

# “Association Management: “Navigating event uncertainty in a volatile environment”

**Speaker: Beth Surmont**

***Social Offset***



Beth Surmont is obsessed with events. With on-the-ground experience spanning more than 20 years in corporate and non-profit events and trade shows; and as the current Vice President of Event Strategy & Design at 360 Live Media; Beth is an influential designer in shaping what the next era of events will be. She frequently speaks at ASAE, PCMA, MPI and other industry events. In 2023, Beth was a finalist for the Event Designer of the Year award from PCMA. She was also recently named to the inaugural class of CMP Fellows in 2022, and to the 2022 ASAE Fellows class. In 2021 she was listed as one of BizBash’s 500 Most

Influential People in Events. Beth is a founding board member of SocialOffset, a nonprofit that encourages local donations instead of destination boycotts. She currently lives in New Jersey with her wife and dog.

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If the past few years have taught us anything, it is that we can’t control what is going to happen, but we can control our response to it. Exponential changes in technology combined with political and social trends, economic factors and mixed with shifts in behaviors all make for a complicated and unstable environment. The playbooks we’ve used no longer work as well; and the expectations of our audiences, our partners, and our organizations are higher than ever. Those who are waiting for things to go back to how they were will be left behind. Successful associations will learn how to look at the world differently, measure risk in new ways, and create flexible systems, leaving them prepared to face whatever may come.

In this session, Beth Surmont, Vice President of Event Strategy & Design for 360 Live Media, will share perspective on new event trends and how you can best prepare your team to manage uncertainty and position your organization for success.

## **What You’ll Take Away**

- An understanding of the current landscape for events
- New tools that will help you future-proof your organization
- Walk away prepared to make smarter decisions for your events