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Given your agency's successes, what approach and philosophy do you take to business?

Lacy Maxwell Experiential operates as a family, both literally and metaphorically. Even though we're a global agency, our home base is Benicia, California, a town with a population just under 30,000. Most of our core team lives here, we work and play together. This familial approach has brought us to a point where everyone is inspired to take responsibility for our eventual outcomes, this includes our curated list of exceptional vendors and partners. Egos are checked at the door, everyone works and no one quits. We are all prepared to get our hands dirty, including Lacy.

What are some of your core strengths and how are you utilizing them to serve your clients right now?

One of our core strengths is flexibility. When events started to cancel due to Covid-19, LME pivoted. Our digital team quickly stepped up efforts to develop an integrated virtual platform allowing us to produce high profile digital events, including the official 2020 San Francisco Pride livestream.

What do your long-time clients say about you? Why do they come back year after year?

Long-time clients have become partners and friends. We believe they'd say that LME is the one group they can always count on to come with highly creative solutions to their unique requests, and that we couple that with impeccable end execution. Being a creative agency and production company means that we seamlessly control all aspects of a project, that consistency is what keeps them coming back. Then again they might not say anything about us, lol. Brands like Dell and Levis have kept us busy and they might not feel like sharing.

How have you pivoted to meet the biggest pain points of today's environment?

LME has always looked to the future. A couple of years ago, while looking for bigger office space, we bought a landmarked church outside of San Francisco and have been restoring it to function as our own events space. This has allowed us a space large enough to continue to develop our integrated virtual platform, allowing us to pivot to today's current client needs.

Give us a look into your crystal ball- What will events look like in 2021 and beyond?

The most considered question right now! LME has always approached our work with a sense of soul. We are very proud of our work for Dell Technologies and others that focuses on a sense of community and being a responsible world citizen. With current



changes, and in our continued discussions with clients, our belief is that in-person events are going to come back strong but be adaptive. We feel that human beings need the live, and hands-on experiential component of events. We also feel that virtual is going to continue to be a part of events even when we return to greater levels of public gathering. Finally, the "is this the most important story" filter is going to be more prevalent in people's thinking as events return. We expect a positive evolution in response to current challenges and we are very excited to see where it takes us and the industry at large.