



Western North America Candidate

Shireen Khimani
Marketing Manager
EOS Lightmedia
Primary Location: Canada
Running for 1st term



ABOUT THE APPLICANT:

I have attended TEA events and I have always loved the sense of community and togetherness that they bring. I would like to contribute and give back to this community. I believe in the TEA's mission of bringing together creators of immersive destinations and experience, and I am eager to collaborate with the existing Board members on the vision. I am currently Eos Lightmedia's Marketing Manager. I have been with Eos Lightmedia for four years working on developing, managing and executing our marketing strategy. Prior to joining Eos Lightmedia, I have worked in both agency and in house marketing environments. When working in an agency, I specialized in event and experiential marketing. I worked with clients such as Nintendo, Subway and Lego to help brands make connections with consumers through memorable experiences. This has been an interesting similarity between the goals of the themed attraction markets we work in today. For three years after, I worked with a CAD / CAM solution provider for custom prosthetics and orthotics. The core of this business was to help clinics serve more patients as well as to improve patient care and experience through design and innovative technology. My love for experience, technology and design brought me to Eos Lightmedia - where the three intersect. Currently, Eos Lightmedia is a TEA member. I have attended TEA events planned during IAAPA and AAM over the years. I attended my first SATE conference in Las Vegas last year and I have registered for the 2023 conference this Fall. With Eos Lightmedia's new office and warehouse in Orlando, I hope to get more involved with informing our Orlando team members of TEA events in the future.

VISION FOR THE TEA

I would love to expand events in Canada. I attended one of the events at NGX in Vancouver in 2019 and I thought it was a great way to bring together our neighbors and collaborators. I would be happy to organize more events in Western Canada to foster communication and strengthen networks of the themed entertainment community in these regions. A goal of mine would be to engage more firms in the museum community that may not be involved with the TEA. I believe that they could

benefit from sharing ideas and market insights across the various types of themed attraction designers and creators. Eos Lightmedia has many museum partners in Western Canada that we do not typically see at TEA events. We have organized informal meet ups with firms we work with on projects, but it would be great to expand that and formalize those events and introduce them to the TEA knowledge offerings. Over the last four years, I have been getting to know the Western Museum Association (WMA). Eos Lightmedia has a standing sponsorship at the WMA annual conference and has worked closely with NAME at WMA in the past to organize the sponsorships. I think there would be an opportunity to expand engagement and increase memberships through that network of professionals. As someone who is under 30, I have an interest in the Next Gen program, and I was particularly interested in learning about Big Break Foundation at SATE. I would like to contribute time to that program.

SKILLS AND CORE COMPETENCIES

My background in events and experiential marketing make planning and logistics come second nature to me. My experience has helped me develop my skills in meticulous planning and strategic execution. I would like to be able to support the TEA with my event planning spreadsheets, documents, and trackers. I would aim to increase participation at events by reaching out to our Eos Lightmedia networks.