SpencerFane®

Spencer Fane Welcomes Lindsay Shookus for Annual International Women's Day Celebration

Spencer Fane was honored to welcome seven-time Emmy Award-winning *Saturday Night Live* producer Lindsay Shookus for its annual International Women's Day (IWD) celebration on March 6.

Presented by the firm's Women ADVOCATE Connect Group, the virtual event allowed Spencer Fane professionals and clients to experience Lindsay's engaging storytelling and behind-the-scenes insights. Drawing from her experience booking and managing celebrity hosts and musical guests, and scouting rising stars like Kristin Wiig and Kate McKinnon, she provided actionable tactics for creating meaningful relationships and inspiring both yourself and others.

During an hourlong presentation that ranged from hilarious to inspiring, Lindsay detailed everything from fostering connections with celebrities like Melissa McCarthy to coaching Peyton Manning to navigating last-second changes that frustrated William Shatner. She shared the lessons learned from each experience and emphasized her "bullseye" for success: building trust.

"Trust leads to confidence, and confidence leads to loyalty," she said.

Lindsay also explained that trust – built through her "corners of connection" of credibility, vulnerability, and adaptability – is key in creating transformational relationships. She shared why she prioritizes this type of relationship over transactional.

"Transformational relationships are about the big picture and what will add strength and trust down the road," she said before outlining additional benefits like fostering a more dynamic culture and improving profits.

In addition to her career at *SNL*, Lindsay has served as a producer for *30 Rock* and various live television events, co-founded an empowering networking platform for women, and maintained a commitment to leaving her comfort zone to harness the "knowledge, networks, purchasing power, and voices" she believes everyone has. Through her work, she embodies the 2025 IWD theme of "Accelerate Action" and the mission of Spencer Fane Women ADVOCATE to foster an environment where everyone can develop, engage, and thrive.

Learn more about Women ADVOCATE and the firm's equity-focused initiatives here.