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Topics

Advocacy in Action – The Path to Effective Advocacy

Are you an effective advocate for the tourism and events industry? Have you ever wondered how to make your voice heard by elected leaders? This interactive session will give you the tools you need to effectively advocate for your event, organization and industry.

Follow the path of an industry colleague as they transformed from an advocate to an elected official. Pull back the curtain on the world of policy and identify key strategies to be more successful in your advocacy strategies.

At the end of the session, you will feel more confident getting engaged in the advocacy process and learn tips to effectively support the industry's recovery and growth.

Profile

Julie Pazina found her home in Las Vegas and never looked back, joining Edlen Electrical Exhibition Services. She is the company's national director of sales, overseeing sales in the Las Vegas market, as well as regional and national sales efforts. Based in Las Vegas, Edlen is a family-owned and operated company that has grown into the nation's largest independent temporary utility contractor for trade shows, conventions and special events. She served on the Board of the Las Vegas Hospitality Association for six years, including her tenure as President in 2013.

She is also a member of the Junior League of Las Vegas, is an active community volunteer and is a member of the International Association of Exhibitions and Events, which named her its 2011 Young Professional of the Year and the 2019 Woman of Achievement. Julie also currently serves on the International Association of Venue Managers Convention Center and Industry Affairs Committees. She was a member of the Nevada Conservation League Board and was appointed by the Governor to the Commission on Tourism and the Commission's COVID-19 Recovery Committee.

Julie was raised in Atlanta and moved to Las Vegas in 2002, while working for the cruise industry as an Assistant Cruise Director and a Port and Cruise Consultant. Before living and working at sea, she worked in the advertising industry after graduating from Vanderbilt University, with a double major in Political Science and Communication Studies. Julie recently engaged in a campaign and won her race for Nevada state senate to represent her community in the legislature. Julie and her husband Joel live in Henderson, Nevada with their golden retriever Henry.