



Scope of Work Brooke Sommers, CMP, CMM Owner, Strategic Conferences & Events

Executive Summary:

Brooke Sommers role is to strategically support organizations as a strategic project manager/meeting planner focusing on sales and customer events to help grow the business.

Responsibilities:

1. Strategic event support
 - a. Work with executives/event owners to strategically plan the meetings and/or events.
 - b. Work with pre-existing teams to build teams to produce successful events.
 - c. Create cross departmental teams to support assigned events
 - d. Management of suppliers/vendors (ie: production companies/logistics companies/etc)
2. Researching site locations and venues.
 - a. Property selection and contract negotiation
 - b. Budgeting and approvals
 - c. Presenting research results to decision makers
3. Planning the event logistics.
 - a. Food and beverage
 - b. Room setup
 - c. Audio-visual
 - d. Gift selection and purchasing
 - e. Planning special offsite events and dinners
 - f. Researching and hiring speakers and entertainment
 - g. Work with decorators for themed events
 - h. Coordinate with client all production activities
 - i. Hire, coordinate and manage third party contracting
4. Onsite management of meeting and logistics.
 - a. Tracking additional requirements while onsite
5. Registration
 - a. Name/demographics
 - b. Hotel room
 - c. Airline tickets
 - d. Car reservation





6. End of meeting reconciliation
 - a. Budget reconciliation
 - b. Bill payment
 - c. Final evaluation of meeting
7. Website Development
 - a. Work with vendor or in-house web group to develop events website
 1. Tool for internal employees to learn about events, incentives, spiffs, etc.
8. Miscellaneous Americas Sales Operations;/Marketing projects as needed.
9. Sponsorship development and management.

Samples of Events to be Supported:

- Sales Kickoff Meetings an/or Educational Meetings
 - Regional, National or Americas
 - 2500 – 3400 attendees
- Employee Incentive Programs
 - Worldwide, up to 2000 attendees
 - Spiffs, team or individual
 - Customer/Partner
 - Regional or National, 200 – 850 attendees
- Customer Events
 - Special Events/Golf Tournaments (ie: Final Four, Masters)
 - Dinners
 - Meetings
 - Customer Advisory Board Meetings
- Staff or Team Meetings
- Partner Events/Summits
- SE Trainings, 200 - 1000+ attendees

