



MICHAEL ANDERSON

TRADE SHOW MANAGER

CONTACT

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-  San Francisco, CA

SKILLS

- event logistics
- budget analysis
- stakeholder collaboration
- audience engagement
- market research
- project management

LANGUAGES

- English
- Spanish
- French

EDUCATION

BACHELOR OF SCIENCE IN HOSPITALITY MANAGEMENT, UNIVERSITY OF FLORIDA

ACHIEVEMENTS

- Successfully increased overall attendee satisfaction ratings by 30% year-over-year.
- Received 'Excellence in Event Management' award from the National Events Association.
- Achieved a 40% increase in sponsorship revenue through targeted outreach initiatives.

PROFILE

Dynamic Trade Show Coordinator with a robust track record of successfully managing multifaceted exhibitions and corporate events. Expertise lies in the meticulous planning and execution of trade shows, ensuring alignment with organizational objectives and market demands. Proficient in leveraging analytics to assess event performance, enabling data-driven decision-making for future initiatives. Possesses an innate ability to cultivate relationships with stakeholders, facilitating collaboration and enhancing event visibility.

EXPERIENCE

TRADE SHOW MANAGER

Event Horizon Ltd.

2016 - Present

- Directed all phases of trade show planning, from inception to execution, for multiple high-stakes events.
- Collaborated with marketing teams to design impactful promotional campaigns, increasing brand presence.
- Monitored event budgets, achieving cost savings while maintaining quality standards.
- Established partnerships with key industry stakeholders to enhance event reach and sponsorship opportunities.
- Implemented technology solutions to streamline event registration and attendee engagement.
- Conducted risk assessments and developed contingency plans to mitigate potential issues.

EVENT COORDINATOR

Premier Events Group

2014 - 2016

- Coordinated logistics for an average of 15 trade shows per year, managing vendor relationships and contracts.
- Utilized CRM systems to track attendee engagement and feedback for continuous improvement.
- Developed comprehensive event timelines, ensuring all milestones were met on schedule.
- Engaged with exhibitors to enhance their participation experience and address concerns.
- Conducted market analysis to inform event themes and content development.
- Produced post-event reports detailing successes and areas for future focus.