

POP CULTURE'S INFLUENCE ON THE INDUSTRY





Kate Patay, CPCE

VP OF GLOBAL ENGAGEMENT, TERRAMAR DMC

- Brand & Event Strategist
- International Speaker & Connector
- SEARCH Foundation Chairwoman
- Travel Hack Queen
- Loves bubbly served chillier than recommended

Miro Diamanté, DMCP

SR. DIRECTOR, DEVELOPMENT + EXPERIENCE

- Client Whisperer & Event Designer
- Reality Competition Show Fanatic
- Drag Performer, LGBTQIA+ Advocate, Speaker
- 4x Chili Cook Off Champion



OVERVIEW

- Connection, Culture, and Creativity
- What's the Tea?
- Momentary vs. Legendary!
- Is it Giving Brat or Demure?
- If the shoe fits...



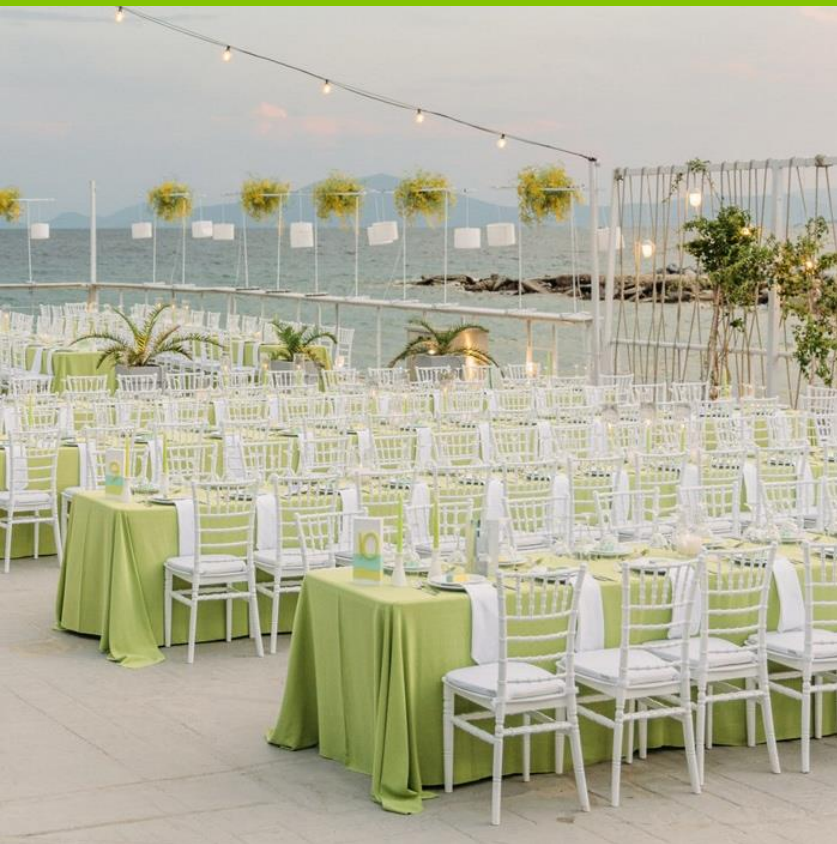
WICKED



CHAPPELL ROAN



CHARLIE XCX



SABRINA CARPENTER



BEYONCÉ



KENDRICK LAMAR



TAYLOR SWIFT



FILM INFLUENCES

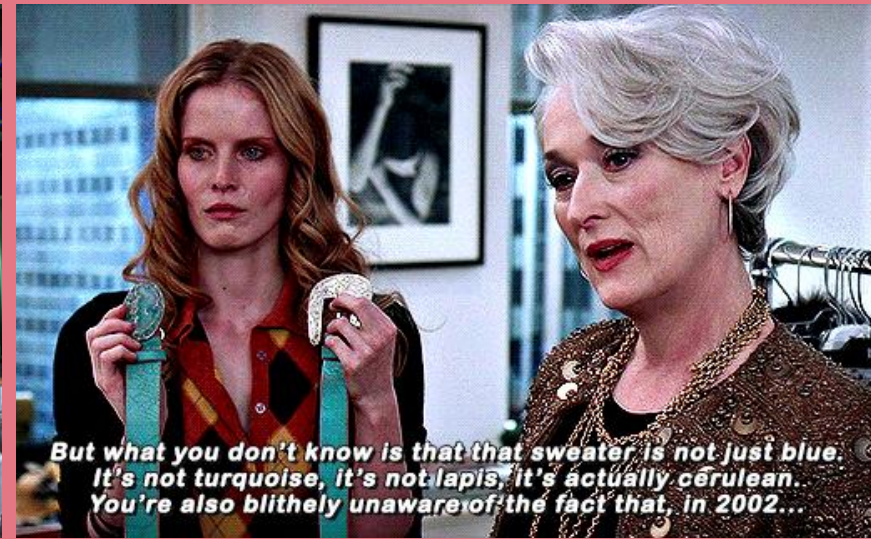


AWARDS SHOWS



TV INFLUENCES





But what you don't know is that that sweater is not just blue.
It's not turquoise, it's not lapis, it's actually c erulean.
You're also blithely unaware of the fact that, in 2002...



GIVEBACK





SEARCH Foundation

8924 E. Pinnacle Peak Rd., Ste. G5-584
Scottsdale, AZ 85255-3618
480.538.7912
admin@searchfoundation.org

Donate Now:



The SEARCH Foundation was formed in 1997 to assist event, meetings, and catering professionals faced with a life-threatening illness. Since that time, it has expanded to include not only illness, but also catastrophic occurrences.

The SEARCH Foundation is for event pros, by event pros.



We need your help:



Corporate Giving Initiatives

Establish a recurring gift on behalf of your company

Join the SEARCH 100

Start donating monthly to support your peers

One-Time donation

Use the QR Code in the upper-right corner to **donate now**.

S.E.A.R.C.H.

Special Event Assistance, Relief, & Crisis Help

After more than 25 years of assisting industry individuals in crisis, the foundation has funded 100% of qualified cases. Recipients were profoundly affected by the efforts of the board, committees, and supporters.

Together, we have surpassed our goal of over \$1,250,000 distributed to people in need.

You Can Help.



Distribute Donations



Raise Funds



Build Awareness

www.searchfoundation.org

The SEARCH Foundation is recognized as a tax-exempt organization under Section 501(c)(3) of the Internal Revenue Code. Contributions to the SEARCH Foundation will be deductible as charitable contributions to the extent permissible by law.

Stay in Touch!



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