

Written by Tyler Hollis

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*Two-Day Event Invites Creatives to “Learn. Create. Connect.”*

The Pinners Conference and Expo has been modified to make a safe return to Scottsdale Friday, November 13 through Saturday, November 14. Held at West World, located at 16601 North Pima Road, the two-day event brings the online inspiration of crafting to life through more than 100 classes taught by the nation’s top experts plus an entire shopping floor featuring nearly 300 local and national brands.

“Initially, we were worried about explaining the unique coolness of Pinners, but we’ve been amazed by how quickly everyone picked up on the vision,” says Kendall Bennett, who co-founded the Pinners Conference and Expo with Roxanne Bennett. “People love the classes; they love shopping; they love the pervasive feeling of sharing that happens at Pinners. Wherever we open a show, people just seem to immediately get it, and more importantly, love it.”

In the wake of the pandemic, the co-founders have worked closely with Arizona officials to present an event that’s approved, safe and fun. Aligned with state recommendations and exceeding CDC recommended sanitary procedures, this year the Pinners Conference offers large, socially distanced classroom seating; wider aisles and more free space; increased facility sanitizing stations and restrooms; and disinfection of each classroom between workshops. Attendees are required to wear a mask during the event. Those that are not feeling well are asked to stay home and those over 65 or at high risk are asked to consider their own health prior to attending.

Kendall and Roxanne founded the Pinners Conference and Expo seven years ago in Salt Lake City with the idea to bring the spirit of Pinterest to life by inviting crafty guests to learn, create and connect through a series of workshops and opportunities allowing them to customize their experience while connecting to other passionate crafters, experts, influencers and retailers. Pinners has since expanded nationally with events in California, Georgia, Minnesota, Texas, and Arizona.

The Pinners Conference and Expo gather some of the greatest brands under one roof and offer attendees an opportunity to meet and learn first-hand from some of the most inspiring, creative women on the web. At the end of the event, attendees take home finished projects and new skills to improve their lifestyles and lead to personal advancement. Perhaps more important than ever during these times, the Pinners Conference serves as a place to create lasting memories and improve relationships.

The hours are 10:00 a.m. to 8:00 p.m. Friday and 9:00 a.m. to 7:00 p.m. Saturday. Tickets start at \$10 for general admission and go up to \$139 for a limited V.I.Pinner pass including a VIP party with swag and prizes the night before the show, early shopping

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**opportunities, a full two-day class pass, full access to the in-show VIP Room, and more. For tickets and complete package information, visit [www.az.pannersconference.com](http://www.az.pannersconference.com).**

**About Panners: Panners combines two events in one — a conference with more than 100 Pinterest-based classes taught by experts and a show featuring 300 top businesses in the worlds of DIY, crafts, cooking, self-improvement, photography, party planning, holiday, beauty, and fashion, and more. Panners is designed to inspire, save time and effort while shopping, improve skills, and create lasting memories. Founded in Salt Lake City in 2015, the concept quickly expanded across the country, with Panners in Ontario, California; Atlanta, Georgia; Dallas, Texas; Minneapolis, Minnesota; and Salt Lake City, Utah as well as Scottsdale, Arizona. For more: [www.az.pannersconference.com](http://www.az.pannersconference.com).**