



Helen Wildgoose
Freelance Senior Event Manager
Project Portfolio



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Events are my passion, and with over 15 years as an Event Professional in the world of corporate, pharmaceutical and hospitality events, I have extensive experience leading a wide range of projects.

I have managed events throughout the UK, Europe and the Middle East - from large-scale, multinational summits, expos and conferences - to award ceremonies, exhibitions, press days and hospitality events.

Please find enclosed a snapshot of some of the events I have managed.



RECENT POSITIONS

Helen Wildgoose Events

Freelance Senior Event Manager, Present

Ashfield Meetings & Events

Senior Event Manager, Nov 2018 - Feb 2020

MCS Event Production

Senior Event Manager, Oct 2014 - Oct 2018

NAACE

Events Officer, April 2013 - Oct 2014

APIL

Event Organiser, Feb 2011 - April 2013

British Heart Foundation

Event Assistant, Sept 2009 - Feb 2011

Key achievements

- Successfully delivered a 4-day summit in Paris for 1,000 attendees within 5 months of winning the tender. Full project management, including content, design, production, delegates, venue, suppliers and management of 20+ project team members. Client management across two teams in Paris and Berlin
- Full project management and delivery of a high-value multi-day summit in Abu Dhabi for a US-based client. Multi-currency budget of \$1.2m, coordination of international suppliers and clients. Multiple content streams.
- Created and delivered a 3-year calendar of events for a retail client. Full project management, content and production of conferences, training workshops, press day and ongoing employee engagement events. Supporting speakers with individual content and presentations
- Event Director for Nissan car launch. Coordinated multiple suppliers to transform client workplace into an event venue. PR agency liaison. Full logistics management including coordination of revealing concept car on a floating barge on the Paddington Canal.
- Provided Event consultancy for a large multinational engineering company. Produced event documentation including checklists, planning guides, handbooks and communication templates for project and sales teams.



SharkNinja EMEA Forum 2024

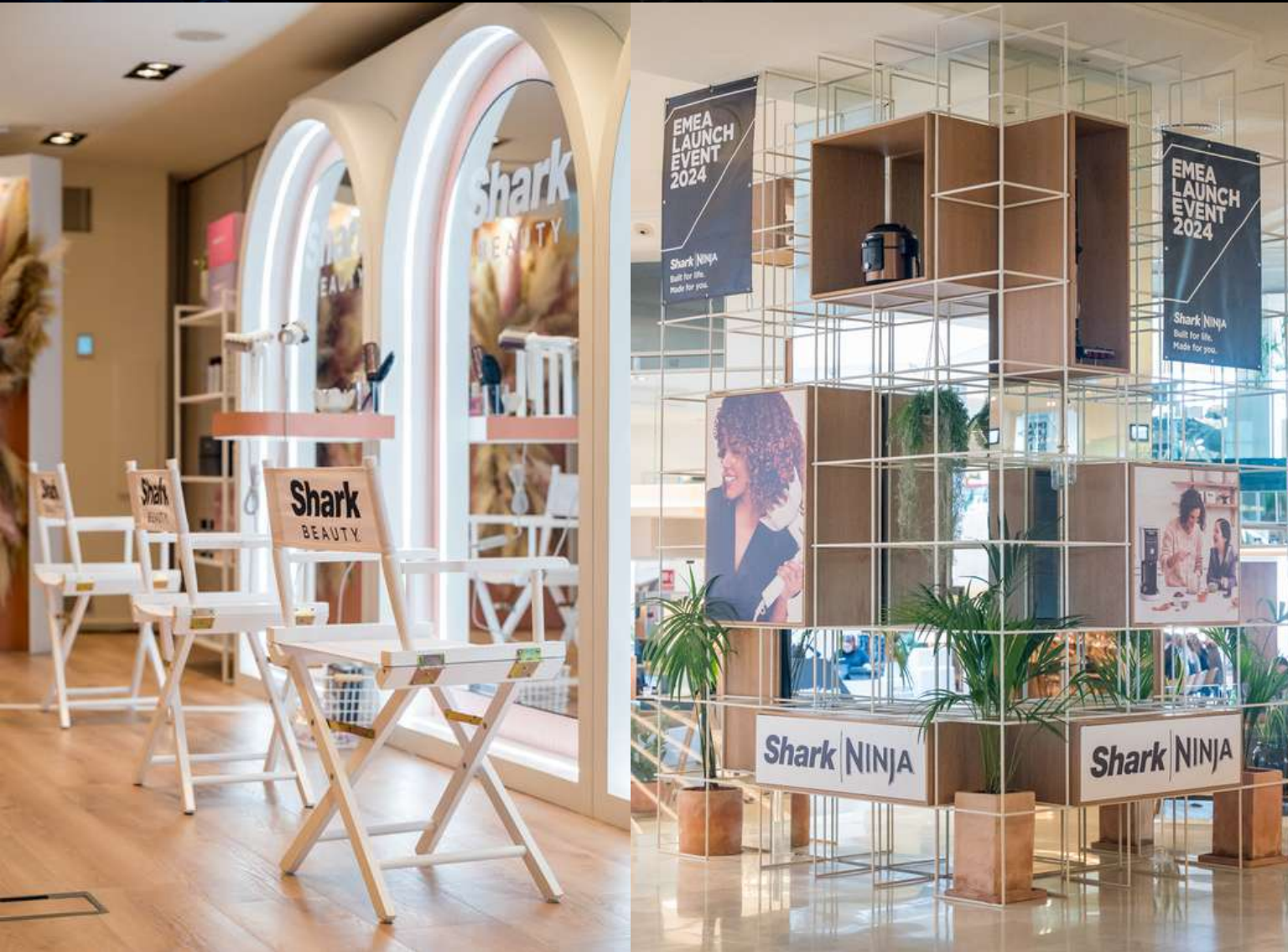
My primary role on this event was Plenary producer and content manager. I was also assistant lead, supporting the team, liaising with the venue and DMC and arranging staffing.

