



Event & Arena Marketing Conference to Honor Linda Deckard with 2019 Gigi Award of Excellence, and Glen Mikkelsen with Hall of Fame Induction

Toronto, Canada (March 7, 2019) – The Event & Arena Marketing Conference (EAMC) announced today it will honor Linda Deckard as the 2019 Gigi Award of Excellence recipient, and Glen Mikkelsen of the CN Centre as the 2019 Hall of Fame inductee. Deckard and Mikkelsen will be honored during the 5th Annual EAMC Awards luncheon in Toronto, Canada at the Hilton Toronto hotel on June 13 as part of the annual conference event taking place from June 12-15, 2019.

Each year, EAMC recognizes entertainment luminaries for their significant contributions to the live entertainment industry. The top honor is the Gigi Award of Excellence, named after the late Gigi Pilhofer, one of the founders of EAMC. This year, Linda Deckard will be honored, who is also a current EAMC Hall of Famer. Deckard is a pioneer in the facilities and live entertainment media space, creating *Venues Today* after a 30-year run as a reporter and editor at *Amusement Business*. As founder of *Venues Today*, she partnered with the University of South Carolina, Columbia, to produce its annual conference, Sport, Entertainment & Venues Tomorrow (SEVT); with Venue Solutions Group to produce the Venue Operations Summit annually in Nashville; and with its Women of Influence and GenerationNext award winners at a boutique conference, Raising the Industry in Sports & Entertainment (RISE). After selling *Venues Today* to Oak View Group in 2016 and aiding in ushering in the redesign to *VenuesNow*, Deckard left the publication to pursue her new passion as a publisher. In 2018, she formed Deckard & Associates, and began the process of publishing books, in honor of her professional hero, Ernie Pyle. Her first book is a biography on the legendary Barbara (Mother) Hubbard of American Collegiate Talent Showcase fame, and she has also started a blog entitled BasedOnTruth.com, which shares industry stories.

Glen Mikkelsen, Manager of the CN Centre in Prince George, BC will be inducted into the 2019 EAMC Hall of Fame for his impact on the live entertainment industry, support for the EAMC conference and influence in marketing trends. With a 30-year career in the entertainment industry, Mikkelsen has helped make the geographically-remote CN Centre a stop for major tours of the world's finest entertainers. He has worked on thousands of events from concerts to festivals, family shows to Broadway productions, sporting events and more. In addition to marketing and managing the CN Centre, Mikkelsen is also the author of two books celebrating a unique aspect of the sports and entertainment industry. They include, *Never Holler Whoa! – The Cowboys of Chuckwagon Racing*, and *Checkered Courage – Chuckwagon Racing's Glass Family*. He also authors the regular article *In The Quirks*, featured in IAVM's Facility Manager magazine.

The Gigi and Hall of Fame honorees will be recognized during the 5th annual EAMC Awards luncheon at the Hilton Toronto on June 13, 2019. During the luncheon winners for the marketing and publicity campaigns of the year will also be announced alongside creative artist gift and creative artist welcome. Venue marketers, promoters and publicists from across North America are currently submitting entries for all categories up through the March 8th deadline. Visit www.eventarenamarketing.com for details.

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About Event & Arena Marketing Conference

The Event & Arena Marketing Conference is dedicated to the talented professionals that cross the scope of the live entertainment industry: marketing, publicity, promotions, group sales, live touring shows and arenas. Networking, educating and sharing trends and ideas across these disciplines through various industry leaders is a critical aspect

of not only the Event & Arena Marketing Conference but the success of the live entertainment industry. For more information please visit <http://www.eventarenamarketing.com>.

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