



Kara Dao, CEM-Fellow, DES
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Topics

Looking to bring engagement and attendee participation to your next chapter event? Kara specializes in roundtable discussion groups; she is at her best leading workshop-style sessions for hands-on learning.

- Engagement over Budget: Maximizing and Monetizing Your Sponsorship Program
- Develop Dynamic and Collaborative Teams: Source staff to succeed
- Elevating Tradeshow Engagement: Trends to Transform Your Events
- Fostering Relationships with Difficult People
- Suppliers as Partners: the benefits of collaboration
- Tips on Leadership from Your First CEM Fellow

Profile

Kara Dao is often labeled an extreme optimist. As someone who believes everything is possible, Kara is a natural as Chief Operating Officer. Whether it's a client working on a shoestring budget or a colleague learning a new task, Kara has an open and approachable nature that makes others feel confident she will help them reach their goals. When it comes to events, Kara is a true innovator. From simple tweaks that enhance the look of an event to elaborate changes resulting in a complete transformation, she can turn the ordinary into extraordinary. And she does it with events of all sizes, across multiple time zones and continents.

One of the first events of her more than 25-year career was an exhibition that ranked within the top 100 USA tradeshows and seventh largest IT industry event. She also managed five international trade shows, working with a remote and global team to achieve an 80 percent profit margin. Insurmountable hurdles? Not to Kara. She knows what it takes to hold events within months of terror attacks and hurricanes.

And Kara isn't just about her shows, she's about her people. Kara knows people do business with people, so she focuses on understanding the needs of clients, staff and suppliers. Even in difficult times and with difficult people, Kara uses her superpower of positivity and compassion to find the right solutions to every challenge. Kara enjoys being with family and growing pretty things. She loves to cook for others and can turn any leftovers into something brand new and super tasty. A graduate of George Mason University, Kara studied psychology. She is certified by the Institution of Occupational Safety and Health (IOSH) and has earned her Certification in Exhibition Management (CEM) and CEM Fellow, and Digital Event Strategist (DES).