

Profile Summary

Claire has been involved in the event and trade show industries for the past 18 years, including high-profile public and private sector initiatives. She has knowledge of every aspect of the event marketing, sales and management world to include trade shows sales, marketing and management, conference development, management and execution and a niche area of sponsorship development, sales and service. A stickler for detail, she is an accomplished project manager with extensive experience managing sub-contractors, stakeholders and large teams.

Currently, she is Vice-President at the Centre of Excellence for Public Sector Marketing where she is responsible for the Professional Development Portfolio to include all learning offerings. In addition she is senior consultant on marketing consulting projects. As part of the management team, she is responsible for internal process, customer service management, product development and delivery. As a seasoned executive, she never forgets her start and enjoys mentoring marketing and event management students as they launch their careers.

Professional Experience:

Centre of Excellence for Public Sector Marketing November 2010 ongoing
Vice-President, Professional Development Portfolio / Senior Consultant

MARCOM Professional Development Annual Forum 2003 - Ongoing

(marketing forum and trade show for public sector and not-for-profit marketers and communicators)

- Develop, manage and deliver conference and trade show for up to 300 delegates, 40 exhibitors, sponsors & partners
Includes the following:
 - Develop speaker roster
 - Manage all communications with key stakeholders, attendees, sponsors, internal team, volunteers
 - Develop and manage exhibit and sponsorship sales program
 - Develop and manage promotion strategy
 - Develop and manage Web presence, including social media channels
 - Oversee Registration process
 - Hire and train temporary personnel

CEPSM Workshop and Webinar Programs

- Develop and manage the national presence of CEPSM personnel across Canada delivering targeted training to government and not-for-profit professionals
- Develop new products
- Manage the promotion

Colterman Marketing Group (CMG) Canada **March 2000 – November 2010**
Vice-President, Business Development and Marketing Consulting Services

Project and Consulting Portfolio:

City of Ottawa
Senior Project Manager **July – December, 2010**

- Sponsorship and Advertising Initiative as part of Efficiency Savings Program

PWGSC, Government of Canada Exhibitions Program (GCEP)
Senior Project Manager **April - December, 2010**

- Marketing Strategy, including Brand Strategy, Exhibit Training, Sales Strategy, Promotion Strategy

PWGSC, Government of Canada Exhibitions Program (GCEP)
Project Management and Personnel Services **April 2005 – April 2010**

Canada Pavilion Tour
Senior Project Manager

- Canada Pavilion theming (Year of the Veteran, Children’s Story Telling, Emergency Preparedness, 2010 Olympics theme)
- Media Relations subcontract for 10 events yearly, scenarios for VIPs (Ministers)
- Recruit, hire, train and manage an experienced and fully bilingual Core Team of Site Managers and Information Officers to assist the pavilion in public events across Canada

Canadian Food Inspection Agency **July – October, 2009**
Senior Project Manager

- Partner selection and recruitment to support Be Aware and Declare Travelers Campaign

Canadian Air Transport Security Authority (CATSA) **November- December, 2008**
Senior Project Manager

- Developed, managed and executed Face-to-Face Marketing Greeter Program on behalf of CEPSM
- Managed recruitment and training of personnel for Christmas campaign at Toronto, Montreal, Ottawa and Halifax International Airports

Canadian Food Inspection Agency **November - December, 2008**
Senior Project Manager

- Developed and delivered 1-day “*Effective Exhibiting Practices*” training to CFIA personnel

National Defence **January – March, 2008**
Senior Project Manager

- Sponsorship valuation services for advertising recruitment program

PWGCSC, Government of Canada Exhibitions Program (GCEP)

Database Update Project

2006 and 2007

- Manage the update of the Exhibitions Plan Database through research and contact with over 2,800 events.

Marketing Performance Measurement Strategy

- Reviewed Program Evaluation as conducted by Consulting and Audit Canada and gave strategic recommendations based on findings regarding audience penetration, pavilion messaging, marketing promotions approach, communication channels, exhibit best practices considerations, exhibitions as a key component in the marketing mix

Agriculture and Agri-Food Canada - Rural Exhibits Program

April, 2003 to March, 2006

Senior Project Manager

- Interviewed, assessed, hired and trained bilingual exhibit staff to work at rural events across Canada as part of standing offer

Natural Resources Canada – Corporate Exhibit Program Tour

April, 2003 to March, 2006

Senior Project Manager

- Managed standing offer to deliver trade show temporary help services participation across Canada

Natural Resources Canada, Transportation Energy Use Division

June 2004 – June 2005

Fuel-Efficiency Strategy – New Vehicle Ranking System

- Part of working group developing a marketing strategy to persuade Canadians to drive more fuel-efficient vehicles

Key3Media Events Inc.

2000 - 2004

GTECWeek

Sponsorship and Advertising Sales Manager

- Developed, managed and delivered a \$500,000 sponsorship and advertising program – exceeding target

Communication Canada

November 2002 – March 2003

Federal Presence and Synergy Project and Exhibit Equipment Strategy

Senior Project Manager

- Developed selection criteria for Government of Canada event participation
- Depth Interviews with Regions across Canada on selection criteria
- Liaised with design contractor and developed proposed exhibit materials
- Presented Final Exhibit Material Implementation Strategy Report to Working Group (to include ordering, storage, management and maintenance)

Communication Canada

February – April, 2001

Summit of the Americas, Québec City

Senior Project Manager

- Planned, managed and delivered promotional plan for 9,000 square foot exhibit and programming activities
- Managed recruitment, training and management of temporary personnel

Communication Canada

May – November, 2000

Government of Canada Fairs and Exhibits Program

Senior Project Manger

- Assisted in the Launch of the Fairs and Exhibits Program

- Recruited departmental Exhibit Partners for 10 events across Canada, including space and promotion negotiations
- Trained Site Managers and Exhibit Hosts

Purchasing Management Association of Canada **May – June, 2000**
Conference and Trade Show
Operations Manager and Sponsor Liaison

- Managed trade show development and on site execution
- Liaised with Sponsors around on site promotional programming
- Coordinated development and production of PMAC Event Guide and advertising

EDS / SHL Systemhouse **1993- 2000**

Event Manager

Technology in Government Week – former Congress Centre / Westin Hotel

- Established, tracked and managed an annual budget of \$110K
- Interfaced with participants, trade show organizers, vendors, suppliers
- Managed gala participation to include 12 partners and over 80 government client guests
- Managed receptions for key government and private sector clients

Executive Assistant to Vice-President Global Postal and Logistics - Canada Post

- Organized and coordinated conferences, trade shows and executive briefings
- Planned and executed Annual Canada Post / EDS Systemhouse golf tournament for 120 guests
- Assisted sales team in proposal preparation
- Managed calendar and preparation of executive briefings for VP
- Supervised administrative staff

Project Administrator - Canadian International Development Agency (CIDA)

- Project tracking
- Maintained project management library
- Assisted with software conversion testing

Spar Aerospace Limited, Kanata, ON **1990-1993**
Navigation and Communication Departmental Coordinator

Education and Training

January, 2010	PMP Certification, Sprott School of Business, Carleton U
July, 2009	IEG Webinar – Determining the Fair Market Value of Sponsorship Packages
May, 2009	Canadian Marketing Association annual conference, Toronto
October, 2008	Exhibit Best Practices – Skyline Displays
December, 2007	Designing and Selling Your Sponsorship Program
March, 2006	Exhibitor 2006 Conference and Trade Show, Las Vegas
	Exhibit Best Practices, Event Marketing, Exhibit Measurement
1986-1989	Bachelor of Arts, Major Psychology, Carleton University