



Matthew Kalb, CEM-AP, CMP
Director, Business Development
PRG
Matt.Kalb@prg.com

Topics

Gentelligence: How Gen-Z Is Shifting Company Culture and How Succession Planning Is More Important Than Ever

Gentelligence explains why we need to value all five generations in the workplace and how to optimize the strengths that every generation offers. Currently, 93% of the workforce is composed of three generations: baby boomers, Gen-Xers, and millennials. With more than 10,000 baby boomers retiring per day and Gen-Z emerging into the workplace, what are you doing differently to attract a new generation? Join this session to learn about the variances in generations and what you can do to maximize and work with current, new, and ever-changing generations to come.

Learner Outcomes:

- Debunk generational stereotypes in the workplace.
- Understand what Gen-Z (and everyone else) is looking for in the workplace.
- Challenge your mindset on the remote work fallacy.

Profile

Matthew Kalb, CEM-AP, CMP, is a Director of Business Development with PRG, a world leader in production. He started in the event industry in 2009 working for S.A.F.E. Management as an Operations Manager with the Baltimore Ravens. Following the 2011 season, he took an opportunity to work with Hargrove, Inc. as an Account Executive in Lanham, Maryland.

In 2017, Matthew moved to Denver and began a career with GES as a Sales Manager in their Tradeshow and Conferences Division. In light of the COVID-19 pandemic, in 2020 he transitioned to WorldatWork as a Manager of Exhibits & Sponsorship Sales.

As events began their comeback following the pandemic, he was recruited to help PRG as their new Director of Business Development in June of 2021.

Matt has a strong customer service background. His attention to detail and ability to think outside the box has positioned him as a leading innovator in the live event industry. He is a recipient of the CONNECT Associations 40 under 40 recognition, and part of the inaugural class of the CEM-AP designation.