

# Ready, Set, Re-Engage (ON-DEMAND VIDEO)

Free Virtual Event

ON-DEMAND VIDEO



**COMMPRO**

**GlobalMeet**

**Ready, Set, Re-engage**

Navigating rapidly changing virtual event technology, employee engagement, and meeting burnout in a post-pandemic world

FREE VIRTUAL EVENT - OCTOBER 6, 2 PM ET

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Businesses are planning their corporate events for a post-pandemic world. Some business leaders expect corporate events to operate the way it was before. But that is no longer an option for all stakeholders to participate safely and productively. The year 2020 and the first half of 2021 proved that executing corporate events must always have a virtual component. Now that we are entering a new era for corporate

events, how do you navigate management concerns, new work policies, rapidly changing virtual event technology, employee engagement, and meeting burnout?

## **In this webcast, you'll learn:**

- How to obtain management buy-in for a full or partially virtual corporate event?
- What tactics and messages are important to prepare employees for virtual corporate events?
- How to enhance employee engagement and participation wherever, whenever?



## **PGi Moderator: Frank Paterno, VP of Global Sales Operations**

Frank Paterno is responsible for aligning PGI's global sales channel sales program to agents, resellers and carriers. Paterno joined PGI four years ago and previously held roles within the global carrier channel. Before joining PGI, he held several sales and marketing roles with Intelliverse.



**Co-Presenter: Jeanne Weintraub, Leader, Global Event Management at Johnson & Johnson**

Jeanne Weintraub is a member of the Employee Engagement & Supply Chain Communications Leadership Team. A 24-year veteran of the world's largest and most broadly-based healthcare company, Jeanne oversees the Global Event Management Group and is responsible for the strategy – including creative and design, orchestration, and implementation of all Johnson & Johnson Executive Committee (C-Suite) and Board of Director events. What has become a center of excellence, Jeanne has direct oversight of and provides strategic counsel for the largest and most complex business critical meetings (both virtual and hybrid), and high-profile global events hosted by Johnson & Johnson. Each year, she is accountable for more than 75 events around the world, ranging in size from 10 to 7,000 participants. Professional engagements include sitting on the business advisory councils of several luxury hotel management companies including the Ritz Carlton and Four Seasons hotels, as well as destination management advisory groups. Furthermore, Jeanne organizes and participates in annual industry 'best practices' meetings with Fortune 100 companies.



**Co-Presenter: Andrew Bowins,  
SVP, Communications & Public  
Affairs at Entertainment  
Software Association**

Andrew Bowins is a corporate communications veteran who is known for working with leading companies in the technology sector to drive awareness for new products and services while establishing brands as category leaders in areas like mobile, digital payments, interactive entertainment, and online services. Andrew has a proven track record in issues management and led teams through high profile crisis including the recent Samsung Note7 recalls (phones on fire), Samsung Home Appliance recall (exploding washing machines) and Supreme Court appeals (Apple vs Samsung) in 2016. He has worked with Fortune 100 companies including Amazon, Dell, Nokia, Samsung, MasterCard and now represents the interests of the interactive entertainment industry through his work with the Entertainment Software Association in Washington, DC.



**Co-Presenter: Lesleigh  
Irish-Underwood, Chief Brand  
and External Relations  
Officer at MetroPlusHealth**

A native New Yorker who has built her career on serving New York City's most vulnerable and underserved communities, Lesleigh Irish-Underwood (LIU) brings executive-level experience and local-market insights to the MetroPlusHealth

executive team. She comes to MetroPlusHealth from United Way of New York City (UWNYC), where, since 2014, as Senior Vice President and Chief Marketing Officer, she led all facets of the 80-year-old organization's brand marketing and communications efforts. In her role, Lesleigh is responsible for the stewardship and execution of MetroPlusHealth's brand strategy, including product marketing, strategic communications, media relations, community and government relations, member experience, special events, and data-driven marketing innovation. Prior to her transition to the nonprofit sector, Leslie was a 25-year veteran of the consumer publishing industry, where she held leadership roles at the Knopf Publishing Group of Random House, Pearson, and Kensington Publishing. Lesleigh is also a member of the CMO Council's North America Advisory Board – comprised of prominent marketing executives and thought leaders from a diverse range of industries—and an alumna of the American Express Leadership Academy/Center for Creative Leadership. In 2018, she was named one of Network Journal's 25 Most Influential Black Women in Business.



**Co-Presenter: Geoff Livingston, SVP, Marketing & Communications at Evalueserve**

A digital marketing pioneer, Geoff Livingston has advised numerous top brands including AT&T, Audi USA, Cox, eBay, Ford, General Dynamics, Google, PayPal, Pepsi Co., Procter and Gamble, SAIC, USPS, Verizon, and Yum! Brands on building their brands and marketing new innovations. Geoff authored three books on social media and marketing, including *Welcome to the*

*Fifth Estate*. Geoff also currently serves as an adjunct professor, digital communications in George Washington University's Strategic Public Relations Master's Program.