

**Company:** Mastercard, Miami, FL

**Company Description:** Mastercard is a global technology company in the payments industry. Our mission is to connect and power an inclusive, digital economy that benefits everyone, everywhere by making transactions safe, simple, smart, and accessible. With connections across more than 210 countries and territories, we are building a sustainable world that unlocks priceless possibilities for all.

**Nomination Category:** Event Categories

**Nomination Sub Category:** Corporate & Community - Customer Engagement Event

**Nomination Title:** 2024 Mastercard Innovation Forum

1. If you are providing a written essay for this nomination, submit in this space an essay of up to 525 words describing the event: its genesis, goals, development, and results:

**Total 511 words used.**

## INTRODUCTION

**The Innovation Forum is Latin America's largest and most influential annual event on payment innovation led by a private company. It is also the largest experience of its kind across Mastercard globally.**



[HOW TO ENTER >](#)

**Held in Miami in December, this two-day experience brings together top leaders from the payments and tech industries to explore the technologies shaping the future of commerce, fueling economic growth, and unlocking inclusive opportunities across the region.**

**The Forum has been going strong for thirteen consecutive years. With each edition, Mastercard's Integrated Marketing and Communications team in LAC (Latin America and the Caribbean) takes on the task of enhancing the event with innovative ideas that drive strategy, engage customers, and deliver business impact. The 2024 edition was no exception.**

## EVENT GOALS

**\_ Position Mastercard as the industry's best partner and a thought leader in payment innovation.**

**\_ Deepen relationships with customers and unlock cross-vertical business opportunities.**

**\_ Turn engagement into qualified leads and momentum around Mastercard's products and services.**

**The 2024 Forum aimed to reach at least 1,300 attendees, achieve 100% participation in General Sessions, and generate 500+ qualified leads, based on prior performance metrics.**

**To meet these goals, the IMC team in LAC designed a strategy grounded in excellence, creativity, and precision:**

**\_ The agenda featured globally recognized thought leaders—both external and internal—alongside curated networking, executive one-on-ones, and VIP sessions.**

**\_ From INNOVA, the digital emcee, to smart tools and business-driven demos, the Forum showcased Mastercard's tech-forward mindset throughout.**

**\_ All attendee interactions were tracked end-to-end via Salesforce, offering sales teams real-time visibility into customer engagement.**

**\_ Drawing on insights from past editions, the 2024 Forum introduced sharper breakouts, improved flow, and an optimized customer-to-employee ratio.**

## DEVELOPMENT

**Planning began in April 2024 with the creation of the event's theme and agenda. From there, responsibilities were clearly defined across content, customer journeys, activations, and engagement moments.**

**Through December, the team handled every logistical detail, coordinating with hotel and production partners to ensure flawless execution. The event website was regularly updated with new speakers, Priceless experiences, demos, sponsor activations, and side events to build anticipation.**

**The 13th LAC Innovation Forum officially launched on December 3. Over two days, it featured 13 General Sessions led by Mastercard executives and global thought leaders, and 17 breakouts hosted by 50+ Mastercard leaders and partners.**

**The Forum extended beyond the plenary: attendees explored the Mastercard Experience Center (featuring 15 live demos), the Innovation Room (solutions for entrepreneurs), sponsor booths, and high-energy networking events—including a closing celebration with 11-time Grammy-nominated electro-pop band Bomba Estereo.**

## RESULTS

**Highlights from the 2024 Forum include:**

**1,333 attendees — 1,040 customers and partners, Mastercard's Leadership Team, and 226 employees hosting clients.**

**100% attendance in the General Sessions.**

**2,192 participants in breakout sessions.**

**1,421 visitors at the Experience Center.**

**15 side events.**

**5 networking events, totaling 15 hours of business-driven connection.**

**200+ bilateral meetings scheduled and tracked.**

**595 qualified leads generated, resulting in 78 confirmed deals by March 2025.**

**1,100 attendees at the LIV Welcome Reception and 950 at the Bomba Estereo closing show.**

2. Optionally, you may list creative and production credits for your event - a list of the people and organizations that contributed to its development:

**2024 Mastercard Innovation Forum Lead Team:**

Janet Rivera-Hernandez, SVP Communications, LAC

Alina Dalmau, Director, Communications, LAC

Andrea Denadai, Director, Corporate Communications & Reputation, LAC

Jessica Villacreces, Director, Product Marketing, LAC

Patricia Wilberg, Director, Partner Marketing, LAC

Michelle Muslera, Director, Communications, LAC

Marilyn Luna, Manager, Communications, LAC

Rob Vila, Manager, Communications, LAC

Nikki Bertran, Senior Specialist, Communications, LAC

3. Which will you submit for this nomination, a video of up to five (5) minutes in length or a written essay of up to 525 words? Choose one:

**Essay of up to 525 words**

4. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video:

## Attachments/Videos/Links:

[2024 Mastercard Innovation Forum](#)



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