



Suzette Wilson Samuels

GLOBAL EVENT & PROJECT STRATEGIST. SPEAKER. AUTHOR.

**SUZETTE IS AVAILABLE FOR
CONFERENCES, WEBINARS, WORKSHOPS,
MASTERMINDS, PANELS, DISCUSSIONS,
SEMINARS, COACHING AND MORE!**

KEY ACCOMPLISHMENTS

Global Event Management:

Oversees multiple teams producing events worldwide, including managing large event teams of over 350 members for single events with budgets ranging from \$50,000 to over \$80 million. Maintains strategy transparency and collaboration with clients to surpass expectations consistently.

Extensive Project Execution:

Executed over 500 B2B and experiential projects for major brands such as IBM, Nike, NetApp, Apple, SAP, Merck, Johnson & Johnson, Samsung, and many others.

Recognitions and Awards:

Recognized among the top 100 Black Professionals in the events industry by @BlackInEventsNetwork. Received the Bronze Stevie Award for Female Executive of the Year and was nominated for Empowerment & Leadership by peers in the inaugural Caribbean Posh Woman Icon Awards.

High-Profile Collaborations:

Worked with some of the largest headliners and speakers, including Maroon 5, Sheryl Crow, Magic Johnson, OneRepublic, Elton John, Will Smith, Serena Williams, Queen Latifah, Malcolm Gladwell, Gwen Stefani and more.

Industry Speaker:

Speaker at BizBash and other notable events and academic institutions, sharing insights with the event community on budgeting in the new era of events, entering the event workforce, and more.

ABOUT SUZETTE WILSON SAMUELS

Suzette Wilson Samuels is a seasoned and passionate leader with over 20 years of Global Event and Project Strategist expertise. She has consulted and managed large event teams of over 350 members, with budgets ranging from \$50,000 to over \$80 million, and has executed more than 500 B2B and experiential projects for major brands. SWS Consulting helps elevate strategy and operational excellence in events that support our community.

Deeply committed to her Caribbean culture, women's leadership, and diversity, she is a fervent advocate for diversity, equity, and inclusion (DEI), playing pivotal roles in industry conversations and initiatives. Her dedication has earned her notable recognition, including being named among the top 100 Black Professionals in the events industry and receiving the prestigious Bronze Stevie Award for Female Executive of the Year. She holds a DES certification (Digital Event Strategist) and continues to propel her vision for inclusive communities and opportunities.

As the founder of The Poise Collective™, she is committed to driving positive change and inclusivity within the events and marketing industry. This dynamic network empowers underrepresented voices through mentorship, workshops, and collaborative opportunities, championing diversity, equity, and inclusion.

Always one to give back, Suzette has turned pain into purpose through lessons and struggles. She is releasing her first book, "Strength, Wisdom, Soul: A Guide to Building Resilience, Gaining Insight, and Nurturing Your Spirit," which will be a readers guide that enhances their resilience, deepens their wisdom, and nurtures their spiritual well-being.



MOST REQUESTED SPEAKING TOPICS:

LEADERSHIP / EMPOWERMENT

- **Navigating Multiple Identities: The Intersection of Culture, Gender, and Profession**
Explore the complexities of balancing various aspects of identity in professional settings. This discussion focuses on how cultural, gender, and professional identities intersect and influence one another, shaping leadership styles and career paths.
- **POISE in Action: How Purpose, Optimism, Intention, Serendipity, and Empathy Guide My Journey**
Dive into the principles of POISE- Purpose, Optimism, Intention, Serendipity, and Empathy—and learn how these elements have guided personal and professional growth. This session offers insights into harnessing these qualities to achieve success and fulfillment.
- **Do You See ME? Visibility and Representation in the Events Industry**
Examine the critical importance of visibility and representation within the events industry. This conversation addresses the challenges and opportunities for ensuring diverse voices and perspectives are recognized and valued.
- **Breaking the Mold: Leadership and Empowerment for Women of Color**
Discover strategies and stories of women of color who are redefining leadership. This discussion highlights their unique challenges and offers empowering approaches to breaking barriers and achieving leadership excellence.

APPRENTICE / STUDENT WORKSHOPS

- **Live Events Mastery: Production and Technical Skills for Black and Brown Students**
Gain hands-on experience in live event production and technical skills tailored for Black and Brown students. This workshop provides essential knowledge and practical skills to excel in event planning and production.
- **Networking with Purpose: How to Build Meaningful Connections with Brands & Partners**
Learn effective strategies for building meaningful relationships with brands and industry partners. This workshop focuses on purposeful networking techniques that enhance professional growth and opportunities. Leveraging teachings from Dr. George Fraser.
- **Allyship: 7 Strategies to Turn Privilege into Positive Action**
Explore seven actionable strategies for leveraging privilege to support and uplift marginalized communities. This session provides practical tools for becoming an effective ally and driving positive change.
- **Internships and Volunteer Opportunities in Event Planning**
Discover various internship and volunteer opportunities within the event planning industry. This workshop offers guidance on finding and securing positions that provide valuable experience and career advancement.
- **Event Execution and Day-of Operations Training**
Acquire essential skills for executing successful events and managing day-of operations. This training covers best practices and key responsibilities to ensure smooth and efficient event execution.

Cultural Crossroads Podcast™ with Suzette Wilson Samuels



Join Suzette Wilson Samuels on the Cultural Crossroads Podcast, where diverse perspectives meet at the intersection of culture, identity, and community. Each episode delves into the rich tapestry of global cultures, exploring the stories and experiences that shape our world. Suzette engages with thought leaders, innovators, and cultural pioneers to uncover the nuances of tradition, modernity, and personal journeys. Whether discussing the impact of cultural heritage, examining contemporary social issues, or celebrating cross-cultural connections, this podcast offers insightful conversations that inspire, educate, and connect listeners from all walks of life. Tune in to navigate the crossroads of culture with Suzette and discover the power of shared human experiences.



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