

# Elevating Event Professionals as Strategic Business Leaders

Preferred Length:	45-90 min + 15 min Q&A
Session Code:	1091
Presenters:	Anthony Vade, CED
AV/Technology Needs:	Video Screen with laptop audio (1/8 inch TRS & HDMI) 2x Handheld Microphone 1 Flip Charts per table 3 Flip Charts on Stage or Large Whiteboard
Room Set:	Flexible - Aim for interactive session, not passive theatre experience

## OBJECTIVE:

Develop essential communication, data, and business strategy skills to strengthen event professionals' influence and engagement within their organizations.

## THIS SESSION MIGHT INTEREST:

Event professionals looking to increase leadership influence and align events with corporate priorities.

## LEARNER OUTCOMES:

### 45 Min Session

- Rise above event logistics to align with strategic business communications
- Develop data-driven storytelling techniques for senior leaders
- Explain and validate event value in a business context

### 90 Minute session

- Participants will craft and deliver a business-driven event pitch to a hypothetical executive stakeholders

## 50-WORD SUMMARY:

This dynamic session empowers event professionals to embrace their role as strategic partners, defining OKRs and KPIs and their important role in organizations; exploring how these are critical in communicating the event's role in organizational change. We prioritize engagement, enabling attendees to practice data-driven storytelling so they can confidently deliver impactful event pitches.

## FULL DESCRIPTION:

This dynamic session kicks starts the journey of event professionals into invaluable strategic partners. Through interactive, hands-on activities, participants will gain critical communication, data analysis, and business strategy skills to significantly enhance their influence.

The session begins with "**Understand Core Strategic Metrics**," an engaging Mind Writing Exercise where attendees actively define and differentiate Objectives and Key Results (OKRs) and Key Performance Indicators (KPIs). The exercise will apply these concepts to attendees real-world event scenarios, identifying relevant KPIs and drafting achievable OKRs. Small group discussions will help to foster immediate application.

Next, "**Grasp Systems Thinking Basics**" introduces organizational interconnectedness. A facilitated, interactive mapping activity will help participants visually chart event lifecycle elements, illustrating how individual engagements impact the broader system. Explores when and how to engage across departments.

"**Meeting and Events within Business Systems**" delves into events' pivotal role in driving positive organizational change. Interactive case studies will challenge teams to brainstorm how strategically designed events can address business challenges and achieve corporate objectives. A "mountain climber" mini-challenge will encourage quick, strategic event concepts over a timeline.

Throughout, participant engagement is prioritized through questions, shared experiences, and collaborative problem-solving. By the conclusion, attendees will have actively honed the skills necessary to transition from event logistics to strategic business communications, master data-driven storytelling, leverage analytics and technology for performance tracking, and confidently deliver impactful, business-driven event pitches to senior leadership.

### ***Extended 90 minute Session***

The 90 minute session culminates with "**Communicating across Hierarchy**," a practical experience focused on effective communication strategies. Participants will practice crafting and delivering compelling, data-backed event pitches to executive stakeholders, with an emphasis on engaging leaders who have limited time to invest. The session will highlight tailoring messages and demonstrating business value, with immediate, constructive feedback provided. Interactive scenarios will challenge participants to adapt their communication style to different hierarchical levels, moving flexibly between big-picture concepts and fine details..



**Anthony VADE** BA, altMBA, CED+

Co-Founder: Strategy Table

Social: [@AVconnecting](#)

Linkedin: <https://www.linkedin.com/in/anthonyvade/>

Email: [anthony@strategytable.co](mailto:anthony@strategytable.co)

### SHORT FORM BIO:

Anthony Vade is an innovative and engaging facilitator globally renowned for catalysing improvement and innovation through experience design. He has impacted hundreds of teams, traversing four continents, from small start-ups to Fortune 50 organisations. He empowers corporations, associations, and non-profits to flourish by engaging customers and crafting immersive experiences that captivate audiences and drive positive change. Anthony is an inspiring instigator working to drive transformation and a passionate advocate for applying a structured and strategic approach to purposeful innovation. In his role as co-founder at Strategy Table he makes change and disruption accessible to teams, while empowering, enabling and encouraging collaboration in the most positive direction.

### EXTENDED BIO:

Born and raised in Australia, Anthony now calls Toronto, Canada home. For over 25 years, he has helped businesses create meaningful and memorable connections with employees and customers. He has worked with Fortune 50 corporations, including the world's largest technology, hospitality, and production companies. Designing and executing workshops, innovation projects and large-scale conferences and entertainment events.

Anthony loves to push the bar and bravely challenges the status quo. Actively reinventing and redefining strategic collaboration and co-creation for business innovation, experience design and customer engagement. His team-based approach embraces and encourages an elevated way of thinking. Grounded by human-centric design methodologies and a zealous focus on outcome-targeted idea generation.

Anthony's collaborative approach has earned him global acclaim for his contributions to award-winning programs and his involvement with industry associations on local, national, and international scales. Having served on multiple boards and advisory committees, he has spearheaded programs focused on digital transformation and value proposition development.

He is a contributing author to multiple business books focused on business innovation, customer engagement and experience design. Guiding co-authors through the process while inspiring them to explore their thinking and make ideas more accessible. He regularly contributes to media publications and is a sort-after thought leader and global keynote speaker.

Anthony consults customers and educates industry professionals on innovative design strategies. He empowers teams and leaders by equipping them with the tools and mindsets to craft impactful moments with intention and tangible return on experience.



**Tahira ENDEAN** MSc, CITP, CMP, CED

Co-Founder: Strategy Table

Linkedin: [Tahira Endean](#)

Email: [tahira@strategytable.co](mailto:tahira@strategytable.co)

### **SHORT FORM BIO:**

Tahira Endean, MSc, CITP, CMP, CED, is a luminary in the events industry, bringing over two decades of expertise to her role as Co-founder of strategy table. With a Master of Science in Creativity and Change Leadership from Buffalo State University, Tahira embodies the intersection of innovation and change management using events as the medium.

As the current Head of Program at IMEX, Tahira curates high-quality education programs that serve as the cornerstone of the industry's premier events in Frankfurt and Las Vegas. Her ability to synthesize global trends and deliver "aha" moments for event professionals is unparalleled, reflecting her deep understanding of the meeting, event, and incentive sectors.

### **EXTENDED BIO:**

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Tahira's career is a testament to her versatility and impact. From spearheading the #BCTECH Summit to revolutionizing mobile event experiences at QuickMobile, she has consistently pushed the boundaries of event technology and design. Her book, "Intentional Event Design, Our Professional Opportunity," has become a catalyst for industry-wide conversations on value creation and experiential innovation.

A passionate educator, Tahira shares her knowledge as an instructor at BCIT and through her co-hosting of two industry podcasts. Her expertise spans from intimate gatherings of 14 to large-scale events of 15,000, always focusing on creating environments that foster dialogue, creativity, and innovation.

In an era of digital disruption, Tahira Endean stands at the forefront, continually demonstrating how events can enhance loyalty, educate, inspire, and serve as the most effective tool for building and strengthening connections in our ever-evolving global landscape.