

# The Executive Roundtable: Terry Kawaja, Luma Partners | Seismic Shifts in Ad Spending and Live Events and Marketers Taking a Stand on Social Issues

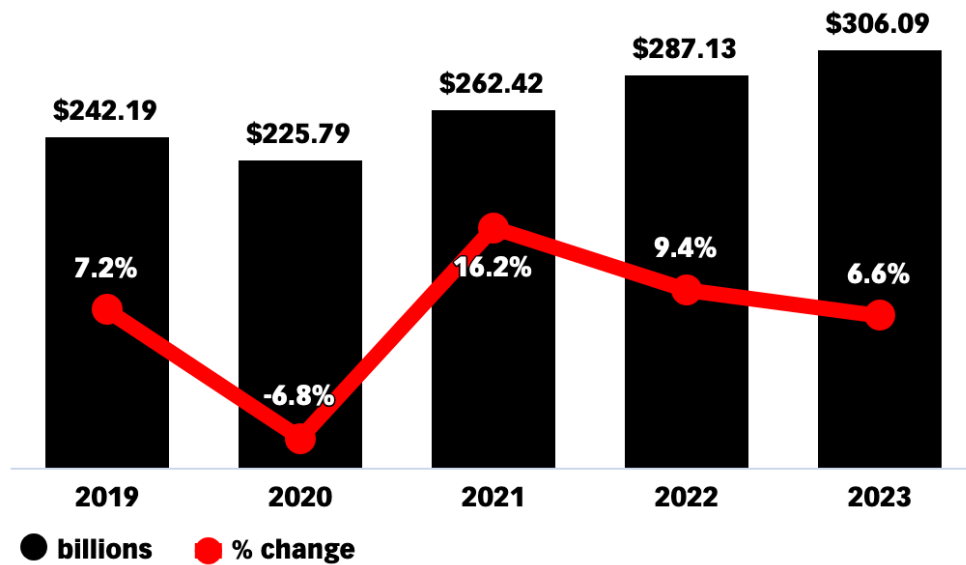
**AUDIO** |

**eMarketer Editors**

Terry Kawaja, founder and CEO of strategic advisory firm Luma Partners, joins eMarketer co-founder and Insider Intelligence chief evangelist Geoff Ramsey to discuss the pandemic's effects on live events and the ad market, the importance of marketers taking a stand on social issues and using economic downturns to increase brand presence.

## Total Media Ad Spending

US, 2019-2023



Source: eMarketer, June 2020

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