Format:

- 2-day event in Palma Mallorca
- Over 500 retailers and Media from EMEA markets
- Product launch event, with demonstrations and plenary keynote sessions.

Service provided:

- Full content management - liaising with script writers and presentation content managers for the keynote sessions.
- Management of show crew and rehearsals
- Plenary set & stage design & configuration
- Management of pre-event, onsite and post-event video creation
- Coordination of onsite staffing and liaison with DMC
- Venue liaison





Nissan Car Launch - Concept 20-23

Event Director for Nissan's new concept car launch. This launch was to be different and 'disruptive'. We put their clay model concept onto a barge and floated it down Paddington canal, whilst UK and European Media watched on.

Format:

- 2-day event across Nissan's London and MK sites
- 100 UK and European VIP Media
- Behind-the-scenes 'hands-on' workshops for the media
- Evening dinner and overnight accommodation

Service provided:

- Managing multiple suppliers to transform Nissan studio into a flexible event space
- Liaise with PR company on event program
- Event Logistics
- Attendee transfers and accommodation
- Full project management
- Onsite staff management



EIT Health Summit

Bringing together leading experts and thought leaders within the healthcare industry, from Europe and the US

Format:

- Held in Paris, a 4 day program consisting of multiple content streams. Plenary sessions, breakout rooms, two exhibitions, a start-up competition and off-site awards evening for 1000 attendees

Service provided:

- Organised and delivered the event within 5 months of pitching for and winning the tender
- Management of a full-service project team including production team, content producer, designers, delegate managers, exhibition managers, venue and supplier manager and PR company.
- Client relationship management, including presenting at client meetings in Paris and Berlin
- Full-scale project plans and budget management
- Graphic design & print



Milken Institute Middle East and Africa Summit

Bringing together thought leaders and decision-makers to discuss and debate some of the world's most pressing challenges.

Format:

- A three-day conference held in Abu Dhabi.
- Program with plenary sessions, private events, breakouts, a mini expo and evening events
- 1000 - 1200 guests each day

Service provided:

- Full project management, leading a team of designers, event managers, production specialists and producers
- Budget management - working in GBP, AED and USD - budget of \$1.2million
- Coordination of clients in LA and suppliers in UAE from a UK base, hosting regular online meetings
- Supplier sourcing and management
- Full onsite management



Pharma sales conference in Athens

As project lead, I worked with the client to produce their annual conference, leading on the logistics, production, comms and branding.

Format:

- 3-day conference with evening dinner programs on each night
- Off-site activity

Service provided:

- Full project management of team and logistics
- Client lead
- Event design and branding
- Supplier lead including the DMC and local production company
- Venue Management
- Delegate comms
- Budget management



Wilko Quarterly conferences - Management & Consultancy

Provided management and consultancy over a 2-year period. Each quarterly event had a different focus and provided business updates for managers

Format:

- A half-day event for 500 business leaders with keynotes
- Guest speakers led group interactive activities

Service provided:

- Full event project management
- Supplier/venue management
- Delegate management
- Content management and production: creating the agenda, meetings with presenters to discuss their key message and scripts and creating their presentation slides
- AV including live camera & pre-event filming
- Design & print
- Post-event engagement tools and feedback



Wilko – Annual Retail Christmas Conference

To bring together retail managers, showcase the Wilko Christmas product range and provide business updates and performance targets for the Christmas trading period.

