

FOR IMMEDIATE RELEASE

Connect Marketplace Lassoes Jason Sudeikis as Keynote

ATLANTA, MAY 10, 2022— Jason Sudeikis, the Emmy award-winning actor, comedian, producer and creator of the hit show, “Ted Lasso,” will be the keynote at Connect Marketplace. He will engage in a lively Q&A with Connect President Chris Collinson on Aug. 10 during the event’s closing ceremony.

“Ted Lasso” has earned raves during its two seasons on Apple+, winning high praise for its positivity and feel-good nature. In 2021, Sudeikis was the recipient of two Emmy Awards, “Outstanding Lead Actor in a Comedy Series” and “Outstanding Comedy Series.” The show won seven total Emmys and received a record 20 nominations, the most for a first-year TV show. It also garnered the prestigious Peabody Award “for offering the perfect counter to the enduring prevalence of toxic masculinity, both on-screen and off, in a moment when the nation truly needs inspiring models of kindness.”

Sudeikis was also awarded a Golden Globe for best actor in a Television Series – Musical or Comedy, a Screen Actors Guild Award for Outstanding Performance by a Male Actor in a Comedy Series, and a Critics Choice Television Award for Best Actor in a Comedy Series. The Writers Guild of America awarded Sudeikis and the show “Best Comedy Series” and “Best New Series.”

Previously, Sudeikis emerged as a national star on “Saturday Night Live” and in tentpole comedies including the “Horrible Bosses” movies and “We’re the Millers.” He also earned acclaim for dramatic work in “Colossal,” opposite Anne Hathaway, Alexander Payne’s “Downsizing” alongside Matt Damon, and “Kodachrome,” opposite Ed Harris.

Sudeikis is actively involved with The Children’s Mercy Hospital in Kansas City—near where he grew up—as well as other charities. He currently resides in New York City.

“We’re extremely excited that Jason Sudeikis will be our keynote speaker at Connect Marketplace,” said Connect President Chris Collinson. “‘Ted Lasso’ is the perfect show for our time. Its positive message resonates with millions of fans. Jason’s appearance will make Connect Marketplace truly unforgettable. We look forward to treating all our attendees to an engaging and productive event in Detroit.”

Connect expects more than 3,000 event professionals to attend its industry leading B2B business development conference for event professionals. In addition to

Sudeikis, Connect Marketplace will feature its largest trade show to date, our signature reverse-style one-on-one business appointments and myriad networking opportunities.

BizBash, the event industry's leading editorial resource and Connect's sister company, will present the education at the Visit Sacramento Speaker Showcase as an extension of its multi-channel approach to presenting innovative solutions to leading event professionals.

For more information about Connect, or to schedule interviews about the Connect Marketplace, contact Matt Swenson, Connect Corporate Communications Director, mswenson@connectmeetings.com.

ABOUT CONNECT

Connect is a leader in the meetings, events, travel and tourism industry. Formerly known as Collinson Media & Events, Connect introduced the popular Marketplace format to the meetings industry and now produces national shows for meeting planners in the Corporate, Sports, Diversity, Association, Faith and Travel sectors as well as other state- and region-specific meetings- and hospitality-focused events. More information about the company's brands and services is available at connectmeetings.com.

ABOUT BIZBASH

BizBash is the event and meetings industry's No. 1 source for ideas, news and resources. The most influential names in live experiences look to BizBash for venue and supplier discovery, the latest event strategies and industry best practices, the newest event technology and tools for their next event, plus more. Thousands of event professionals attend BizBash's in-person events, listen to BizBash's monthly podcast, GatherGeeks, and subscribe to BizBash's weekly newsletter, BizBash Buzz, and BizBash's bi-annual magazine published in the spring and fall each year. More information is available at BizBash.com.