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# PRESS RELEASE

## Brookings Sales & Marketing Manager wins 30 Under 30 Award



Brookings, S.D. (09/20/2016) – Kristina Lankow, Sales and Marketing Manager for the Swiftel Center, is one of 30 young, distinguished professionals who won the 30 Under 30 award granted by the International Association of Venue Managers (IAVM) Foundation.

The 30 Under 30 program focuses on identifying and developing the talent of venue industry professionals. The program provides year-round continued education for professional growth in the venue industry and helps program participants become better, more productive employees.

“I am incredibly honored to be part of this dynamic class of talented young professionals!” Lankow said. “Being part of a team that makes events come to life and seeing the positive impact it has on our community is so rewarding. I am lucky to be involved in this dynamic industry and one that truly values the talent we all bring to the table.”

All award recipients received complimentary conference registration and a travel stipend to attend VenueConnect, IAVM’s annual conference, in Minneapolis in late July. During VenueConnect, the 30 Under 30 award recipients were honored at the IAVM Venue Industry Awards Luncheon.

Lankow, who is the first employee at Swiftel Center to win this award, started out as a full-time employee at Daktronics as a Web Content Specialist and worked with the Commercial Marketing Team. From there, she took a job at South Dakota State University as the Marketing & Communications Coordinator for the Office of International Affairs & Outreach. Lankow started full-time with the Swiftel Center team in January 2015.

“Going into the job at Swiftel Center, I was excited to put my marketing skills to the test. I get to do the spectrum of marketing activities from public relations to graphic design to web development to social media. It’s been an amazing opportunity to grow professionally!” Lankow said. “Plus, the venue industry is so vibrant and fun! I get to work at a place where people make life-long memories.”

To qualify for the 30 Under 30 program, individuals must be nominated by another venue professional; nominations are submitted directly to the IAVM Foundation for consideration. Once the nominations have been reviewed, a small pool of candidates are selected for round two of the award process. The remaining candidates must create and submit a four-minute video in which they answer a series of questions about their professional growth and the venue they work for. Lankow was nominated by Tom Richter, Executive Director for the Swiftel Center. For more information and to view her submission video, contact Kristina Lankow at [klankow@swiftelcenter.com](mailto:klankow@swiftelcenter.com).

To learn more about the 30 Under 30 Program and IAVM, visit <http://www.iavm.org/foundation/foundation-30-under-30>.

#### **About the Swiftel Center**

The Swiftel Center is a gathering place for cultural, recreational and educational events. With a 30,000 square foot arena, state-of-the-art banquet rooms, conference rooms and in-house catering, the Swiftel Center is an international award-winning venue of excellence and one of South Dakota’s premiere event centers.

#### **About VenuWorks**

VenuWorks provides customized management and consulting solutions for arenas, stadiums, theatres and convention centers throughout the country with services that include operations, catering, and concessions along with the booking and marketing of sports and entertainment events.