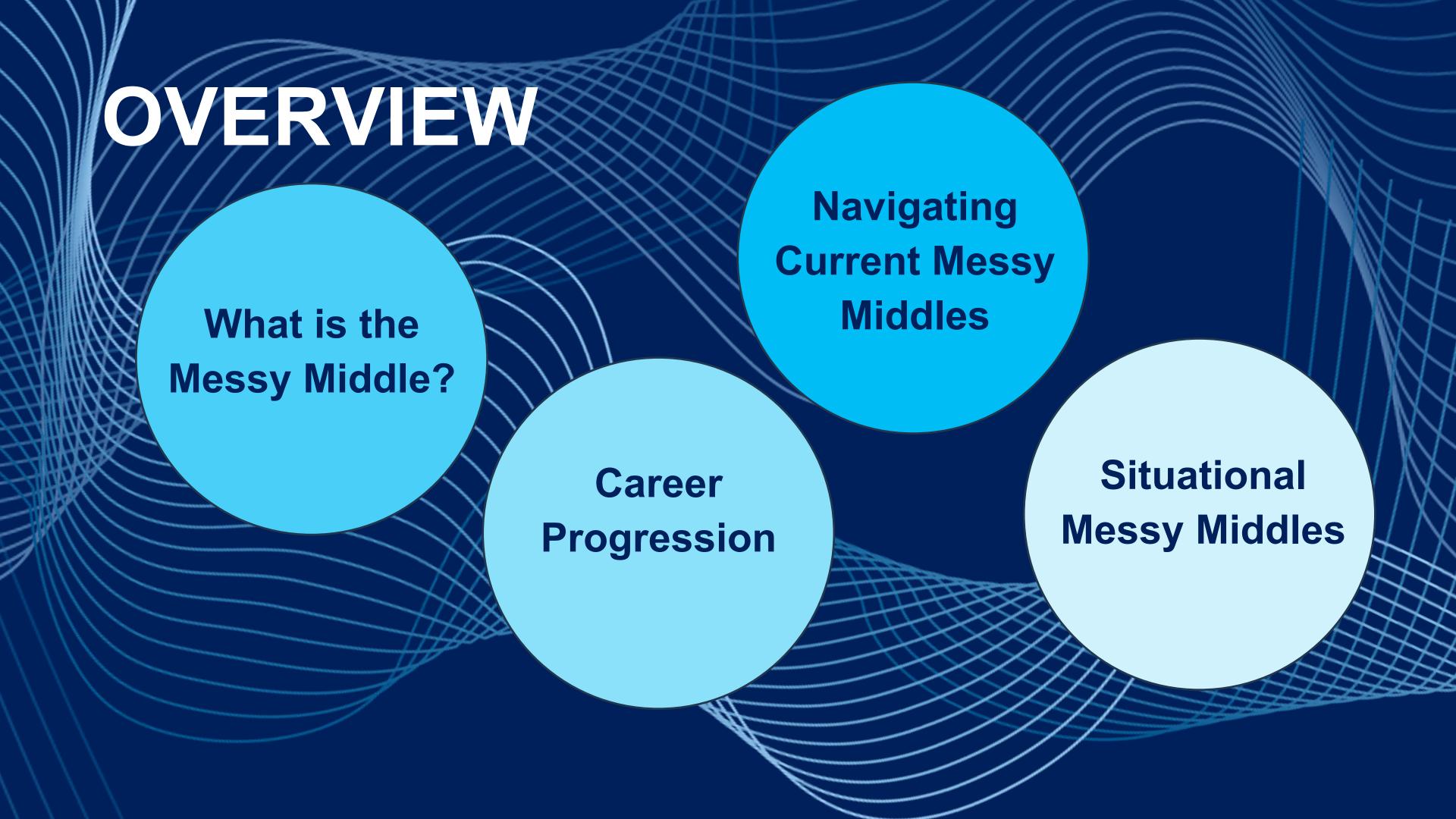
**BRIDGETTE BIRDIE** 

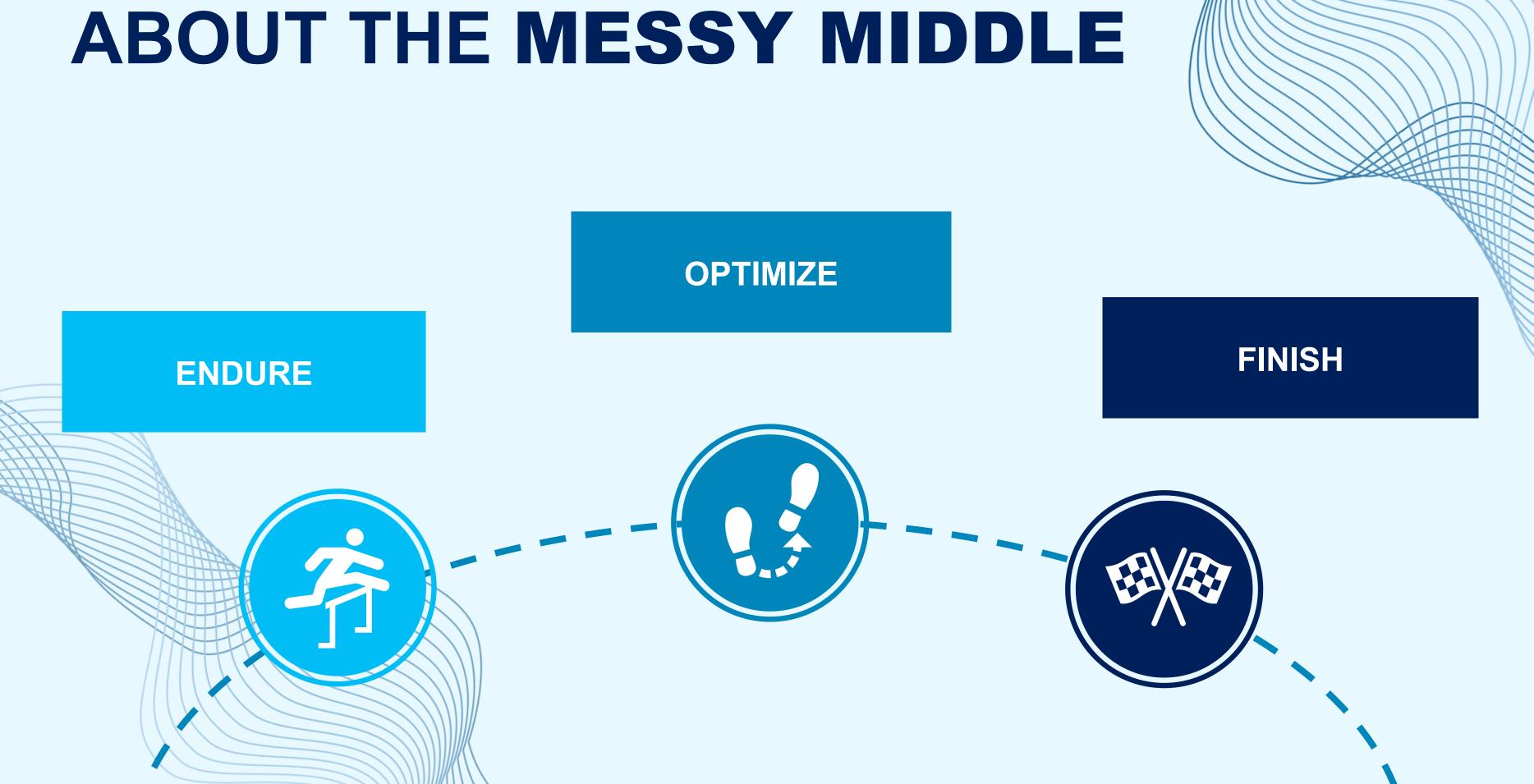
Senior Director Global Events Moody's RMS



**KATE AZEVEDO** 

Senior Manager Global Events DocuSign







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





### TAKEAWAYS

REFLECT think about your WHY? REALIZE
often it's a
paradigm shift in
your thinking or
perspective.

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

"analysis paralysis" at the end of the day put a plan together and take action!

## CONTACTINFO



**ERICA SPOOR** 





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**BRIDGETTE BIRDIE** 





**KATE AZEVEDO** 



# Thank you!

