



**Meg Fasy**  
Principal  
FazeFWD  
meg@fazefwd.com

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## Topics

### Digital Sponsorship Possibilities

When we return to an in-person event landscape, incorporating some sort of digital experience will be commonplace, if not mandatory. Learn best practices and innovative ideas on how to maximize your sponsorship dollars to deliver an amazing event.

- Learn how to build a strategy to monetize your digital events
- Understand opportunities and pitfalls
- Discover new paths monetization

### The Dollars & Sense of Sponsorships

Attendees will walk away with a strong basic understanding of how to build their sponsorship strategy.

- Create realistic Goals
- Prospectus Development
- Building Strong Ecosystem

### Building Your Sponsorship Strategy

Attendees will learn how to look at their sponsors, prospectus, expo as part of their event strategy not just revenue drivers.

- Learn how to build a 3 Year Sponsorship Strategy
- Discover how the right strategy will impact your entire meeting
- Learn how to incorporate the examples and opportunities that will be shared in the session

### Sponsorship Trends

Attendees will learn what is new in the world of sponsorships:

- How and When to Incorporate New Ideas
- How to Build a Strong Sponsor Eco-System
- Learn What's Next



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### Profile

Meg has worked for (or with) some of the biggest brands you know. Her career spans several markets including hotel, CVB, industry associations, event technology and strategic partnerships, where she has been both a buyer and seller. Meg is best known for motivating sales and marketing teams, driving strategy and connecting people. She started FazeFWD, a sponsorship management company, because she saw the need to elevate the conversations between organizers and brand partners for the mutual goal of increasing attendee engagement.

Meg is a well-known speaker who has been a featured expert in all the major meeting and event industry publications, including MPI's The Meeting Professional and PCMA's Convene. When she's not focused on creating the next big thing in the meeting and event industry, you'll often find Meg on the water as a world champion dragon boater—she was a member of the gold medal-winning team at the International Dragon Boat Championships in Italy in 2016 and Hungary in 2018.