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FOR IMMEDIATE RELEASE

Global Experiential Marketing Executive Scott Schenker Debuts Book on the Power of Purposeful Events

Acts of Humanity: The Power of Purposeful Events examines how some gatherings matter and others fail, what makes them memorable, and what anyone who has ever been responsible for one should know.

SEATTLE, WA — Scott Schenker, a seasoned executive who began at agencies Jack Morton and George P. Johnson before leading global events within the marketing organizations of SAP, Microsoft, and ServiceNow, will release his first book, *Acts of Humanity: The Power of Purposeful Events*, published by Morgan James on August 11, 2026.

Human beings are relational animals, shaped by the people we gather with—and by the gatherings themselves. Events and gatherings are one of the primary ways we shape relationships, trust, identity, action, and the stories we carry. *Acts of Humanity: The Power of Purposeful Events* is a book about why events are so powerful, and how to create them with clear intent.

Drawing on more than thirty-five years of experience at the world's leading agencies and most demanding organizations, Schenker's book features candid interviews with corporate executives, event organizers, presenters, and attendees—building a practical framework for creating memorable, meaningful, and magical gatherings.

Acts of Humanity: The Power of Purposeful Events speaks to multiple audiences: business leaders who host sales kickoffs, customer summits, and leadership retreats; marketers and communicators whose work runs through events; early-career professionals who have been handed event responsibility without any real framework for doing it well; and event practitioners who want better language for what they do and why it matters. Schenker argues that all of them are operating in the same territory, which has been underserved by existing event-focused conversations.

Events are a massive, trillion-dollar plus global industry. "Gathering is one of the oldest human activities, and there is room for more exploration and understanding in what they do for humans, and how to craft them well," says Schenker. "I believe this book can fill some of that gap. For anyone who has ever hosted an event, run a conference, asked a group of people to give them their time and attention, sponsored an event, or simply attended."

The book arrives with early praise from senior voices including a Foreword from Chris Capossela, former Chief Marketing Officer at Microsoft. Kevin Haverty, Chief Revenue Officer at ServiceNow, said, "It's a must-read for anyone who wants to deliver or play a key role in a world-class event."

Acts of Humanity: The Power of Purposeful Events is available for pre-order now at actsofhumanitythebook.com.

ABOUT SCOTT SCHENKER (AUTHOR)

Scott Schenker holds a Master of Business Administration from Northwestern's Kellogg School of Management and has spent over thirty-five years making events memorable, meaningful, and magical. He began his career at Jack Morton and George P. Johnson, two of the world's foremost event production firms, before moving to the corporate world as global head of events at SAP, Microsoft, and ServiceNow. He is based in the Seattle, Washington area.

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ABOUT BRYAN RUTBERG (COLLABORATOR)

Bryan spent over 20 years in sales, marketing, and communications at Hewlett-Packard, McKinsey & Company, and Microsoft, consistently attending, speaking at, and helping plan events. He met Scott after moving into consulting, and during Scott's years at Microsoft, Bryan's team attended dozens of conferences to capture behind-the-scenes stories of event delivery and impact. Today, Bryan still writes speeches (and books) and is a keynoter at sales kickoffs, leadership retreats, and association meetings. He motivates and educates on building great customer relationships.

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