

SARAH SOLIMAN DAUDIN



With over a decade of experience in production, Sarah Soliman Daudin brings her expertise into her own company, Soliman Productions working with associations worldwide as a visual storyteller to capture compelling video content. Sarah has been recognized for her work in the industry by several industry organizations. In 2014, she won IAEE's Rookie of the Year Award. In 2018, Sarah was honored with the Rising Star Award for Q2 of 2018 by the MPI Greater Orlando Chapter and also recognized as a Rising Star by Meetings and Conventions in 2019. She is a recipient of the 2019 Smart Women in Meetings Entrepreneur Award. In 2018, Sarah was named a finalist for the Emerging Leader Award by the Association For Women In Events. Sarah's passion for the industry is also seen in her volunteerism. She served as Co-Chair for the MPI Women's Advisory Board. She also serves as the Vice Chair of Chapters on the MPI Global Board of Trustees and is the Incoming President of the MPI Greater Orlando Chapter. Her passion for the industry is also reflected through important industry issues including sexual harassment in the meetings and events space, working to educate and execute preventative measures meeting professionals can proactively implement into their contingency plans. Her work in the #MeetingsToo movement alongside her colleague Courtney Stanley earned her recognition on the cover of Meetings Today in October 2018. Sarah hopes to continue inspiring and educating meeting professionals in all facets of their career through various initiatives she finds great passion in.



1. What values/skills do you believe are most important in being a leader?

From my experience, an effective leader is selfless and understands the true meaning of servant leadership. Leading humans is a complex task and can be incredibly challenging particularly when navigating differences in personalities, opinions, work ethic variations and more. When you practice servant leadership, you expand on your emotional intelligence, another key component to being a great leader.

2. How did you overcome any challenges that you may have faced in this industry?

I have always looked at challenges as opportunities for growth both personally and professionally. One challenge I dealt with early on in my business is credibility. I always had to overcompensate for being young and a woman in production when there are many seasoned production professionals serving the meetings and events industry. The way that I overcame this was by ensuring that I made my voice heard by serving as a volunteer leader locally and globally within MPI, an industry organization I am truly passionate about. As I established my presence in the industry, I started to become recognized and respected as a leader within the industry overall which in turn, helped build my brand as a reputable source.

3. What does inspiring the next generation of girls mean to you? And how do you support this?

Inspiring the next generation means I have a responsibility to be vulnerable in sharing the good, the bad and everything in between when it comes to being a woman in business. I do so through my digital footprint. I use social media as an opportunity to shed light on the challenges I face as a young woman in business and also through personal obstacles I endure. In addition, I am fully transparent with the steps I take to achieve success each day. Through my digital mentorship, I have found that I have been able to influence a wider range of individuals, some I still have yet to meet in person, and that is the true power of leveraging social networks.

4. Is there anyone you would like to acknowledge for their support or influence in your journey to becoming a leader in the events industry?

I have an incredible tribe within the events industry comprised of both men and women who truly believe in me as a person and the business I am building. Some of those people include Courtney Stanley, Dahlia El Gazzar, Rich Luna, Michael Dominguez, Johnnie White, Terry Arth and many more. I couldn't be more appreciative of their support!

5. Why do you believe gender equality is important in the events industry?

I believe equality overall is important across the board in any industry. The events industry is tremendously unique in that it touches every industry worldwide. As event professionals, our ability to influence and positively change human behaviours is what sets us apart. We bring all people together and encourage collaboration regardless of gender, culture, religion, sexual orientation and more. I truly believe that the events industry can single-handedly be a voice of equality for all due to our powerful reach across the world.