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The 68 Most Innovative Event Pros

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Barbara Hershenhorn

President, Party Barbara Co., Toronto

Launch pad: Before she became "Party Barbara," Hershenhorn was an interior designer. After meeting Wayne Clarkson (former director of the Toronto International Film Festival) in the mid-'80s, she began producing events for TIFF and has continued to produce events for the festival, as well as other high-profile clients including Casino Niagara, TIFF Bell Lightbox, the World Conference on AIDS, and Luminato.

Style signature: "Understated elegance, with a touch of the whimsical."

Claim to fame: Producing and reinventing TIFF's opening night gala for 25 years. Hershenhorn and her team have a knack for interpreting themes through striking decor, like 2009's underwater-meets-Eden party for Creation, or turning the Liberty Grand into an ice rink for *Score: A Hockey Musical*.

Hidden talent: "I missed my calling as a detective."

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