

Global Experiential Marketing Executive Scott Schenker Debuts Book on the Power of Purposeful Events

Acts of Humanity: The Power of Purposeful Events is a book about why events are so powerful, and how to create them with clear intent.

SEATTLE, WA, UNITED STATES, August 11, 2026 /EINPresswire.com/ -- Scott Schenker, a seasoned executive who began at agencies Jack Morton and George P. Johnson before leading global events within the marketing organizations of SAP, Microsoft, and ServiceNow, released his first book, [Acts of Humanity: The Power of Purposeful Events](#), written with Bryan Rutberg and published by Morgan James Publishing on August 11, 2026.

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Human beings are relational animals, shaped by the people we gather with—and by the gatherings themselves. Events shape our relationships, trust, identity, and the stories we carry.”

Scott Schenker

Human beings are relational animals, shaped by the people we gather with—and by the gatherings themselves. Events and gatherings are one of the primary ways we shape relationships, trust, identity, action, and the stories

we carry. *Acts of Humanity: The Power of Purposeful Events* is a book about why events are so powerful, and how to create them with clear intent.

Drawing on more than thirty-five years of experience at the world's leading agencies and most demanding organizations, Schenker's book features candid interviews with seventeen leaders — including John Donahoe, former CEO of Nike and ServiceNow, and Chris Meyer, CEO of Project Worldwide — along with event organizers, presenters, and attendees.

Acts of Humanity: The Power of Purposeful Events speaks to multiple audiences: business leaders who host sales kickoffs, customer summits, and leadership retreats; marketers and communicators whose work runs through events; early-career professionals who have been handed event responsibility without any real framework for doing it well; and event practitioners who want better language for what they do and why it matters. Schenker argues that all of them are operating in the same territory, which has been underserved by existing event-focused conversations.

[Business events](#) generated \$1.3 trillion in direct spending in 2025 — more than aerospace or air transport, and enough to rank as the world's sixteenth-largest economy if the sector were a country, according to the Events Industry Council and Oxford Economics. “Gathering is one of the oldest human activities, and we are still learning what gatherings do for us and how to craft them well,” says Schenker. “I believe this book fills some of that gap—for anyone who has ever hosted an event, run a conference, sponsored one, asked a group of people to give their time and attention, or simply attended.”

The book arrives with early praise from senior voices, including a Foreword from Chris Capossela, former Chief Marketing Officer at Microsoft. Kevin Haverty, former Chief Revenue Officer at ServiceNow, said, “It’s a must-read for anyone who wants to deliver or play a key role in a world-class event.”

Acts of Humanity: The Power of Purposeful Events (Morgan James Publishing; ISBN 9798895741146) is available for order now at actsofhumanitythebook.com.

ABOUT SCOTT SCHENKER (AUTHOR)

Scott Schenker holds a Master of Business Administration from Northwestern’s Kellogg School of Management and has spent over thirty-five years making events memorable, meaningful, and magical. He began his career at Jack Morton and George P. Johnson, two of the world’s foremost event production firms, before moving to the corporate world as global head of events at SAP, Microsoft, and ServiceNow. He is based in the Seattle, Washington area.

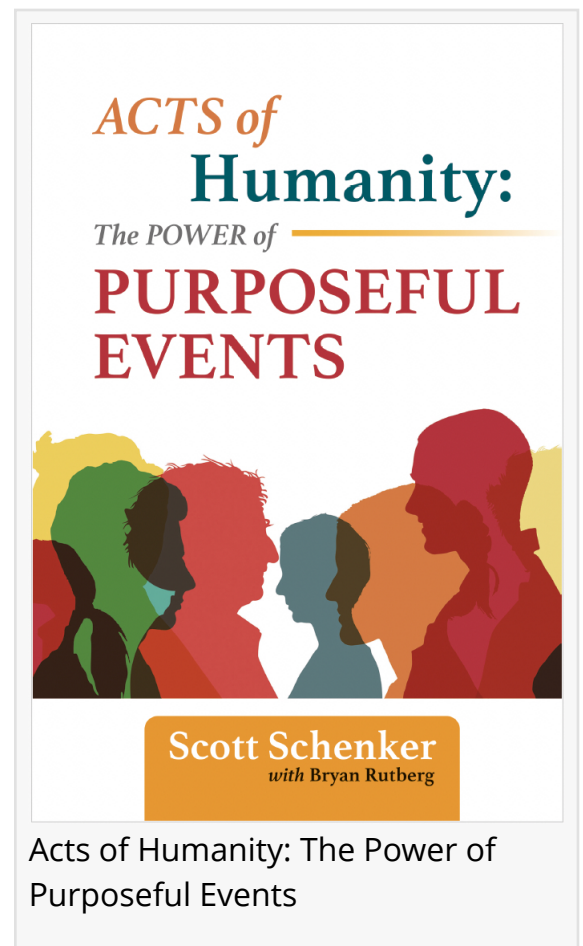
ABOUT BRYAN RUTBERG (COLLABORATOR)

Bryan spent over 20 years in sales, marketing, and communications at Hewlett-Packard, McKinsey & Company, and Microsoft, consistently attending, speaking at, and helping plan events. He met Scott after moving into consulting, and during Scott’s years at Microsoft, Bryan’s team attended dozens of conferences to capture behind-the-scenes stories of event delivery and impact. Today, Bryan still writes speeches (and books) and is a keynoter at sales kickoffs, leadership retreats, and association meetings. He motivates and educates on building great customer relationships.

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