



DAWN~LESLEY HOWES

Feltham, TW13

07961 322288
0208 917 0887

freelance@dawn-lesley.co.uk

To me Event Management, and all it encompasses, is more than a job – I have a passion for event planning. I have over 25 years of experience managing event logistics - as well as delegate management - at corporate and private events, for both client and agency, UK and overseas. I have been freelancing since April 1999, and prior to this I worked in-house at Sony UK for 13 years.

Clients

Over the last twelve years I have worked with/for a number of high profile brands including

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|--------------------------------|---|--------------------------|-------------------------------|
| ✦ Aesop | ✦ DfeS | ✦ GlaxoSmithKline | ✦ Reuters |
| ✦ Booze Allen & Hamilton | ✦ Diageo | ✦ Harper Collins | ✦ SAP (<i>direct</i>) |
| ✦ British Airways | ✦ Earls Court & Olympia (<i>direct</i>) | ✦ HBOS | ✦ Shell International |
| ✦ British Telecom | ✦ Equant | ✦ IBI | ✦ Sony (<i>direct</i>) |
| ✦ Cookie Man (<i>direct</i>) | ✦ Fujitsu-Siemens | ✦ Instanet | ✦ SureStart (<i>direct</i>) |
| ✦ CISCO WebEx | ✦ Gartmore | ✦ KPMG (<i>direct</i>) | ✦ Telewest |
| ✦ Decco (<i>direct</i>) | ✦ Gillette | ✦ Microsoft | ✦ Vodafone |
| | | ✦ Philips | |

Agencies I have worked with include

- | | | | |
|--------------------|-----------------|-------------------|---------------------|
| ✦ Acclaim | ✦ JB Associates | ✦ MO'N Associates | ✦ TFI Group |
| ✦ Adding Value | ✦ JB Events | ✦ Olive 360 | ✦ TTA International |
| ✦ DNX Marketing | ✦ Lewis Live | ✦ Purple Patch | ✦ Yellow Line |
| ✦ Exclusive Events | ✦ McMenemy Hill | ✦ TRO Group | |

Events I have worked on include

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|---|--|
| ✦ conferences (<i>up to 6,500</i>) | ✦ internal & external parties (<i>up to 1,500</i>) |
| ✦ exhibitions* | ✦ golf days (<i>up to 150</i>) |
| ✦ training seminars (<i>up to 150</i>) | ✦ team building (<i>up to 300</i>) |
| ✦ award dinners (<i>up to 1,000</i>) | ✦ product launches (<i>up to 1,000</i>) |
| ✦ corporate and public fun/reward days (<i>up to 5,000</i>) | |

*The largest budget I have been responsible for is £1.125m; coming in 36p under budget.

Skills

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|--|---|
| ✦ Event Logistics | ✦ Extensive knowledge of Microsoft Office programs (2010) |
| ✦ Delegate Management | ✦ Positive adaptable approach to problem solving |
| ✦ Crew Logistics | ✦ Ability to 'multi-task' projects |
| ✦ Excellent financial management skills (<i>up to £1.125m</i>) | ✦ Good team player |
| ✦ Ability to communicate at senior level | ✦ Excellent attention to detail |
| ✦ Excellent time management/organisational skills | ✦ Calm attitude to pressure and deadlines |
| ✦ Enthusiastic and self-motivated | |

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I can work on any project involving event or delegate management and am able to

- ✦ Research, plan, write and co-ordinate project activities to ensure objectives accomplished in line with priorities, time limitations and budget
- ✦ Review project proposal, to plan and determine procedures for its achievement
- ✦ Develop Critical Path Analysis for each phase of the project in accordance with deadlines
- ✦ Recruitment of personnel
- ✦ Consult with project team and indicate responsibilities
- ✦ Co-ordinate project and establish budget control system
- ✦ Liaise and negotiate with suppliers
- ✦ Frequently review project, modifying schedules where necessary
- ✦ Prepare regular 'Project Status Reports'

WORK HISTORY

1999 – present Freelance (Events Addendum available on request)

1986 – 1999 Sony UK

Managed all Sony (Consumer Products) events including conferences, exhibitions, road shows, internal & external parties, golf days, award dinners, hospitality, team building, product launches. Typical activities include:

