

SHARI WESTMORELAND, CMP

Managing Director

The Eventors

Managing Director Jan. 2002 – Present, The Eventors

- Create and manage all aspects of corporate and association programs and events from initial content development, site selection, marketing, production, trade shows and logistics management
- Oversee financial management of association and event programs from sponsorship development, budgeting, collections and investment recommendations
- Consistently deliver superior customer service with recognition from members, attendees, sponsors and board members
- Provide on-site management and direction for registration, housing, transportation, food and beverage, activities, and audio/visual
- Develop and maintain budgets from \$10K to over \$1M, while consistently coming in under projected estimates

Director of Events 2001, WorldTravel BTI

- Produced corporate events, meetings, trade shows and related marketing campaigns with responsibility for strategy, communications, production, vendor contract negotiations, logistics management, billing reconciliation and evaluation
- Secured and developed sponsorships totaling over \$300,000 which covered 100% of event costs
- Managed internal staff and external vendors with budgets ranging from \$10,000 to over \$500,000 while producing over 30% in savings on several event services from previous year's spending
- Directed operations for programs with 50 to over 3,000 attendees. Responsibilities included transportation, registration, rooming, VIPs, meeting room set up, food and beverage, and a/v production.

Account Executive, Account Manager, Coordinator 1997- 2000, Design South, Inc.

Broadcast Services Coordinator 1996

Atlanta Olympic Broadcasting, the broadcast division of the Atlanta Committee for the Olympic Games

Independent Marketing and Event Manager 1993-1995

EDUCATION

Bachelor of Arts, emphasis in Marketing and English, University of Missouri, Columbia, Missouri

Public Speaking and Human Relations Certificate, Dale Carnegie Institute

CERTIFICATION / AWARDS

Certified Meeting Planner (CMP)

Recipient the 2007-08 MPI Georgia Chapter Leader

ASSOCIATIONS

International Assoc. of Business Communicators, Golden Flames Co-director

Business Marketing Association of Atlanta, VP of Events

Georgia Society of Association Executives, SIG Leader

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