

## **Jeffrey Fehr Bio**

Jeffrey is a strategic leader in the business events and tourism industry, with over a decade of experience forging impactful connections between destinations, associations, and global stakeholders. Passionate about fostering meaningful engagement, he specializes in designing experiences that unite people, spark innovation, and drive long-term change.

As a champion for the NextGen attendee, Jeffrey offers critical insights into the evolving expectations of future leaders, helping associations stay ahead of shifting engagement trends. He believes that intentional action and inclusive event design are essential to building stronger, more resilient communities.

With a fresh perspective on the future of events, Jeffrey equips associations with the strategies they need to navigate change with relevance and impact.