- liaising with internal departments (clients) to ascertain their precise event requirements;
- interpreting brief and producing detailed proposals for events (e.g. timelines, venues, suppliers, legal obligations, staffing and budgets);
- agreeing to and managing a budget;
- securing and booking a suitable venue or location;
- coordinating venue management, caterers, stand designers, contractors and equipment hire;
- identifying and securing speakers or special guests;
- planning room layouts and the entertainment programme, scheduling workshops and demonstrations;
- coordinating staffing requirements and briefings;
- delegate management - including database design, invitation and response management, air and rail booking, transfers, accommodation, etc.
- preparing delegate packs and papers;
- where appropriate liaising with sales, marketing and PR colleagues to promote the event;
- liaising with internal stakeholders and designers to create a brand for the event and organizing the production of tickets, posters, catalogues and sales brochures;
- coordinating suppliers, handling client / delegate queries and troubleshooting on the day of the event to ensure that all runs smoothly;
- overseeing the dismantling and removal of the event and clearing the venue efficiently;
- post-event evaluation (including data entry and analysis and producing reports for event stakeholders).

1985 - 1986 Corporate Gift Handling House

Liaising with clients taking and fulfilling orders, liaising with suppliers to brand items to client specification, invoicing and general office management duties.

1983 - 1985 Music Industry – Recording Studio

Liaising with record companies and artists, booking and invoicing recording studio time and sundries used during studio time. Receiving and interpreting royalty statements, making payments to artists. General studio management duties.

1982 - 1983 Film Industry – Camera Hire Company

Liaising with film companies, reserving, booking and delivering cameras and sundries to film locations; invoicing use to clients. General office management duties.

EVENTS ADDENDUM

2011

Aesop (Agency)	Launch Party 160 - UK	Event Management: on-site management of launch party for marketing agency at British Institute of Great Britain
Phillips (Agency)	Exhibition/Conference 7500 - Madrid	Delegate Management: manipulating spreadsheets for importation into database; dealing with delegate and country queries.

2010

CISCO WebEx (Client)	Exhibition Stand UK	Event Management: Managed, pre-event and on-site stand catering, leaflets, stand builders, graphics, staffing, accommodation
Microsoft (Agency)	Exhibition 6500 - Germany	Event Management: Managing pre-event requests for side meetings at Microsoft Tech.Ed Europe 2010 (6,500 delegates), managing side meetings (47) on site at MESSE Berlin over 5 days for 8-80 delegates with post-event reconciliation & re-charge.
Shell International (Agency)	Product Launch 500 - UK	Delegate Management: Database & 3x registration website design, delegate management including transport and accommodation.

2009

SAP UKI (Client)	Christmas Party 650 - UK	Event & Delegate Management: Managed SAP UKI Christmas Party for 650 employees including financial accounts (partners charged)
SAP UKI (Client)	Conference 45 - UK	Event & Delegate Management: Managed SAP UKI EMEA Customer Panel Event including production and filming of event
SAP UKI (Client)	Social Activities 50 - UK	Event & Delegate Management: Managed a number of social club activities including financial accounting (delegates charged subsidised tickets)

2008

SAP UKI (Client)	Various up to 6500 - UK	Event & Delegate Management: Worked in head office as UK Event Manager in the execution of tactical yearly events activity and managed all internal employee events as well as liaising with 23 exhibition sponsors for main product launch at Wembley Stadium for 6,500 delegates.
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2007

Various (Agency)	Hospitality 250 - UK	Event Management: Hosting tables at Chelsea Flower Show
Equant (Agency)	Conference 350 - UK	Delegate Management: Database & registration website design, delegate management including flights, transfers, workshops, accommodation.

2006

Casino Advisory Council (Agency)	Public Roadshow UK	Event Management: Accommodation and travel logistics for crew and Advisory Council member for the Super Casino Public Consultation at 8 venues (Blackpool, London, Cardiff, Glasgow, Manchester, Newcastle & Sheffield) in two weeks.
Equant (Agency)	Conference 350 - UK	Delegate Management: Database & registration website design, delegate management including flights, transfers, workshops, accommodation.

