

Dear Sir/Madam,

I am an event planning professional with a wealth of experience over many years across various sectors worldwide. I can plan, organise and successfully execute events of all kinds and sizes.

I am well-versed in developing and maintaining excellent relationships with clients both in the office and at events. Face to face meetings are always the best for establishing strong relationships. However, I am always extremely responsive and careful with email communications.

I have a methodical and analytical approach to my work duties and can easily handle a variety of tasks at the same time. Above and beyond this, I am a well-mannered individual who can work directly with a wide range of people including at senior levels.

My experiences of working within the remit of event management and administration have given me the practical knowledge needed to hit the ground running in any future position I take up. I now have a wide breadth of experience of the type that gives potential employers the flexibility to place me in a broad range of demanding situations, with the confidence that I will undertake my duties professionally and effectively.

I would welcome the opportunity to discuss my experience with you in more detail and look forward to hearing from you soon.

Many thanks

Pippa Tooher

PIPPA TOOHER

PERSONAL PROFILE

A highly enthusiastic professional with over 17 years of Global Event Management and Marketing experience across a wide range of sectors. Solid track record of managing successful events, producing and creating content and copy for both printed and on-line marketing and developing relationships with clients, discussing plans and identifying project requirements to offer appropriately tailored solutions. Highly passionate and committed to delivering exceptional standards of customer service and maximising opportunities to increase sales and profitability. A real passion for managing and motivating teams for maximum productivity, thriving in highly pressurised and challenging environments.

EXPERTISE, KEY SKILLS & COMPETENCIES

- Solid and proven ability in successfully managing a range of events.
 - Highly developed research, and copy writing for a range of online and printed content.
 - Passionate about customer service/events management and providing exceptional guest experiences.
 - Ability to undertake project management through effective planning and careful monitoring of critical paths.
 - Thorough understanding of margins, costs and budgets in supporting the achievement of business targets.
 - Expert in ensuring smooth operation across departments and supervising event day teams.
 - Skilled in liaising with all stakeholders to ensure all key project deliverables and requirements are met.
 - Undertaking effective brand management, liaising with sponsors and ensuring consistency of messages
 - Proven history of motivating and leading teams whilst maintaining exceptional Health and Safety standards.
 - Aptitude to remain calm and make sound decisions in pressurised environments.
 - Proficient in the use of IT equipment and software packages including the Microsoft Office Suite.
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CAREER & ACHIEVEMENTS TO DATE

Events Manager (Part-Time) – Swing Patrol (UK)

May 2009 – Present

KEY RESPONSIBILITIES & ACHIEVEMENTS

- Design and development of event plans in line with wider objective of the business
- Working across departments to ensure that key objectives and mile stones are met
- Design and implementation of the marketing plan to ensure event sales targets are met. This includes all social media marketing and other collateral.
- Venue sourcing and negotiation. Supplier sourcing and relationship management.
- Graphic design of all event branding and marketing materials using Illustrator and Photoshop
- Website design, content management and ticketing system implementation and monitoring
- Booking of travel and accommodation for visiting teachers and performers
- Answering customer queries and being main point of contact for questions
- Team and volunteer management
- Creating and monitoring budgets and ensuring they are met without overspend
- Onsite running of the event

Administration Temp – Brook Street (UK)

Sep 2019 – Present

KEY RESPONSIBILITIES & ACHIEVEMENTS

- Undertaking various temporary assignments in admin or reception roles
- Customer service and general admin tasks as required

KEY RESPONSIBILITIES & ACHIEVEMENTS

- Design, content production and implementation of an online customer/exhibitor portal
- Writing and producing training manual for the 180 onsite ambassadors and security staff
- Copy writing and content management for the event guide
- Research into and writing a city guide for delegate use
- Customer service and point of contact for about 80 clients.
- Sourcing, ordering and organising all deliverables such as sponsored items for clients.
- Allocating responsibilities to internal / external staff during event planning stages.
- Onsite management of key events at the conference
- Booking all travel for 40 staff members attending the event
- Overseeing live operations on event days, ensuring all staff carry out allocated responsibilities and holding position as the main point of contact for issue escalation.

Direct Marketing & Events Manager – WebsEdge Ltd (U.K.)**Apr 2013 – Dec 2018*****KEY RESPONSIBILITIES & ACHIEVEMENTS***

- Planning and implementation of all direct marketing for and logistics for WebsEdge on site presence at up to 50 conferences per year
- Planning and monitoring of complex shipping arrangements with multiple shipping lanes at a time
- Taking ownership of events through effective project plans and careful monitoring of critical paths.
- Working with conference organisers to effectively achieve the requirements for the events
- Undertaking the full management of budgets and ensuring events are executed within defined constraints.
- Negotiating venue and third-party supplier prices to achieve maximum cost savings. Maintaining excellent relationships with suppliers
- Working with external clients and stakeholders to ensure all key project deliverables are met.
- Booking and allocation of accommodation for crew members at all shows across America, Australia, Europe and the Middle East

Personal Assistant and Administrator – The Useful Simple Trust (U.K.)**Jan 2012 – Mar 2013*****KEY RESPONSIBILITIES & ACHIEVEMENTS***

- Provided administrative support to 5 Directors within the Civil Engineering based organisation.
- Managed calendar/diary scheduling and all correspondence via e-mail and telephone in a professional manner.
- Answered/screened calls appropriately and noted messages accurately.
- Booking travel and accommodation across the USA, South America and Europe for the directors
- Liaised with departments to support relevant projects/events that were being undertaken and executed.
- Recorded, approved and reconciled expenses appropriately in-line with company policies and procedures.
- Organised meetings as required, set agendas, took minutes and distributed to relevant individuals/departments.
- Networked and communicated with other PAs within the organisation and externally.

Events and Projects Officer – The Sport and Recreation Alliance (U.K.)**Jun 2010 – Apr 2011*****KEY RESPONSIBILITIES & ACHIEVEMENTS***

- Managed all aspects of the events delivered by the Sport and Recreation Alliance which was an umbrella organisation for the governing bodies of sport including the FA.
- Undertook pre-project planning, sourcing, booking and effective liaison with venues.
- Liaised with event production companies, speakers and third-party contractors to ensure effective execution.

- Led event day deliveries and managed all administrative aspects appropriately.
- Coordinated 2 EU funded programs that provided leadership training for women working in the sport.
- Organised overseas travel for the participants and liaised between coordinators of participating countries.
- Undertook event organisation and delivered financial reporting to relevant stakeholders.

EARLIER CAREER SUMMARY

Venue Manager / Company Manager – Spiegelworld LP (Australia / U.S.A.) **2008 – 2009**

Managed day-to-day running of the Spiegelworld (circus) site on Pier 17 in New York City and delivered the show at the Australian Open in Melbourne, Australia.

Executive Assistant – Diageo (Ireland) **2008**

Undertaking the personal assistant and team administrator role for the head of the larger brands marketing team.

Events Program Officer – Brisbane City Council (Australia) **2001 – 2007**

Running a recreation program called Active Parks that provided activities in parks across Brisbane at low or no cost to residents. This included up to 1000 small events every three months.

EDUCATION AND QUALIFICATIONS

Queensland University of Technology (Australia)

- Bachelor of Arts with Major in Journalism / Minor in Creative Writing

REFERENCES

References available upon request.