

Michelle McSpadden

Principal &
Chief Experience Officer
www.overflowco.com



Michelle specializes in experience design as a seasoned meetings and events professional. She strategically plans and leads multidisciplinary teams in the design and production of large-scale meetings, events and incentive travel for both domestic and international clients. Michelle joined Overflow in 2016 to explore new approaches that close the industry gaps between corporate strategy, meeting content and audience outcomes.

Prior to joining Overflow, Michelle served as President of Bishop-McCann, a firm she helped grow to be named a top 25 Corporate Meetings & Incentives (CMI) agency in North America. Her credentials include Certification in Meeting Management (CMM) and Healthcare Meeting Compliance (HMCC). Michelle received the honor of membership to Kansas City's Women Who Mean Business and serves various non-profit initiatives through service, contribution and board member participation.

EXPERTISE

Experience Design

Certified Meeting Management

Corporate Events

Franchise Conventions

Incentive Travel Campaigns

Hotel Contract Negotiation

International Travel

Talent Sourcing

