



MICHAEL ANDERSON

HEAD OF EVENT STRATEGY

PROFILE

An accomplished Head of Event Services with a robust background in crafting memorable experiences through meticulous planning and execution.

Demonstrates a comprehensive understanding of the events landscape, with a focus on enhancing brand visibility and stakeholder engagement. Adept at managing large-scale events, utilizing a blend of creativity and analytical thinking to drive success.

EXPERIENCE

HEAD OF EVENT STRATEGY

Global Event Solutions

2016 - Present

- Developed comprehensive event strategies that increased client engagement by 50%.
- Managed a portfolio of over 100 events annually, with budgets averaging \$3 million.
- Collaborated with marketing teams to enhance event visibility through digital channels.
- Established key performance indicators to measure event success and implement improvements.
- Fostered partnerships with local organizations to enhance community involvement in events.
- Utilized data analytics to assess attendee feedback and refine future event offerings.

EVENT COORDINATOR

Innovative Events Inc.

2014 - 2016

- Assisted in the planning and execution of large-scale corporate retreats and product launches.
- Coordinated logistics, including venue selection, catering, and audiovisual needs.
- Maintained detailed project timelines to ensure all aspects of events were completed on schedule.
- Developed relationships with clients to understand their vision and exceed expectations.
- Executed on-site management of events, ensuring seamless operations and guest satisfaction.
- Compiled post-event reports to evaluate success and identify areas for improvement.

CONTACT

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SKILLS

- Strategic Planning
- Team Development
- Budget Management
- Event Marketing
- Client Engagement
- Data Analysis

LANGUAGES

- English
- Spanish
- French

EDUCATION

MASTER OF BUSINESS
ADMINISTRATION, EVENT
MANAGEMENT FOCUS, NEW YORK
UNIVERSITY

ACHIEVEMENTS

- Awarded Best Event of the Year for a multi-day conference, 2021.
- Increased sponsorship revenue by 30% through targeted outreach and partnership development.
- Implemented a new event management platform that improved team efficiency by 25%.