

INFLUENCER FEST 2026

WHERE BRANDS AND CREATORS MEET

APRIL 29, 2026

MYSTIC LAKE

IN PARTNERSHIP WITH
AMA MINNESOTA

SOLD OUT

THE OPPORTUNITY

On April 29, Fab Four Labs Marketing brought together brands, creators, agencies and marketing leaders at the Hop House at Mystic Lake for a morning built around one idea: **create a more honest conversation about influencer marketing.**

WHAT FFL DID



MARKETING + PROMOTION

Created & executed the promotional strategy across email, social and partner channels.



SPEAKER + TALENT CURATION

Built a lineup of respected marketers, creators and media personalities.



CONCEPT + STRATEGY

Developed the event concept, positioning and programming.



EVENT PRODUCTION

Managed the experience from programming and run-of-show to venue & execution.



PARTNERSHIPS

Worked with AMA Minnesota, Mystic Lake and participating brands to expand reach & credibility.

THE RESULTS

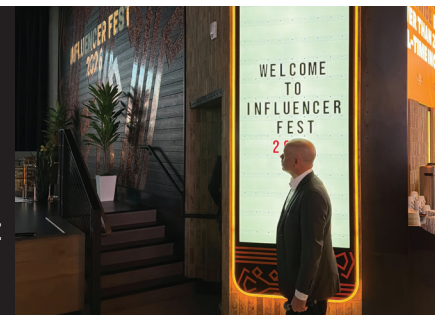
A room filled with marketers, business leaders, agencies and creators having conversations and making connections that extended beyond the event itself.

SOLD OUT
EVENT
CAPACITY

~200
ATTENDEES

10
FEATURED INDUSTRY
VOICES

1
UNFORGETTABLE
EXPERIENCE



WHY IT WORKED

THE RIGHT TOPIC. THE RIGHT PEOPLE. THE RIGHT ROOM.

The conversations did not end when the panels did.

Influencer Fest became a place where creators met brands, marketers exchanged ideas, new relationships were formed and conversations continued long after the program ended.

Multiple attendees specifically called out the networking, the quality of the room and the opportunity to connect with people they otherwise may not have met.

“Kudos on such a successful event! I have some ideas for brand + creator speed networking after the panels next time.”

Allison O'Keefe,
Best Buy

“People were buzzing as I was leaving about how great it was.”

Stephanie Hansen,
Emmy Award winning TV Host & Creator

Real People. Real Insights. Real Impact.



*We didn't just market the event.
we BUILT it.*