

Conference exhibition

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Work Experience

Exhibition & Sponsor Manager

TM Forum - Parsippany, NJ

October 2016 to Present

Manage and execute Exhibition and all Sponsorship of all annual events. Manage and execute event operation for domestic event each year including budget management, room usage, A/V and F&B. Negotiate and manage Key vendor contracts. Project manage a variety of half day workshops globally, including relationship management of sponsor, venue selection, contract negotiation, room usage, AV and F&B orders. Works cross functionally to ensure all departments were aware of sponsor deliverables.

- Successfully manage all exhibitor/sponsors for flagship event. Provided a seamless pre and onsite exhibitor/sponsor experience. Assist exhibitors/sponsors with queries relating to their sponsorship packages, booth plans, 3rd party vendors, registration, and miscellaneous questions via email and phone pre-event. Deliver pre-event webinar with all the details they will need prior to arrival including inviting internal guest speakers. Onsite deliver exceptional customer service to all attendees and be main point of contact to all exhibitor and sponsors onsite. Worked jointing with the Sponsor Relationship Manger to do onsite surveys with selected exhibitor/sponsors throughout the week. Conduct follow up to major complaints onsite and log.
- Built a stronger relationship with the sales team to help bridge the gap from point of sale to execution of event.
- Designed a cleaner and easier to use Exhibitor Website. This one stop shop is filled with all the information Sponsors need in an easy to navigate layout.

Interim Operations Manager, Research & Media

TM Forum - Parsippany, NJ

December 2018 to April 2019

Project managed the Research and Media Department, a team of 6 people. Managed the department budget and master schedule for all publications the department produced.

- Worked with the team to fix some of the internal struggles they are having. Identified where

communication was breaking down causing issues within the department.

- Worked with sales team to help communication with internal communication issues
- Streamlined department processes

Events Manager

Waltham, MA

June 2016 to September 2016

Manage corporate events globally including: Marketing outreach, vendor sourcing, A/V, F&B, and hotel sleep room.

Events include: Customer Summit in Florida, Sponsorship at events with 14,000+ attendees in Brazil

- Implement, execute and manage marketing projects that support the overall business objectives of the company and global sales.
- Responsible for the organization of exhibitions, hospitality and internal events.
- Manage trade shows from conception through to on-site management and lead follow-up.

Operations Manager, Events

TM Forum - Morristown, NJ

2013 to June 2016

Managed and executed operations of 3 key events each year, including but not limited to: room usage, A/V, F&B, temporary support, security, and sponsored merchandise. Negotiate/manage key vendor contracts.

Events include: Flagship 3,000-person event in Europe; 1000 attendee event in America; a week-long think tank in New Jersey for 16 project teams from all over the world. Additional events for as many as 300 people in various US cities and Kuala Lumpur, Lisbon, Dubai, Singapore and Sao Paulo.

- Manage the operations for the company's flagship event in Europe for 3,000 attendees in Nice, France. Scope includes an association board meeting, an 80 booth Exhibition and a 500-person networking event.
- Revitalized 1000-attendee TM Forum Live! Americas by reengineering traffic flow and expo; successfully centralized Food and Beverage and well-attended activities at the heart of the event and strategically positioned breakouts to drive traffic through the exhibits.
- Manage location venue sourcing projects for domestic and international events; performed in-depth cost analysis, citywide transit, lodging, and culture studies for U.S. and European cities and compiled findings/recommendations for presentation to senior leadership.

- Spearheaded the incorporation of 'wow' moments into TM Forum Live! 2014, using the ideas and techniques from Disney Institute Quality Service training. Became the 'cheerleader' of the onsite customer service team (all the staff) this included chatter posts, cheers to staff for exceptional moments, and at staff debriefs encouraging staff to keep the momentum going until the end of the event.

Exhibition Manager

TM Forum - Morristown, NJ

2007 to 2013

Managed and executed Exhibition and all Sponsorship of all annual events each year. Additional responsibility was given to manage the Operations of one small regional Conference a year and 2 extensive meeting events a year including but not limited to: room usage, A/V, F&B, temporary support, security, and sponsored merchandise. Negotiate/manage key vendor contracts. Experience working with both domestic and international vendors.

Key Results

- Built relationships with all VIP Sponsors
- Created and maintaining websites including Exhibitor Manual webpages and Sponsor webpages
- Worked cross functionally to set up and manage the registration system for all sponsors
- Manage and execute Action Week events ensuring that it is of exceptional high standard and internal and external stakeholders achieve ROI. Fiscal management of the P/L, including forecasting and tracking.
- Increased attendance by 30% for the second Action Week Europe I managed by strategically moving the event to a new city and working with the Engagement team to secure a host partner with full co-branding rights for all pre-event literature and promotions.

Bridal Consultant

Bijou Bridal & Special Events - Paramus, NJ

2007 to 2010

- Sales and customer service
- Attended Bridal Fashion Week and various Bridal expos assisting owners with marketing and inventory selection

Special Events Coordinator

Cystic Fibrosis Foundation - River Edge, NJ

2005 to 2007

Assisted with the team of Event Directors fundraising through Walkathons, Tricky Tray Auctions and Galas. Worked with Volunteers to hit fundraising targets.

Key Results

- Managed and met fundraising targets for a Great Strides Walk-a-thon

Education

B.A. in Political Science

Disney Institute

Rutgers College New Brunswick, NJ

Skills

Operations (Less than 1 year)