

Sammy Caban, CSEP, DES, CED

Sammy Caban is the founder and CEO of Innov8 Events, an Atlanta based, award-winning, experience design and event production firm.

A devoted learner, Sammy has a degree in electronics engineering, and has also earned professional designations as a Certified Special Event Professional, Digital Event Strategist, and is Atlanta's premier Certified Event Designer.

Over the last 30 years, his knowledge of human behavior, emotional design, and technical production has steered him to design and produce multi-sensory experiences for some of the world's leading brands, including Microsoft, Coca-Cola, Pfizer, HP, and Mercedes-Benz among many others. Sammy has racked up an impressive array of awards and accolades along the way, being named on multiple occasions as one of the nation's top event designers and producers by Event Solutions, one of Bizbash's 2021 most influential event professionals, and most recently, a Convention South's Meeting Pros to Watch in 2022.

Committed to the advancement of the live events and marketing industries, Sammy has served on the boards of MPI, The Atlanta Ad Club, and twice as President of PRSA Palm Beach and the South Florida/Caribbean chapter of ILEA.

In his spare time, Sammy enjoys his passion for DJing, learning, traveling, and spending time with his family.