

The Innovation Issue

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Boston

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Clockwise from
top left:
Mario Fogelman,
Michael Nedeau,
Barbara Lynch,
Marc Hall,
David Rich,
Bryan Rafanelli,
Dan Mathieu

The 68 Most Innovative People in Events

+ The 10 Leading Event Brands How Target, Red Bull, Coca-Cola & More Stay on Top

Catering Goes Artisanal / Rentals Go Green / Kid-Friendly Food / Holograms



PHILIP DUFOUR

Principal, Dufour & Co. Productions, Arlington, Virginia, 49 **Launch pad:** "From the time I was in high school, I seemed to be the one who coordinated events. That interest in events—and politics—brought me to Washington through campaign work." **Claim to fame:** In addition to owning his own catering company, over the years Dufour has worked on the Hill, for a Cabinet secretary, and in protocol at the State Department, which ultimately led to his role as social secretary for Al and Tipper Gore during the Clinton administration. Now his company produces and manages events for clients like Huffington Post, BBC America, and MSNBC's White House Correspondents' Association dinner after-party. **Big innovation:** "Making the re-opening of the Georgetown Safeway into one of the most talked-about events of 2010." **Hidden talents:** "I am a pretty good calligrapher and flower arranger. I have put together many a floral arrangement and hand-done many a place card in a last-minute crisis."

MICHELLE MAHONEY

Director of worklife, Leo Burnett Chicago **Claim to fame:** Managing seven to 10 events at a time throughout the year, Mahoney designs functions that always incorporate the creative agency's vision of corporate social responsibility. Events have ranged from an internal candlelit cocktail reception to celebrate Earth Hour to a Thailand-themed brunch in the office building's lobby—followed by a fund-raising ping-pong tournament upstairs. **Major life goal:** "To meet the 10 billionaires who reside in Chicago. I'd love to learn their philanthropy philosophy and work with them to change some of America's major problems. I have some tangible ideas that include amazing events."



CHRISTOPHER PEGG

Lighting department manager, Westbury National Show Systems, Toronto, 47 **Claim to fame:** Westbury offers the latest in lighting technology, as well as staging, video, and audiovisual production for some of Toronto's biggest events, including LG Fashion Week, Nuit Blanche, and the Power Ball. **Launch pad:** "My start in event lighting came with an invitation to light a fashion show by friends from concert touring connections. I realized it was possible to create high drama even with straight white light." **Big innovation:** "Bringing digital lighting into focus at my company and in this city." **Career highlight:** For the opening-night gala for TIFF Bell Lightbox, Westbury and Party Barbara Co. created an extensive lighting installation and multiple video projections that illuminated the corner of King and John streets.



MARLO FOGELMAN

Principal, Marlo Marketing/Communications, Boston, 39

Launch pad: A former attorney with a masters degree in international relations, Fogelman left law for PR, and in 2004 opened her own full-service PR and marketing agency. **Claim to fame:** Fogelman's social media-savvy firm has created strategic, integrated PR and marketing campaigns for clients such as Starbucks Coffee, Kimpton Hotels, and the James Beard Foundation. **Proudest achievement:** "Weathering the recent economic downturn while keeping our team [of 15] fully intact." **Big innovation:** "Recognizing the need and value of what would become mainstream social media when we launched our monthly newsletter, Marlo Monthly, in January of 2005. It was our way of connecting our clients directly with the end user in a fun-to-read, quirky voice. We then launched m.blog and m.social to continually position MM/C on top of trends, culture, events, and all things cutting-edge."



LARRY ABEL & RAYMOND MCCALLISTER

Partners, Abel McCallister Designs L.L.C., Los Angeles and New York

Launch pad: Abel (right) was decor chairman of his high school prom, moving on to campus events in college and later starting the business. McCallister "freelanced for a roommate's event company once and was hooked." **Claim to fame:** Producing experiential installations for big brands including L'Oréal, People, and Netflix.

Career highlight: Building an Oprah Winfrey Show set entirely out of Godiva chocolate with a seven-day lead time. **Style signature:** "Creative interpretation of bringing a brand to life in a unique way that engages the consumer without feeling like a trade show, or feeling forced," Abel says. "Simple but impactful statements," McCallister says. **Childhood dream job:** Abel: "This is it." McCallister: "I always wanted to be a superhero. They always had cool cars, awesome costumes, and don't forget the cape. And they always lived in the coolest environments."



TOM WEBSTER

Partner and creative director, Mother New York, 48

Claim to fame: Webster and his partners have run cutting-edge projects for the award-winning creative agency's experiential division. He has put big-name chefs in food trucks and orchestrated a public stunt in Times Square to promote video game Dance Central with 600 dancers, live performances by Lady Sovereign and Ne-Yo, and video on six LED screens. Mother also produced Virgin Mobile's activations during Lady Gaga's recent tours. **Style signature:** "Deep, strategic thinking." **Career highlight:** Illuminating the entire southern exterior of the Standard Hotel with a rainbow of LED lights for Target's "Kaleidoscopic Fashion Spectacular," a public fashion show involving a performance by 66 dancers to an original score. **Hidden talent:** "I'm pretty badass with a yo-yo."