Format:

- 300 attendees each day, with the event repeated 4 days in a row. The brief was to bring Christmas to Wilko's head office.

Service provided:

- Venue management, including the erection of a marquee on site and the design and decor of several rooms within the head office for use during the event.
- Catering/suppliers/props
- Delegate management – pre, post and on the day
- Presenter and content management
- Full AV and event management
- Pre-event filming





Countrywide – Annual chairman's award ceremony

Recognise and reward top-performing staff from across Countrywide's brands in the UK

Format:

- 400 employees from the various countrywide branches across the UK
- Pre-dinner drinks reception with pianist
- Awards ceremony with 3-course dinner
- After dinner entertainment and a party
- Awards Host – Claudia Winkleman

Service provided:

- Full event management: supplier and venue management and delegate management, including delegate comms, accommodation and transportation
- Client relationship and account management
- AV and technical support including show caller, autocue and live filming





Wilko – Christmas Press Event

Showcasing the Wilko Christmas product range to the press, bloggers, journalists and key industry contacts

Format:

- One-day press event for up to 200 invited guests

Service provided:

- Creative - I met with Wilko early in the year to discuss the looks and product ranges for the following Christmas then, based on the chosen venue, we designed creative display solutions for showcasing the products in each range.
- Custom design & build
- Venue dressing
- Supplier management
- Liaison with Wilkos PR team
- Budget management
- Event filming and interviews
- AV



Ikano Bank Summer & Christmas staff parties

Staff party, held each summer and Christmas for Ikano Bank employees

Format:

- The summer party was a more relaxed event, where staff can enjoy casual food and drinks in an informal environment.
- The Christmas event was a formal 3-course dinner with awards, followed by a party

Service provided:

- Full event management
- Delegate management and transportation
- Supplier management, including venue, caterers, dressing, awards and entertainment
- Graphic design and print for both events
- AV support



Ikano Bank Robin Hood Marathon Hospitality Tent

As the lead sponsor at the Nottingham Robin Hood marathon, Ikano Bank had a hospitality tent on the finish line with catering and family entertainment for staff and invited guests

Format:

- Hospitality tent for 600 staff, partners and competition winners
- Private dining event the night prior for competition winners



Service provided:

- Event consultancy and management – liaising with race organisers, PR teams and client internal teams.
- Supplier Management
- Event dressing
- Management of staff volunteers



Illumina Annual EMEA Sales Conference

Provide full management of the annual EMEA Sales team conference, which is held in a different European country each year

Format:

- A three-day conference held in Prague, with evening dinner and awards plus off-site party and team building activities

Service provided:

- Full project management and coordination of suppliers, venue, project team and clients
- Liaison with DMC to select and manage appropriate off-site activities, venue and transportation
- Delegate management and communication
- Provide detailed brief to the creative team to produce event branding
- Budget management, providing regular budget updates in CZK, USD and GBP
- Client relationship management



Eon - Annual Business Leaders conference

Bringing together the leaders of the business, with the purpose to motivate, inspire and engage, whilst providing company and business area updates.

Format:

- Morning plenary conference for 800 attendees, set in the round. Minimal slide content was used and a live camera feed was displayed on large screens around the room. Live Q&A.
- Each business area split into their own smaller conferences for the afternoon session.



Service provided:

- Full AV and event management
- Worked with each business area to devise a session which suited their individual content and needs, this included team building, mini-presentations, group discussions and activities and video content. In all 6 afternoon sessions, minimal AV and slide content was used to increase interactivity and engagement.



Jacobi Group - Event Consultancy

Jacobi Group are a global supplier of activated carbon products. They approached me to assist them with creating and documenting event management checklists, procedures and an events communication guide which the marketing and sales team can utilise throughout the year at the various trade events they exhibit at.

Service provided:

- Creation of a communication guide for sales managers to use when inviting contacts to a meeting at an event.
- Email templates and communication process flowchart
- Social media templates and usage guide
- Event Manager communication guide
- Event Manager project document - complete with pre, live and post-event checklists, a project tracker with deadlines and a master event calendar
- Research into the industry to identify new opportunities for trade events to attend and exhibit at.





Thank you

