

SPEAKER KIT

Antwone Stigall

Marketing leader · Author, Event Marketing Unlocked

CMP, CMM, CED, CTA, DMCP

SHORT BIO · FOR PROGRAMS AND APPS

Antwone Stigall is a marketing leader who has spent 20 years turning events into pipeline, retention and brand growth. He has led events and marketing at a16z, Course Hero and Girl Scouts of the USA, teaches Event Marketing Strategy for MPI and writes Event Marketing Unlocked, an A to Z guide to turning events into pipeline.

LONG BIO · FOR WEBSITES AND PRESS

Antwone Stigall is a marketing leader with 20 years of experience running events as a revenue channel. He served as Partner, Events & Experiences at a16z, VP of Events & Field Marketing at Course Hero, and VP of Events & Marketing at Girl Scouts of the USA, and has sourced and planned conventions of up to 10,000 attendees.

He teaches Event Marketing Strategy for Meeting Professionals International, created the Boss Talk for Event Pros framework, and writes Event Marketing Unlocked, a weekly A to Z series for marketing leaders who need every event to earn its budget. He holds the CMP, CMM, CED, CTA and DMCP designations.

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FOR YOUR PROGRAM TEAM

Introducing Antwone

INTRO SCRIPT FOR YOUR HOST

“Our next speaker has spent 20 years making events earn their budget. Antwone Stigall has led events and marketing at a16z, Course Hero and Girl Scouts of the USA. He teaches Event Marketing Strategy for MPI and writes Event Marketing Unlocked, an A to Z guide to turning events into pipeline. Today he’ll show us [THE TALK’S PROMISE]. Please welcome Antwone Stigall.”

About 45 seconds read aloud. Pronunciation: **AN-TWONE**

SIGNATURE TALKS

KEYNOTE	Events Are a Revenue Channel
WORKSHOP	The Alignment Workshop: Build a Calendar Your CFO Will Fund
KEYNOTE	Boss Talk for Event Pros
CUSTOM	Pick Any Letter: A Deep Dive for Your Team

A/V NEEDS

- Wireless lavalier mic
- HDMI connection and confidence monitor
- Presentation clicker
- Water on stage (Evian)

Every attendee gets the workbook.
Share EventMarketingUnlocked.com with your audience after the session.

Visit the site