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THE-ICE 16th IPoE Forum 2023

Plenary Panel: Industry Leaders in Conversation with Leaders of the Future

Ms Samantha Holden

Event Producer, Blu Event Productions, Australia

William Angliss Institute alumni, Vocational Education and Training (VET), Diploma of Events Management



Ms Samantha Holden is an accomplished Event Producer at Blu Event Productions, unintentionally specialising in outdoor and large-scale events, with a diploma in Event Management earned in 2020.

While she may be relatively new to the outdoor events scene, Samantha has over a decade of experience in event coordination, stage management, and production within the dance and wedding industries. During her time at Blu Event Productions, Samantha has played an important role in the successful execution of various large-scale events. Her growing portfolio includes contributions to AFL football Legend Michael Long's "The Long Walk," the Essendon Fields Airport Open Day, The Ovarian Cancer Research Foundation's Walk with Women event, and most recently, Michael Long's 20-day Walk to Canberra campaign.

Samantha's dedication to the events industry extends beyond her full-time role. She finds immense joy in volunteering and working at seasonal events like the Midsumma Festival and Melbourne's International Comedy Festival. These experiences not only allow her to contribute to the community but also provide valuable networking opportunities, allowing her to connect with like-minded industry professionals.

What truly sets Samantha apart is her passion for creating impactful customer experiences. She skilfully leverages her diverse background, seamlessly transitioning her creative and transferable skill set from the world of dance to crafting unique event experiences. From managing dance studios to leading small teams, Samantha has harnessed her skills in events and combined them with her love for dance. She has recently embarked on a passion project, collaborating closely with wedding couples to create unforgettable first dance memories. Samantha is on her way to a successful career in events, driven by her unwavering commitment to excellence and her genuine passion for making every event a memorable experience.