

# The Event Innovation Forum Returns to New York With Top Names in Event Design, Marketing, and More

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/EINPresswire.com/ -- Event designer Bryan Rafanelli, former Giants running back Tiki Barber, Global Poverty Project's Michael Trainer, and more to speak at the [Event Innovation Forum](#) on October 30.

[BizBash](#) and the Event Leadership Institute announced a roster of industry all-stars for the anticipated return of the Event Innovation Forum at the [BizBash IdeaFest New York](#) on October 30 at the Jacob K. Javits Convention

Center. This TED-style conference will include

presentations by some of the top names in events and marketing including designer Bryan Rafanelli, former Giants running back Tiki Barber, Michael Trainer of the Global Poverty Project, Richard Steinau of AV Concepts (the company behind the Tupac hologram at Coachella in 2012), Jeff Boedges of SoHo Experiential, and many others.



Renowned event designer Bryan Rafanelli will examine case studies in which event design was pushed to the limit or rethought in order to highlight the event goal. Tiki Barber, former Giants running back and co-founder of Thuzio, will share the story of how he started Thuzio, lessons he's learned at events, and the new ways to engage celebrities to create authentic event experiences. Richard Steinau, executive vice president of AV Concepts, the company known for bringing Tupac back to life at Coachella 2012, will share the story behind the iconic hologram appearance and how technology can be used to enhance an event's intended message—without distracting the audience. Michael Trainer of the Global Poverty Project will share how the idea for the Global Citizen Festival came about and the lessons his team learned, as well as how other fund-raising organizations can innovate by taking advantage of new technology.

At BizBash IdeaFest New York, more than 2,500 event professionals are expected to converge to discover the latest and most inspiring industry trends and technologies from more than 100 trade show exhibitors. BizBash IdeaFest will close with the first National Event Style Awards ceremony where companies such as HBO, Warner Brothers, Samsung, and others will be acknowledged for their designs, marketing efforts, and event innovation.

The full list of speakers and topics can be found at [www.bizbash.com/ideafestny](http://www.bizbash.com/ideafestny). For media coverage, contact Grazia Mohren at [gmohren@bizbash.com](mailto:gmohren@bizbash.com). Visit us at [www.bizbash.com](http://www.bizbash.com), and follow @BizBash\_News and [www.facebook.com/bizbash](http://www.facebook.com/bizbash).

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