

# site Canada



Sharda Sukdeo  
Event Ninja  
Eventures

*We asked Sharda to share her experience volunteering with SITE Canada:*

*"Volunteering with SITE Canada on the Communications Committee has helped me enhance my writing skills and to keep on top of what's trending in the incentive world."*

As part of our SITE Canada Vital Volunteers initiative we conduct short interviews with our volunteers about their industry, career, etc.  
See below for Sharda's full interview.

**Volunteer Name:** Sharda Sukdeo

**Title:** Event Ninja

**Company:** Eventures

## **Quick overview of your industry background.**

I've been a solopreneur since 2014 working on all facets of business events. I tend to become an extension of the client team, working alongside them instead of working independently for them. This helps me to fully understand their business and exceed the event objectives. While the 'COVID-months' were quiet, in-person events have come back with a vengeance. My next in-person event is a Canada-wide roadshow. If the activity of the past few months is a harbinger of things to come, then I will continue to gain new clients and new programs as companies bring back in-person events.

## **What has living in COVID times allowed you to develop or focus on that you may not have done otherwise?**

Living in COVID times has allowed me the luxury of starting my day with either a walk or bike ride. This is something I started last year and intend to keep up. My goal for this year is to travel a distance of 4000 km by either my two feet or two wheels.

## **Please share your experience volunteering for SITE Canada.**

Volunteering with SITE Canada on the Communications Committee has helped me enhance my writing skills and to keep on top of what's trending in the incentive world. The "Digital Crew," as we are called, is an open and safe space where we can bounce ideas off one another to produce the best newsletter and social media posts. The feeling of being valued comes from all levels of SITE and makes me want to contribute even more.

## **Share your perspective on the importance of volunteerism.**

In short, I volunteer because it feels good. My first volunteer position was as a help-line phone volunteer when I was a teenager and I continue to volunteer in some form or another to this day. Whether it's for a cause or an association, it makes me feel good to know that I've made a difference in someone's day.

## **What is the best piece of advice you ever got about our industry?**

One of the first and best pieces of advice I received is to volunteer with an industry association, as it's the best way to meet people and learn about the industry. It really is true. Our industry relies heavily on connections, and spending time volunteering on a committee or task force allows me to make new connections and strengthens the bond between industry colleagues.

## **What career advice would you give to your younger self?**

Never say no to a new opportunity. My business started with someone offering me an opportunity to be a contract event manager with their company. Filled with gusto and optimism, I jumped in and haven't looked back. Even the opportunities that do not work out teach me what can be done differently or applied next time.

The other piece of advice is to never stop learning. I took advantage of the COVID downtime and became certified in Pandemic On-site Protocol. These skills will no doubt be invaluable with every event I manage.

## **What do you do for fun?**

I'm a funologist! I find the 'fun' in everything I do and believe that it's important to incorporate fun in even the simplest of things. I have two quotes at my desk, one of them says, "Today is the youngest day of the rest of my life. I'm going to do something Fun!" The other quote says, "Make today so AWESOME that yesterday gets jealous". Days filled with FUN and awesomeness are simply the best, and it's an essential part of my philosophy. Like many SITE members, I love to travel. I love exploring little known parts of any city that I'm in, even my own.