



Tahira ENDEAN BMSc, CITP, CMP, CED

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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.

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.

Recognized for her ability to "wrestle alligators" in complex event scenarios, Tahira's approach combines cutting-edge technology with a profound understanding of human nature. Her work has taken her across three continents, transforming spaces from ballrooms to glaciers into unforgettable event experiences.

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.