

CLARE ABBOTT

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Profile

A proactive leader with over a decade of senior-level event management experience across multiple sectors. Confident in planning and managing multiple large-scale, in-person and virtual events, setting clear priorities, tasks, budgets and deadlines.

An excellent communicator, able to engage internal and external stakeholders at all levels, driving best practices and successful deliveries. A progressive thinker, with excellent attention to detail, a strategic approach to problem-solving and the ability to offer innovative solutions as part of a demanding workload.

Experience

Freelance Senior Producer

June 2023 - present

Dates	Client	Project	Location	Budget
October - November 2024	Moriarty Events	Naturium Barrier Bounce Product Launch	London, UK	£65,000
November	Studio White	Maison Estelle Halloween Party (<i>onsite Senior Producer</i>)	London, UK	£100,000
July - September 2024	Cheerful Twentyfirst	Smartly ADVANCE	New York, USA	\$2million
July - October 2024	Liz Linkleter Events	Private event	Portugal	£2.2million
June - July 2024	Another A Story	GHD Product Launch	London, UK	£300,000
June 2024	Studio White	Private event (<i>onsite Senior Producer</i>)	Bath, UK	£250,000
June 2024	Cheerful Twentyfirst	Stagwell Sport Beach - Cannes Lions (<i>onsite Senior Producer</i>)	Cannes, France	\$4million
February - March 2024	Chanel	Senior Leaders Event	Maidenhead, UK	£100,000
October 2023 - May 2024	Liz Linkleter Events	Private event	Venice, Italy	\$4.5million
July - October 2023	Liz Linkleter Events	Private event (as featured in US Vogue)	Lake Como, Italy	\$3million
July - September 2023	Cheerful Twentyfirst	PwC Building Public Trust Awards	London, UK	£140,000
June 2023	Experience	Amazon Ignite on Tour (<i>onsite Senior Producer</i>)	Cologne, Germany	£100,000
May - June 2023	Sleek Events	Amazon Web Service Exec Leaders	London, UK	£250,000
February - June 2023	Cheerful Twentyfirst	YouTube Unboxed	London, UK	£650,000

Senior Project Manager (*events & experiences*)

Sept 2021 – June 2023

Cheerful Twentyfirst

- Solely responsible for the pitching, management and delivery of complex, large scale, live and virtual events, activations and mailers with individual project budgets exceeding £500k. Working across a global portfolio for Fortune 500 organisations such as; Google, Vogue, Samsung, Wall Street Journal and YouTube.
- Management of multiple projects, across various client accounts, simultaneously and all at varying stages of design, production or installation.
- Responsible for taking and understanding client briefs and, working alongside our creative teams, develop and deliver proposals that ensure we deliver on our client objectives, KPI's and budget.
- Responsible for the development of scope of work documents and budgets for clients to ensure all event deliverables are agreed and budgets are signed off ahead of the project start date.
- Overall responsibility for the life cycle for projects including scheduling project timelines and deadlines and forecasting resource requirements.
- Coordination and management of multi-disciplinary teams across the lifecycle of the project including the overarching project team (including Project Coordinators & Project Managers), creative, strategy and measurement, production, moving image and HSSE, depending on the project's requirements.
- Management of the project including overseeing the project team, project schedule and client timelines, resourcing, budgets, client meetings and supplier procurement and management.
- Main point of contact for the client throughout the project including managing client calls, overall project development and deadlines, overseeing creative presentations, budget discussions, production and the overall project team.
- Thorough technical knowledge and am able to consult on production briefs, equipment, crew and essential documentation including H&S, RAMS, run of shows, crew briefings etc.
- Management of all onsite delivery including build days, technical run throughs, speaker and client rehearsals, live shows and derigging.
- Responsible for post-event activities including budget reconciliation, internal and external event debriefs and the coordination and presentation of strategy and measurement documents, when required.
- Support in the management and development of client accounts, working alongside Account Managers, assisting with project retention, and developing the business opportunities across the portfolio.

Events and Partnerships Manager (*contract*)

March 2021 – Sept 2021

ClassforKids**UK Events Manager**

Oct 2018 to March 2021

University Campus of Football Business*Event Management*

- Reporting into the Head of Global Events & Operations, I was responsible for the strategy, planning and delivery of UCFB's yearly in-person, virtual and hybrid events strategy across the UK - 60 events annually with a £500k portfolio budget and 8000+ attendees p/a.
- Led a team of five event specialists to plan and execute market-leading, innovative events with the objective to increase overall UCFB brand awareness and market reach, these events are measured against departmental KPIs and the wider company success.
- Produced detailed event proposals for new and existing flagship and revenue driving events, including agendas, format, budgets and legal obligations which were presented to the UCFB Executive Board for discussion and approval.
- Managed the overall planning of each project including sourcing and booking venues or managing virtual platforms, communicating with internal and external stakeholders, delegate management including registration and communications, agenda design, guest speaker research and management, collation of presentations and event collateral, speaker briefings, management of the overall event budget and on the day event management.

- Measuring against KPIs, I was responsible for tracking and driving booking and attendee numbers and seeking new marketing opportunities to increase event engagement, attendance and overall brand awareness – under my guidance, event attendance increased by 17% over 3 years.
- Responsible for departmental P+L across all events including setting departmental and event budgets, cost forecasting, reconciling invoices, comparing cost per head and seeking cost saving methods – during my time, the event budget increases were under 5% per annum.
- Worked on the launch of the UCFB Global Summits and travelled to the inaugural event in Melbourne and Sydney working on the production and delivery of this ten day event.

Marketing

- A key member of the Marketing Management Team, responsible for ensuring student recruitment growth every year at the organisation and establishing UCFB as the biggest provider of sports degrees in the UK in the final year.
- Worked collaboratively with the wider marketing team to create, implement and optimise multi-channel marketing campaigns to ensure our events contribute to overall student recruitment targets.
- Designed and managed external communications driving initial interest through to qualified leads using events newsletters, guest speaker announcements and more.
- Created automated comms and workflows for all event communications and follow up materials ensuring information is correctly and clearly documented.
- Researched, designed and implemented landing pages and CRM forms including improvement monitoring to ensure that we are optimising user journey and maximising website conversion.

Marketing & Events Manager The Colony Group

Dec 2016 to Oct 2018

Events Sales Supervisor Crewe Hall, QHotels

Oct 2011 to Dec 2016

Wedding and Special Events Coordinator Cranage Hall

Feb 2010 to Sept 2011

Education Alsager High School

4 A Levels – Grade B and above
10 GCSEs – Grade B and above

2002 - 2009

Certifications

First Aid at Work (expires August 2024)
Full clean driving licence.