2005

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Equant (Agency)	Conference 350 - Portugal	Delegate Management: Database & registration website design, delegate management including flights, transfers, workshops, accommodation.
Landsbanki (Agency)	Incentive Trip 75 - Scotland	Delegate Management: Database & registration website design, delegate management including flights, activities, accommodation.
RRC (Client)	Invigilating 50 - UK	- Invigilating examinations

2004

? (Agency)	Conference 150 - UK	Event Management: Airport meet & greet
BT (Agency)	Conference 100 - UK	Delegate Management: Database & registration website design, delegate management including flights, transfers, accommodation. Two groups over two weeks
BT (Agency)	Networking Dinner 50 - UK	Event & Delegate Management: Database & registration website design; delegate and event management.
BT (Agency)	Conference 200 - Spain	Delegate Management: Database & registration website design, delegate management including flights, transfers, accommodation.
BT (Agency)	Conference 150 - UK	Delegate Management: Database & registration website design, delegate management including flights, transfers, accommodation.
Vmware (Agency)	Conference 200 - Belgium	Delegate Management: Database & registration website design, delegate management including flights, transfers, accommodation.

2003

BT (Agency)	Conference 250 - Rol	Delegate Management: Database & registration website design, delegate management including flights, transfers, accommodation. Two groups over two weeks
BT (Agency)	Black Tie Dinner 750 - UK	Delegate Management: Database & registration website design, delegate management.
BT (Agency)	Networking Dinner 50 - UK	Event & Delegate Management: Database & registration website design; delegate and event management.
BT (Agency)	Networking Dinner 50 - UK	Event & Delegate Management: Database & registration website design; delegate and event management.
BT (Agency)	Seminar 50 - UK	Delegate Management: Database & registration website design, delegate and event management.
BT (Agency)	Networking Dinner 50 - UK	Event & Delegate Management: Database & registration website design; delegate and event management.

2002

BT (Agency)	Conference 200 - UK	Delegate Management: Database & registration website design, delegate management including flights, transfers, accommodation. Two groups over two weeks
BT (Agency)	Conference 200 - UK	Delegate Management: Database & registration website design, delegate management including flights, transfers, accommodation. Two groups over two weeks
BT (Agency)	Conference 200 - UK	Delegate Management: Database & registration website design, delegate management including flights, transfers, accommodation. Two groups over two weeks
Decco (Client)	Corporate Hospitality 25 - UK	Event Management: Flat racing at Royal Windsor Racecourse

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DfeS (Agency)	Conference 100 - UK	Event Management: Management of three breakout rooms
Earls Court & Olympia (Client)	Corporate Fun Day 250 - UK	Event Management: EM including activities (School Sports Day), catering, security, transport, evening entertainment
SureStart (Client)	Public Fun Day 5000 - UK	Event Management: EM including activities, catering, security
The Cookie Man (Client)	Corporate Fun Day 150 - UK	Event Management: EM including activities (Sports Day), catering, security, transport, evening entertainment

2001

?	Conference 100 - France	Delegate Management: DM including flights, transfers, accommodation, workshops & activities
BT (Agency)	Conference 200 - UK	Delegate Management: Database & registration website design, delegate management including flights, transfers, accommodation. Two groups over two weeks
Diageo (Agency)	Conference 150 - Cyprus	Delegate Management: DM including flights, transfers, accommodation, workshops & activities
Diageo (Agency)	Conference 150 - Republic of Ireland	Delegate Management: DM including flights, transfers, accommodation, workshops & activities

2000

Diageo (Agency)	Conference 200 - Cyprus	Delegate Management: Delegate Management: including flights, transfers, accommodation, workshops & activities
Fujitsu Siemens (Agency)	Incentive Trip 15 - Germany	Delegate Management: Management of flights, transfers, accommodation
KPMG (Client)	Away Day 50 - UK	Event Management: Morning conference, afternoon activity "Learn To Play Polo"
Reuters (Agency)	Training Seminars 100 - Spain	Delegate Management: Database & registration website design, delegate management including flights, transfers, accommodation. Two groups over two weeks

1999

Gartmore (Agency)	Christmas Party400 - UK	Event Management: Production, catering, logistics
IBJ (Agency)	Product Launch 250 - UK	Event Management: Production, catering, logistics, transport
Reuters (Agency)	Christmas Party 1400 - UK	Event Management: Production, catering, logistics