

BIZBASH

EVENT PLANNING NEWS, IDEAS & RESOURCES

EVENT INNOVATORS 2014

Event Innovators 2014: Most Innovative People in Events and Meetings

Here are the marketers, planners, app makers, designers, producers, and other professionals who are forging new paths for the industry.



Creative Leaders

Camilla Andersson, NeueHouse

Heidi & Julian Bailey, Iceculture

David Campbell, Boxman Studios

Ryan Hutmacher, the Centered Chef

Tony Loschiavo, L-Eat Catering

Debi Lilly, A Perfect Event

Etienne Russo, Villa Eugenie

Vello Virkhaus, V Squared Labs

The culture of innovation in the event and meeting industry has never been stronger. It's not just guests and attendees who have high expectations for what happens during a face-to-face gathering—let alone the kind of impact that's made afterwards. This year we found the marketers, planners, app makers,

designers, producers, and other professionals in the community striving to come up with more compelling experiences. They're listening to their clients, exhibitors, guests, and colleagues, thinking about how to address needs, and finding opportunities to create authentic engagement and value.

And while they all have stories that make them unique—a background in counterterrorism, an idea inspired by a stolen coat, a business started for health reasons—they share some of the same characteristics. So for this issue we opted to group our innovators by the qualities that we think define them best.

There are the trailblazers, who truly own their niche and have others looking to follow in their footsteps; the strategists, who are rethinking how to grow, replicate, and improve conferences, conventions, and even festivals; the newsmakers, who make headlines outside the industry; the creative leaders, who are finding eye-catching ways to influence and inspire audiences; and the tech pioneers, who are pushing for better ways to blend digital with physical. Of course, they are not solely defined by these five categories—indeed there are many that belong in multiple—but they are all forging new paths for the industry.

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