Lindsay Martin-Bilbrey, CMP

PROFILE

Lindsay Martin-Bilbrey, CMP, is an Assistant Professor of Instruction at Temple University's School of Sport, Tourism and Hospitality Management, where she teaches live events, hospitality, and entertainment and serves as faculty advisor to Temple's Event Planning Association. She brings more than 20 years of industry experience in hospitality, marketing, and live events to the classroom.

ACADEMIC APPOINTMENT

Assistant Professor of Instruction
School of Sport, Tourism and Hospitality Management, Temple University

EDUCATION AND CERTIFICATIONS

Master of International Hospitality and Tourism Management
University of South Carolina

Bachelor of Arts in Political Science
Oklahoma State University

Certified Meeting Professional (CMP)
Events Industry Council

MASTER'S THESIS

Perceiving Organizational Value in B2B Live Events
University of South Carolina

A mixed-methods study combining partial least squares structural equation modeling (PLS-SEM) with qualitative interviews across three stakeholder groups: attendees, event managers, and executives.

RESEARCH INTERESTS

- The perceived and measurable value of live events
- Event workforce development
- Organizational behavior

COURSES TAUGHT

- Foundations of Event and Entertainment Management
- Hospitality and Event Operations
- Events and Entertainment Finance
- Venue and Entertainment Management
- Entertainment Management
- The Business of Social Events
- Special Topics in Live Events & Entertainment
- Event Portfolio
- Senior Capstone

PROFESSIONAL EXPERIENCE

Founder
Nifty Method (consultancy)

- Managed conferences, activations, festivals, trade shows, and executive summits across North America, Europe, Asia-Pacific, and the Middle East.
- Clients include Ford, Bell Helicopter, and iCIMS.

Sous Chef and Acting Chef de Cuisine, Hyatt Wild Dunes Resort

Vice President, Global Events (Fractional), Pathable

Director, Digital & Field Marketing (Fractional), SiriusXM

Director of Learning Experiences, National Speakers Association

Executive Chef and Owner, CCV Hospitality Group (multi-concept venue and hospitality group)

Additional event work: Social Media Marketing World; Philadelphia Inquirer Food Festival

PUBLICATIONS

Contributing author (chapter). *Meetings, Expositions, Events, and Conventions: An Introduction to the Industry*, 8th edition. Forthcoming, 2027.

SELECTED PRESENTATIONS

PCMA Convening Leaders (two sessions, accepted)	January 2027
IMEX America, Las Vegas	October 2026
PCMA APAC, Singapore	April 2026

SPEAKING AND TEACHING ENGAGEMENTS

- Industry speaker; delivered more than 100 professional workshops for event professionals, hospitality leaders, and corporate teams.
- Teaching assistant, Professional Capstone, University of South Carolina (Spring 2026).
- Guest lecturer, Oklahoma State University (Marketing & Events).
- Guest lecturer, University of South Carolina (Advanced Meeting Management).

MEDIA

- Host, *So You Want to Work in Events*, a podcast on career paths for students.
- Host, *#EventIcons* (2018–2021).
- Featured in The New York Times, Harvard Business Review, and EdWeek, and by industry organizations including IMEX, PCMA, MPI, ASAE, and the Association Research Lab.
- Trade press: Events Demystified, AVNetwork, Corporate & Incentive Travel, and Meeting Protocol Monthly.

SERVICE AND LEADERSHIP

Faculty Advisor, Temple Event Planning Association	Current
Board Member, Global Events Collective	2020–2022
Board Member, MPI Professional Development Group	2015–2016
Board Member, Integrated Marketing Advisory Board	2012–2013
Board Member, TSA Alumni Council	2008–2010

HONORS AND RECOGNITION

- Smart Women in Meetings (2021)
- Connect Association 40 Under 40 (2020)