

Anna Stella Named Among Eventex's 100 Most Influential People in the Events Industry for 2024



Los Angeles, California Nov 1, 2024 ([IssueWire.com](https://www.issuewire.com)) - Award-winning marketing expert, academic researcher, and founder of the global marketing outsourcing agency [BBSA](#), [Anna Stella](#), has been named among Eventex's 100 most influential people in the Events Industry for 2024.

The 100 Most Influential People in the Events Industry for 2024 by Eventex index comprises the most exceptional individuals from around the globe who have made an impact with their creativity, vision, and capacity for innovation. The ranking is entirely curated by the events community, which first nominated, and then determined the individuals who made the list.

The 2024 edition of The 100 Most Influential People in the Events Industry index saw as many as 1086 nominations.

"I'm honored to be named among such a talented and inspiring group of industry professionals," said Anna Stella. "The events industry has always been about more than logistics—it's about creating memorable, transformative experiences that draw people together. This recognition from Eventex is a testament to the power of collaboration and innovation that drives us all forward."

"The Eventex index of the top 100 events industry professionals celebrates the most deserving individuals who keep inspiring us with their creativity and innovation and drive the whole industry forward. This year, we're again recognizing specific expertise and regional presence to better showcase the impact of events industry individuals across the board," comments Ovanes Ovanessian, Co-founder of Eventex Awards.

The 100 Most Influential People in the Events Industry for 2024 index is available [here](#).

About Anna Stella

Anna Stella is an award-winning marketing expert, academic researcher, and founder of the global marketing outsourcing agency BBSA. She is also the president of the [BASA Awards](#) and host of the hit YouTube show "[The Best of Business Show](#)."

About Eventex Awards

Founded in 2009 to celebrate creativity, innovation, and effectiveness in the industry, today Eventex Awards is the most esteemed international award in the world of events and experiential marketing. Every year, the awards highlight the best events, brand experiences, tech, suppliers, and venues from the world of events.

About BBSA Marketing

Small company, little time? Win new clients. Hit your targets. Grow your business. BBSA is an award-winning full-service global outsourced marketing agency that supports a wide range of companies with both strategy and marketing implementation that is cost-effective and maximizes reach. BBSA's monthly packages, which include solutions from marketing strategies and plans to lead generation activities, email marketing, content marketing, and social media, let you leave your marketing in the hands of award-winning experts. Whether you're an established enterprise or a growing startup, discover flexible marketing outsourcing solutions to grow your business.



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