

Anna Boyer

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SUMMARY

Event Planning Manager with 11 years delivering corporate, partner, field, and **marketing** events from strategy through evaluation. More than five years leading event professionals and **cross functional** programs, with ownership spanning executive communications, vendor sourcing, RFPs, contracts, budgets, **onsite logistics**, invoices, expenses, and service quality. Advanced Microsoft Excel user who builds budget models, expense trackers, timelines, guest lists, formulas, pivot tables, and **conditional formatting** controls. Career progression reflects increasing responsibility for national conferences, recognition programs, leadership meetings, executive roundtables, client summits, and special events. Coaches teams, aligns marketing, communications, finance, legal, executives, agencies, venues, and suppliers, then uses feedback to improve repeatable delivery. Comfortable with remote leadership, overnight travel, weekend programs, and high visibility work that supports meaningful audience engagement.

EXPERIENCE

Senior Event Planning Manager

January 2022 - Present

Northstar Partner Marketing

Charlotte, NC

Leads annual strategy and delivery for national conferences, recognition programs, leadership meetings, and special events. Manages five event professionals while coordinating executives, marketing, **communications**, agencies, venues, and suppliers. Owns budgets, RFPs, contracts, executive materials, onsite operations, technology evaluation, and post event process improvement.

- Standardized planning gates for national conferences, improving consistency across timelines, deliverables, and stakeholder reviews.
- Coached five event professionals through vendor negotiations, executive readiness, and onsite decisions during high visibility programs.
- Built Excel budget models with **formulas**, **pivot tables**, and conditional formatting for clearer expense control.
- Directed RFPs and **contracts** across venues, production firms, registration partners, transportation providers, and specialty suppliers.
- Created executive briefings and run of show documents that gave leaders clear decisions before delivery.
- Introduced event technology reviews that improved planning workflows and supported more consistent program execution.

Event Programs Manager

March 2019 - December 2021

SummitBridge Communications

Atlanta, GA

Managed executive roundtables and multi day conferences with integrated plans for content, registration, production, hospitality, and communications. Led marketing, communications, finance, legal, and executive partners through milestones, vendor decisions, live delivery, and post event learning. Strengthened recurring programs with practical playbooks and disciplined financial tracking.

- Formalized post event debriefs that converted attendee feedback and vendor findings into recurring program improvements.
- Created Excel workbooks linking **guest lists**, schedules, commitments, **invoices**, and actual expenses for stronger visibility.
- Led RFPs and vendor evaluations for audiovisual, staging, catering, transportation, and staffing requirements.
- Prepared executive agendas, briefing books, speaker materials, and stakeholder **communications** for live programs.
- Resolved **cross functional** dependencies before **milestones**, keeping content, registration, production, and hospitality aligned.
- Built recurring event playbooks that gave planning teams clearer ownership, timing, and service expectations.

Senior Event Producer

June 2016 - February 2019

Harbor & Pine Events

Raleigh, NC

Produced conferences, client summits, and special events from discovery through closeout. Owned production schedules, onsite plans, supplier coordination, executive briefings, proposal comparisons, contract documentation, invoices, **expenses**, and post event findings. Connected client goals with practical delivery plans that supported reliable guest and stakeholder experiences.

- Produced client summits from discovery through closeout, connecting stakeholder goals with schedules and onsite plans.
- Built Excel trackers for budgets, **guest lists**, deadlines, and vendor payments using formulas and **conditional formatting**.
- Compared supplier proposals and supported contracts, invoice review, and expense reconciliation across complex programs.
- Coordinated executive briefings, speaker rehearsals, transportation details, and day of changes during live events.
- Captured post event findings that improved vendor selection, templates, and recurring execution practices.
- Managed registration teams, vendors, speakers, and client stakeholders through detailed production schedules.

Event Coordinator

October 2015 - May 2016

Crescent City Communications

New Orleans, LA

Coordinated logistics for client meetings, community programs, and marketing events while supporting registration, suppliers, speakers, budgets, and onsite issue resolution. Built practical Excel trackers and reference materials that helped teams manage invoices, guest information, room turns, communications, and delivery details.

- Coordinated client meetings and **marketing** events through registration, supplier check ins, room turns, and closeout.
- Created Excel budget sheets, registration lists, task trackers, and expense logs for accurate event administration.
- Managed supplier **communications** for catering, rentals, audiovisual services, transportation, and printed materials.

- Prepared speaker packets, agendas, attendee communications, signage inventories, and onsite reference materials.
- Supported issue escalation during live programs, helping teams protect speaker readiness and guest service.
- Documented participant feedback and vendor observations that refined future checklists and procedures.

PROJECTS

National Conference Delivery Program 📅 2024

Directed annual conference planning across strategy, budgets, vendors, executive materials, onsite operations, and post event evaluation. Standardized gates and review points for repeatable delivery.

Executive Leadership Meeting Series 📅 2021

Coordinated executive agendas, briefing books, speakers, hospitality, production, and communications across a recurring leadership meeting program with disciplined milestone tracking.

LEADERSHIP & AWARDS

- Recognized by senior leadership for strengthening annual event planning discipline and executive readiness.
- Commended for coaching event professionals through vendor negotiations, onsite decisions, and complex delivery milestones.

EDUCATION

Bachelor's Degree in Communication

2015

Louisiana State University GPA: 3.5

Baton Rouge, LA

Coursework: Event planning, organizational communication, marketing communication, public relations

CERTIFICATIONS

- Certified Meeting Professional 📅 2021
- Microsoft Office Specialist Excel 📅 2020

TECHNICAL SKILLS

- **Event Management:** Annual event strategy, conference delivery, special events
- **Microsoft Excel:** Formulas, pivot tables, conditional formatting
- **Financial Tracking:** Budget modeling, expense reconciliation, invoice tracking
- **Vendor Administration:** RFPs, contracts, proposal comparisons
- **Onsite Operations:** Registration, room turns, vendor check ins
- **Executive Communications:** Briefing books, agendas, decision summaries
- **Event Production:** Audiovisual, staging, catering
- **Guest Management:** Guest lists, registration, attendee communications
- **Planning Systems:** Timelines, milestones, planning gates
- **Evaluation Methods:** Post event debriefs, attendee feedback, vendor findings

SKILLS

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|----------------------------|-----------------------|--------------------------|------------------------|
| • Event Strategy | • Vendor Management | • Microsoft Excel | • Event Technology |
| • Event Management | • RFP Management | • Formulas | • Process Optimization |
| • Team Leadership | • Contract Management | • Pivot Tables | • Onsite Logistics |
| • Executive Communications | • Budget Management | • Conditional Formatting | |

PROFESSIONAL AFFILIATIONS

- Events Industry Council, Certified Meeting Professional community member.
- Professional event planning and marketing communications networks, focused on practical peer learning.

LANGUAGES

- English (Native)
- French (Intermediate)

ADDITIONAL INFORMATION

Work Status : Authorized to work in United States. No sponsorship required.

REFERENCES

AVAILABLE ON REQUEST