

SAM SMITH

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MEETING & EVENT PLANNER WITH 15 YEARS OF INDUSTRY EXPERIENCE

Domestic & International Destinations

PROFESSIONAL PROFILE

An innovative and results-driven Meeting and Event Planner with extensive experience and an impressive record of achievements within the conference, corporate, special event, and concessions planning arena. Recognized as a performer able to manage multiple responsibilities simultaneously, proactively resolve issues, and consistently meet and exceed established goals and objectives. Articulate communicator, presenter, and facilitator with exceptional interpersonal, organizational, and time management skills and a proven ability to plan and synchronize the essential details of multiple meetings/events in an efficient and resourceful manner. A team-player and leader demonstrating a high-level of accuracy and thoroughness. Recognized for capacity to work autonomously as well as collaboratively, function in a dynamic and changing environment, and interact effectively with all levels of support staff and management. Strong qualifications in personnel development, relationship management, and oral negotiations.

CORE COMPETENCIES

- *Event Planning/Management*
- *Budget Forecasting/Tracking*
- *Business Development/Sourcing*
- *Vendor Selection/Management*
- *Personnel Coaching & Training*
- *Quality Assurance Standards*
- *Contract/Price Negotiation*
- *Site/Destination Selection*
- *Resource/Inventory Allocation*
- *Service-Level Measurement*
- *Cost Analysis/Containment*
- *Staff/Volunteer Supervision*
- *Client/Vendor/Supplier Relations*
- *Post-Program Review/Assessment*
- *Pre-Planning/On-Site Management*
- *Objective Creation/Fulfillment*
- *Networking/Referral Generation*
- *Proposal Development & Delivery*

EDUCATION

Bachelor of Science in Recreation Management and Policy
University of New Hampshire, Durham, New Hampshire

PROFESSIONAL DEVELOPMENT/SPECIALIZED TRAINING

Ducktorate Degree in Theme Park Management - Disney University, Lake Buena Vista, Florida
Intern, Walt Disney World College Program, Lake Buena Vista, FL

PROFESSIONAL EXPERIENCE

ABC Company **Jan. 2007 - Present**
Sponsorship/Concessions Coordinator **Any Town, USA**

- Prepared annually for an eleven (11)-day event which accommodates upwards of 500K attendees; coordinated marketing efforts, sponsorship recruitment, contract negotiations, event logistics, staff, vendor, and volunteer management, and budget administration.
- Actively prospected new clients and initiated relationships through warm leads, referrals, and networking; successfully sourced new business opportunities with a proven track record in closing sales.
- Identified and acquired new business opportunities; cultivated and maintained relationships with sponsors, vendors, hospitality contacts, and other industry professionals.
- Developed a Sponsor Program with marketing and on-grounds activations; provided on-grounds management of sponsors and maintained role as primary on-site contact between various internal departments and sponsors.
- Oversaw all aspects of concessions operations including direct responsibility over space requirements, fees, location, insurance, and all other pertinent issues.
- Determined number and type of new concessions, including charitable beneficiaries, to be considered each year; monitored all food booths relative to quality and pricing structure.
- Coordinated all "on grounds" parking, including campers, storage and service vehicles, livestock trailers, entertainment busses, and purveyor trucks.

Selected Accomplishments:

- Increased assigned revenue base and converted new/potential customers to clients through business development and lead generation; grew sponsorships from \$53K to \$130K from 2007 to 2010.

PROFESSIONAL EXPERIENCE (CONTINUED)

ABC Company

Any Town, USA

Dec. 2003 - Jan. 2011

Partner/General Manager

Provided focused leadership to drive sales and profitability in a highly competitive market for a leading local purveyor of ice cream and soda fountain classics in a unique, 50's style atmosphere.

- Responsible for every aspect of day-to-day operations including sales, marketing, staffing, quality control, guest satisfaction, financial control, purchasing, inventory management, and tactical planning for one (1) store with fifteen (15) employees and annual sales of approximately \$275K.
- Built effective teams through talent assessment, recruitment, team development, training, recognition, and accountability; involved with all key HR issues including promotions, performance reviews, raises, hiring, and termination.
- Authored and enforced compliance with corporate policies and procedures.

Selected Accomplishments:

- Evaluated complex operational issues and generated creative and viable solutions through acquired knowledge and experience.
- Effectively achieved sales and service goals while fulfilling customers' needs.

ABC Company

Any Town, USA

Sept. 1995 - Nov. 2003

Project Manager of Operations

Responsible for the successful design, planning, and execution of event services for a full-service incentive travel and meeting company servicing Fortune 500 companies.

- Orchestrated small and large-scale events from initial stage of selling, contractual negotiations, pre-planning, registration tracking, budget forecasting, cost analysis, on-site execution, and post-program evaluation.
- Managed events ranging from forty (40) to 1K attendees; consistently met budgetary guidelines.
- Recruited, managed, and trained a staff of over twenty (20); effectively supervised event staff exercising strong personnel management, team development, and project leadership skills.
- Successfully delivered persuasive presentations to senior executive teams promoting meeting destination, content, and objectives; scheduled, organized, and prioritized work to meet customer demands promptly, accurately, and efficiently.
- Oversaw all aspects of day-to-day operations; developed and maintained business, created and executed marketing plans, and administered, implemented, and tracked budgets.
- Served as direct point of contact for client, vendors, and participants concerning meeting, conference, and event specifications, requirements, preferences, registration, confirmations, cancellations, schedules, cost summaries, and RFPs.
- Collaborated the efforts of creative teams; outsourced printers on the conceptualization and production of print materials for promotional campaigns and meeting facilitation.
- Prepared financial framework and developed contract agreements; acted as the liaison between sales force and clients to establish program design.
- Initiated, managed, and orchestrated the negotiation of supplier/vendor contracts which supported the purchase of products and services; diplomatically enforced negotiations with vendors to arrive at mutually agreeable, cost-saving solutions.

Selected Accomplishments:

- Initiated and maintained symbiotic partnerships with numerous companies including Manulife Financial, Merrill Lynch, Compaq, Pitney Bowes, Interactive Data, Epson, and Garber Bros., Inc.
- Established and maintained an extensive network of relationships with meeting professionals including hotels, destination management companies, ground suppliers, airlines, production houses, speaker bureaus, ad specialty agencies, and travel-related associations worldwide as well as Fortune 1000 companies and numerous other contacts within the hospitality industry.
- Developed a loyal customer base and effective and lucrative referral network.
- Implemented customer relations and guest service standards to exceed client expectations.

DESIGNATIONS

- ServSafe Food Safety

References Furnished Upon Request