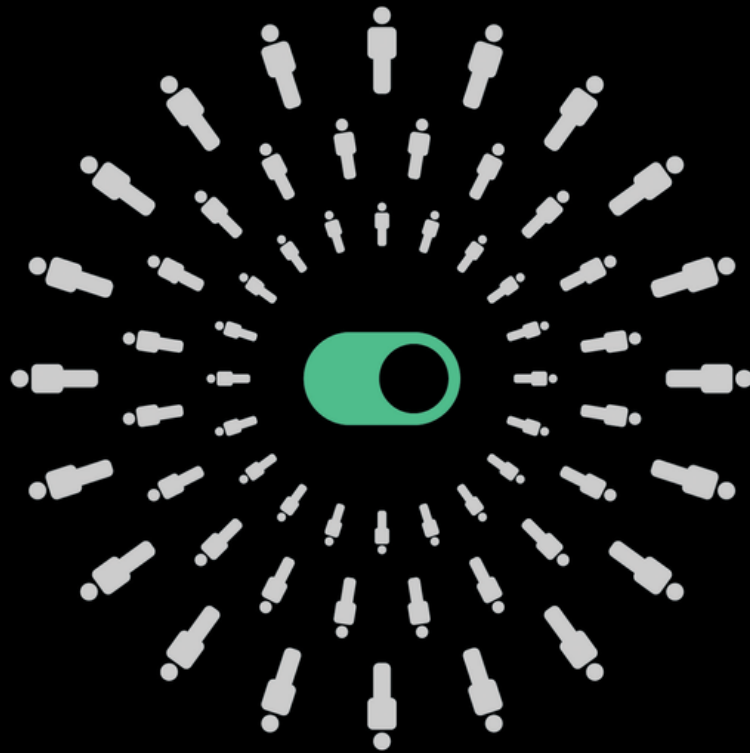


#REINVENTINGLIVEEVENTS

REINVENTING — LIVE —

The Always-On Future
of Events



Denzil Rankine
Marco Giberti



REINVENTINGLIVE.COM

ABOUT THE AUTHORS

BIO



Marco Giberti

Marco is a successful entrepreneur and investor with more than 25 years of intensive experience as Co-Founder and CEO in media, technology, and the events industry companies. In this capacity, he sits on Boards of Directors as well as on advisory boards and he assists co-founders and CEOs in consultative capacities to help drive business planning, growth, and strategy. Marco is Founder and CEO of Vesuvio Ventures, providing early stage entrepreneurs access to coaching, partnerships, advisory, and capital.

ABOUT THE AUTHORS

BIO



Denzil Rankine

Denzil Rankine is the Executive Chairman of AMR International, a strategy consulting firm which he founded in 1991. His experience spans 35 years of advising businesses and investors on strategic development and acquisition throughout the world. This work has taken him to 35 countries.

At AMR, Denzil has driven innovation through concepts including Organiser of the future and Exhibitions 2.0. He is a regular speaker at industry conferences and is also on select advisory boards in the events industry.



**ORDER A COPY NOW
IF YOU AND/OR YOUR TEAM ARE...**



TRADESHOW ORGANIZERS



**C-LEVEL MANAGEMENT STRATEGIZING
THEIR EVENT PORTFOLIO**



**EVENT PROFESSIONALS SHIFTING
THEIR EVENT DESIGN**



EVENT MARKETERS



EXPERIENCE DESIGNERS

#REINVENTINGLIVEEVENTS



**RAVE
REVIEWS
ARE IN!**





**Charlie McCurdy,
Chief Executive, Informa Markets**

Thanks for writing this book. It couldn't be more timely. This book elegantly bridges the legacy live exhibition business to what the authors call 'community catalyst'. The challenge is now with us, the exhibitions organizers of the world, to engage.

#REINVENTINGLIVEEVENTS

A portrait of Simon Kimble, a man with short dark hair, wearing a white shirt, smiling. The background behind him is a green pattern of white wavy lines.

**Simon Kimble,
Chairman, Clarion Events**

**You have nailed it! It held my interest,
and it was more than thought provoking.
My wholehearted praise and huge thanks
for doing this and helping us shape the
future in such difficult times.**

#REINVENTINGLIVEEVENTS



**Michelle Bruno,
Publisher, Event Tech Brief**

Rankine and Giberti have done a fantastic job presenting the facts and offering a fresh perspective that will leave industry professionals both mindful and optimistic.

#REINVENTINGLIVEEVENTS

A portrait of Douglas Emslie, a middle-aged man with short grey hair and glasses, wearing a dark blue suit jacket over a light blue checkered shirt. He is smiling and looking towards the camera. The background behind him is a solid green color with a white, wavy, abstract pattern.

Douglas Emslie,
Group Chief Executive of Tarsus,
Chairman of SISO, Director of AEO

2020 has seen an enormous move to digital for the events industry but in reality it's just an acceleration of changes that the industry has been slow to make. This book is a key read in establishing your strategy for the future of your business.

#REINVENTINGLIVEEVENTS



Gary Shapiro,
President and CEO, Consumer Technology
Association, producer of CES®

What a timely, lively and thought provoking journey to the future of events! As humans, we think the status quo is the future or things can and will revert to the way they were. But as leaders our job means questioning these assumptions, testing, challenging and pushing against the envelope. A must read for anyone connected to events!


#REINVENTINGLIVEEVENTS



Dahlia El Gazzar,
Tech Evangelist, DAHLIA+Agency

Every rare once in a while a book comes along that requires you to reset everything you've known. This is the book our events industry and professionals need right now.

#REINVENTINGLIVEEVENTS

A portrait of Andrés López Valderrama, a man with dark hair wearing a grey suit jacket over a light blue shirt. The background behind him is a green pattern of white wavy lines.

Andrés López Valderrama,
past President of UFI and current CEO of
Corferias, Honorary President of Afida

I found Reinventing Live absolutely enriching as it clearly addresses the challenges and opportunities of our industry and suggests a strategic vision and plan that we should consider.

#REINVENTINGLIVEEVENTS

REFLECTIONS FROM DENZIL...

Events are integral to how all business is conducted. Reinventing Live looks at how we can modify the event model to accommodate a world that is fast-tracking to the future and pave the way for a new vanguard of Millennial and Gen Z leaders who see the world through a much different lens than the generations before them.

REFLECTIONS FROM MARCO...

I believe that events will continue to be a powerful marketing and experience channel, as well as the first point of contact between many buyers and brands. But with new buyers and sellers becoming increasingly entrenched in digital technologies, the cravings for better and more productive live event experiences will increase. I sincerely hope that readers will learn from our mistakes, bypass failure, and think differently about opportunities and challenges in their businesses and careers.



WHERE TO GET IT

REINVENTINGLIVE.COM

**WHERE TO BOOK
AN INTERVIEW**



CONTACT US