

Seren Llewellyn

Event Manager



PROFILE

Event manager with four years of experience planning and delivering corporate events, conferences, and private functions across the North West. Currently at ACC Liverpool managing conferences for up to 1,500 delegates. Previously coordinated weddings and private events at a country house hotel. I handle everything from client brief through to on-the-day delivery, and I am at my best when things get complicated.

EDUCATION

BA (Hons) in Events Management

Liverpool John Moores University,
Liverpool
Sep 2017 – Jun 2020

SKILLS

- Conference & Exhibition Management
- Client Relationship Management
- Budget Planning & Cost Control
- Supplier & Vendor Coordination
- Floor Plan & Room Layout Design
- Event Risk Assessment
- On-the-Day Event Delivery
- Cvent & Eventbrite
- AV & Production Coordination
- Team Leadership & Briefing

LANGUAGES

- English (native)
- Spanish (conversational)

REFERENCES

Rebecca Thornton

Head of Events, ACC Liverpool
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James Atherton

Operations Manager, Knowsley Hall
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CONTACT

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EXPERIENCE

Event Manager, ACC Liverpool, Liverpool

Feb 2023 – Present

Managing corporate conferences and exhibitions at one of the UK's largest convention centres.

- Managed **22 conferences and 8 exhibitions** in the last 12 months, ranging from 200 to 1,500 delegates
- Primary contact for **3 key accounts** including the NHS Confederation annual conference (1,200 delegates, 3-day programme)
- Coordinate with **40+ suppliers** per event – AV, catering, security, signage, and exhibitor services
- Achieved an average client satisfaction score of **4.7 out of 5** across post-event surveys in 2025

Events Coordinator, Knowsley Hall, Liverpool

Jun 2021 – Jan 2023

Planned and delivered weddings, corporate dinners, and private celebrations at a Grade I listed country house.

- Coordinated **45 weddings per year** from initial enquiry through to the day, managing budgets from £15,000 to £85,000
- Grew corporate event bookings by **30%** by building relationships with Liverpool-based businesses and running 4 open evenings
- Managed a casual events team of **up to 25 staff** on the day, including bar, waiting, and set-up crews
- Handled all supplier negotiations – florists, photographers, bands, caterers – maintaining a preferred supplier list of **60+ vendors**

Events Assistant, Titanic Hotel Liverpool, Liverpool

Sep 2020 – May 2021

Assisted the events team at a 4-star hotel with a mix of conferences and social events.

- Set up and broke down event spaces for **3-5 events per week** – boardroom meetings to 300-person receptions
- Managed the events inbox, responding to **50+ enquiries per week** and converting around 25% into confirmed bookings
- Created event running orders and floor plans using **CAD and Visio**

CERTIFICATIONS

IOSH Managing Safely, Institution of Occupational Safety and Health

Sep 2022

CIEH Level 2 Award in Food Safety in Catering, Chartered Institute of Environmental Health

Apr 2021

Personal Licence Holder (APLH), British Institute of Innkeeping

Nov 2021

PROJECTS

NHS Confederation Annual Conference – ACC Liverpool

Mar 2024 – Jun 2024

Lead event manager for one of the NHS's flagship annual conferences.

- Managed a **3-day programme for 1,200 delegates** across 4 conference halls and 12 breakout rooms
- Coordinated **18 exhibition stands**, a ministerial visit requiring enhanced security, and 3 live-streamed plenary sessions
- Post-event survey returned a **92% satisfaction rate** – highest in the conference's last 5 years

Wedding Open Evening Series – Knowsley Hall

Jan 2022 – Dec 2022

Created and ran a series of open evenings to attract new wedding bookings.

- Organised **4 open evenings** across the year, each with 80-120 couples attending
- Generated **£320,000 in confirmed bookings** directly from the events – a 30% increase on the previous year

EXTRA CURRICULAR ACTIVITY

Volunteer Event Coordinator – Liverpool Food and Drink Festival

Jun 2022

Help coordinate the volunteer team and trader logistics for the annual festival in Sefton Park. Managed a team of 35 volunteers across 2 days in 2024 – the festival attracted over 30,000 visitors.

Member – Association of Event Organisers (AEO)

Jun 2023

Attend quarterly networking events and the annual AEO conference. Completed the AEO Essentials training programme in 2024.