



**CAMPAIGN:** NATIONAL LINC

**CLIENT:** TD AMERITRADE

**AGENCY:** PROSCENIUM



Proscenium is proud to feature TD Ameritrade and our client **Katrina Kent**, the Director of The Event Group within the company. We spoke with her about the state of the industry, producing National LINC—her largest annual conference—and what makes an agency relationship so important.

**What value does an event agency bring to the table, when you already have an events team?**

An agency partner can provide a crucial external perspective to our decision-making process. Working purely internally can cause a bit of an echo chamber, a myopic view that doesn't allow us to see our full potential. When we leverage a partner like Proscenium's experience, we learn where we can do things better, and how we can optimize processes to stay innovative in the industry.

**What are some advantages of an "LTR" with an agency like Proscenium?**

Once we've established a relationship that really works, we feel completely comfortable learning together as we go along. Both parties can trust each other's ability to roll with whatever happens along the way. Also, our executives and leadership become increasingly comfortable and open when they regularly interact with familiar faces. This all translates into brand elevation.



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**What's the key to ensuring an agency delivers on your expectations?**

Clear communication among clients and agencies is the foundation, and it's essential to bring people into a process or project as early as possible. Collaboration - versus dictation - will get the best quality results from everyone. I expect all parties will bring to the table an informed point-of-view, and that serves as groundwork for us to flourish through the creative process together and explore all possibilities before refining them.

**When looking to partner with a new agency or vendor, what are some key qualities you look for?**

Our industry is rooted in relationships. I generally start by looking closely at potential partners who are doing business with people I know and respect. I find that the more asking of smart questions - and the more listening that an agency does - is a great sign of things to come. It shows they're invested in understanding the nuances of our brand, our team, and the work we are doing.

**Why will live events be more important than ever in the future?**

The energy of being together in one place, sharing moments and experiences in real time...that is something that cannot be replicated on a digital platform. We're finding meaningful ways to virtually connect and humanize in this unique environment, and we will continue to explore hybrid approaches to our events. However, in the long term we will need to reunite in person to thrive as a business and as communities.

**Favorite onsite memories from National LINC?**

Wow, where do I even begin with that one?!? Of course, I can mention some remarkable moments like hosting two former U.S. presidents at the same time, and Viola Davis dramatically appearing on our stage turntable. I also recall a particularly hot summer day in south Florida, when our team scrambled to spray cool mist on attendees' faces when all our breakouts lost power! Ultimately, it all adds up to what I find so special about our industry and being onsite - feeling present and super-focused, bringing our brand to life, and sharing that experience with incredible friends and partners.