



MICHAEL ANDERSON

Senior Exhibition Manager

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SUMMARY

Strategically adept Exhibition and Trade Show Manager with over a decade of experience in orchestrating large-scale events and exhibitions. Demonstrated expertise in the coordination of all facets of trade shows, including logistics, vendor management, and budget adherence. Possesses a comprehensive understanding of market trends and audience engagement strategies that enhance brand visibility and drive attendance.

WORK EXPERIENCE

Senior Exhibition Manager Global Events Inc.

Jan 2023 - Present

- Oversaw the planning and execution of over 20 international trade shows annually.
- Managed a budget of \$5 million, achieving a 15% reduction in costs through strategic vendor negotiations.
- Implemented an innovative attendee engagement strategy that increased participation by 30%.
- Coordinated logistics for exhibitions, ensuring compliance with international standards and regulations.
- Developed and maintained relationships with key stakeholders, enhancing partnership opportunities.
- Utilized project management software to monitor progress and report on key performance indicators.

Exhibition Coordinator Trade Show Solutions

Jan 2020 - Dec 2022

- Assisted in the organization of over 15 trade shows, focusing on logistics and vendor coordination.
 - Conducted market research to identify trends and improve event themes.
 - Managed on-site operations, ensuring a seamless experience for exhibitors and attendees.
 - Collaborated with marketing teams to develop promotional materials that increased event visibility.
 - Trained and supervised junior staff during event execution to ensure high standards of service.
 - Facilitated post-event analysis to gather feedback and improve future events.
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EDUCATION

Bachelor of Arts in Event Management, University of California, Los Angeles

Sep 2019 - Oct 2020

ADDITIONAL INFORMATION

- **Technical Skills:** Event Planning, Budget Management, Stakeholder Engagement, Project Management, Market Analysis, Vendor Negotiation
- **Awards/Activities:** Recognized as 'Best Event Manager' at the International Event Awards 2020.
- **Awards/Activities:** Increased event attendance by 50% year-over-year through targeted marketing campaigns.
- **Awards/Activities:** Successfully launched a new virtual exhibition platform that generated \$1 million in revenue within the first year.
- **Languages:** English, Spanish, French