

MEETING & EVENT PLANNING SKILLS

SUMMARY:

Versatile, results-oriented executive with proven skills and track record in all aspects of meeting, tradeshow and conference management. Extensive strength and experience in people management, problem-solving, fiscal accountability, strategic planning, marketing and research, communication/presentation skills, and customer service.

- Strategize with senior executives to meet organizational goals and objectives through meetings and events; design event specifications to meet organizational needs and objectives.
- Plan, implement, manage and evaluate more than 100 U.S. and international meetings, tradeshows, conferences and events with an annual budget of \$20 million ranging from 100 to 10,000 attendees.
- P&L responsibility for operations; solicited and leveraged more than \$4MM annually in corporate sponsorships.
- Build and maintain relationships with vendors, suppliers, customers and exhibitors; negotiate and manage more than 300 contracts per year.
- Manage five professional meeting planners providing performance expectations, feedback and training and development; project-manage multiple cross-functional teams.
- Plan and execute major aspects of meeting management to include selecting sites, developing marketing materials, building registration processes and databases, and providing on-site management for assigned meetings ranging from 30 to 3,000 attendees.
- Prepare and manage program budgets up to \$5,000,000.
- Negotiate complex service contracts and approve all meeting expenses.
- Manage meeting vendors to include venues, transportation, hotels, caterers, security and speakers.
- Plan and execute assigned meetings and events ranging from 20 to 2,000 attendees.
- Manage meeting vendors for delivery of services to include food and beverage, production, entertainment, transportation, housing, and security.
- Monitor and track budget, registration, and housing for all corporate meetings and events.
- Research sites and vendors for future meetings and events.
- Coordinate housing and travel requests.
- Organize contracts, promotional materials, and meeting files.
- Track expenses and prepare department reports.
- Maintain registration and housing databases.

KEY ACCOMPLISHMENTS:

- Reduced logistical expenditures by 15% resulting in a cost-savings of \$900,000.
- Streamlined meeting planning process resulting in a time-savings of 22% and achieving an error rate of < 1%.
- Developed and implemented company's first-ever policies and procedures manual governing meetings and events.
- Negotiated five-year contract with price reductions, concessions, volume discounts, and new services resulting in an annual added value of \$1,000,000.

AFFILIATIONS:

- Member of the International Board of Directors for Meeting Professionals International, 2003 to present
- Chapter President for Meeting Professionals International, 1995 to 1997
- Member of Meeting Professionals International, 1990 to present

Fundamentals of Meeting Planning

Assure that the meeting fits the needs of the audience, creates an environment for learning, stays within budget, and remains on time. Identify goals and objectives, develop timelines and budgets, and establish a meeting design. Write specifications for the venue, establish registration procedures, and manage and evaluate the event.

Site Selection and Inspections

Conduct the site inspections resulting in the selection of a suitable venue; write the RFP.

Special Event Management

Develop profitable planning strategies, identify event goals and objectives, work with planning committees, and manage volunteers. Improve catering quality while maintaining budgets, and market events.

Negotiations and Contracts

To obtain the best contract, it is necessary to learn to negotiate skillfully. This course will help you identify what is negotiable, and how to ask for what your client needs. Specifically, contract clauses and liability issues will be discussed.

Marketing and Promotion/Financial Management

Market events and manage finances. Set timelines for meeting promotion, establish the budget and cash flow, and set registration fees. Utilize promotional materials working with designers, typesetters, and printers.

Food and Beverage Management/Room Set Ups

Work with the catering department to develop exciting and healthy menus, and determine the appropriate set up of a room. Stay within the budget, and keep impeccable records.

Wedding Planning

Utilize proven planning steps to help ease the stress for brides, grooms, and their families.

- Designing the wedding
- Develop a workable budget
- Guidelines for vendor selection
- Planning: creating a "to do list" and wedding weekend agenda

Meeting & Event Planning:

American Society of Association Executives

<http://www.asaecenter.org>

Convention Industry Council

<http://www.conventionindustry.org>

Meeting Professionals International

<http://www.mpiweb.org/cms/mpweb/default.aspx>

International Special Events Society

<http://www.ifea.com>

Society of Government Meeting Professionals

<http://www.sgmp.org>