

S E R E N L L E W E L L Y N

Event Manager

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Rachel Davenport
Informa

Dear Rachel,

I am writing about the Event Manager role at Informa, which I saw on LinkedIn. I have spent the past three years at ACC Liverpool managing corporate conferences and exhibitions for up to 1,500 delegates, and Informa's portfolio of large-scale industry events, and the chance to work on content-led conferences rather than purely venue-side. Is what makes this role particularly interesting to me.

In the last twelve months I managed 22 conferences and 8 exhibitions at ACC Liverpool, coordinating with 40+ suppliers per event across AV, catering, security, and exhibition services. The project I am most proud of was the NHS Confederation annual conference. A 3-day programme for 1,200 delegates across 4 conference halls and 12 breakout rooms, including a ministerial visit requiring enhanced security and 3 live-streamed plenary sessions. The post-event survey came back at 92% satisfaction, the highest in the conference's last five years. Before ACC Liverpool, I coordinated 45 weddings per year at Knowsley Hall and grew corporate bookings by 30% by building relationships with Liverpool businesses and running open evenings that generated £320,000 in confirmed bookings.

I hold IOSH Managing Safely, a personal licence, and a BA in Events Management from LJMU. I am an AEO member and completed their Essentials training programme last year. I would welcome the chance to discuss how my experience delivering large-format events could contribute to Informa's UK programme.

Best regards,

Seren Llewellyn