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For Immediate Release

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EVENT MARKETER, INVISION TO PRODUCE 2025 'EXECUTIVE FORUM'
FOR BRAND-SIDE EVENT EXECUTIVES

NEW YORK, NY (March 28, 2025) — Event Marketer, the leading information resource on face-to-face marketing, announced today it will partner with Invision to produce the Executive Forum at the 23rd annual Experiential Marketing Summit, April 14-16, 2025, at the MGM Grand, Las Vegas.

Executive Forum is an afternoon peer-to-peer seminar for senior brand-side marketers designed to accelerate the way corporate event and trade show teams approach, develop and execute brand experiences. The event takes place from 12:00-4:30 PST on April 14, 2024 at KÀ Theatre at the MGM Grand and this year will focus on "Experiential Strategies that Build Brand Trust." Learn more about the [agenda](#) and register [here](#).

"Executive Forum provides the client-side event community a much-needed private setting where they can share and learn from other senior marketing leaders," says Jessica Heasley, Group Editor & Publisher at Event Marketer. "We are excited to be working with Invision again to offer a program where brand executives can hear from industry leaders, gain fresh perspective and gather new ideas to help them evolve their businesses and event organizations—all in community with others who do what they do."

Open exclusively to senior client-side marketers, Executive Forum will be set against the breathtaking backdrop of the KÀ Theatre at MGM Grand, home to Cirque du Soleil's most immersive Las Vegas show. Through inspiring speakers, dynamic discussions, peer connections, and hands-on experiences, attendees will discover how cutting-edge stage technology, immersive storytelling, and exclusivity create unforgettable moments—and how brands can harness these same strategies to foster trust and loyalty.

Speakers will include senior marketing and experiential leaders from Canva, Grammarly, MGM, Sundial Media Group, Cirque du Soleil, Las Vegas Convention and Visitors Authority (LVCVA), and more!

"Brand trust isn't built in a single moment—it's earned through every interaction, every experience, every story we tell and every relationship we build," says Angie Smith, CEO of Invision. "At Invision, we believe that the most successful brands don't just communicate; they create immersive, intentional moments that forge deep emotional connections. The Executive Forum 2025 is an opportunity for senior marketers to go beyond the ordinary, exploring how cutting-edge experiences can inspire loyalty and advocacy in ways that last. We're thrilled to partner with EMS to bring this bold and transformative conversation to life in such an iconic setting."

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ABOUT EVENT MARKETER. Event Marketer was founded in 2002 to serve the information needs of strategic brand-side marketers across the spectrum of experiential marketing. Today it is the world's largest information resource on face-to-face marketing, serving an audience of more than 150,000 corporate marketers. The EM portfolio spans the flagship magazine and website, exclusive corporate training practice, the Experiential Marketing Summit conference and trade show, the Ex Awards, the Agency Forum leadership conference, the Experience Design Awards and more. Event Marketer is part of Access Intelligence's Media & Marketing Group, a collection of 10 brands serving 1.5 million marketing professionals. Visit <https://www.eventmarketer.com/> for more information.

ABOUT INVISION COMMUNICATIONS. Invision is an experiential marketing agency of over 33 years that specializes in creating brand experiences for everyone, anywhere. Experiences are important moments that can happen anyplace—whether onsite at an event, online, on a billboard, or in any other campaign channel. Audiences are overwhelmed with brands competing for their attention, and it takes a true expert to break through and make those moments an experience. That's where we come in. Employee-owners with a diverse skillset and a track record of producing exceptional, results-driven, award-winning work. From keynote production to digital campaigns, from pop up events to virtual activations, we make sure every moment connects back to your brand, allowing you to own every moment with your audience. With offices in the SF Bay Area, New York and Chicago, our client partners include some of the most recognizable brands in the world such as Dell, Genentech, Atlassian, Square Enix, Grammarly, Snowflake, Siemens – and more. We help brands own every moment, anywhere.