



Kimberly Hardcastle

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Topics

Attendee Acquisition: What's Working to Drive Attendance in Today's New Marketing Reality

Program Description:

Kimberly will discuss the tools, tactics and technologies that are moving the attendance needle for trade shows and conferences across the country.

Learning Outcomes:

- Discover what's actually working to drive attendance in today's new media landscape.
- Get inspiration and ideas that can be immediately applied for your next campaign.

Profile

As Chief Strategist, Kimberly drives participation, elevates experiences and future-proofs events for Freeman clients. With a Master of Science in Business Administration, over two decades of industry experience, and a unique ability to shift between analytical and creative thinking, she brings both discipline and imagination to solving complex challenges. Her expertise in event marketing, strategic planning, tactical execution and organizational design was shaped during her 24-year tenure at mdg, the agency she helped build before eventually selling to Freeman. Kimberly is a CEM faculty member, a Krakoff Leadership Institute alumna and has been named by IAEE as an Educator of the Year and a Woman of Achievement. She has a monthly column in PCMA's Convene magazine and is a frequent presenter at SISO, PCMA Convening Leaders, Expo! Expo! and Lippman Connects events. She's also the mom of a TCU Horned Frog, wife of a retired Navy pilot, Peloton addict, reader, runner and believer in civil rights.