

Hannah Capstick – Curriculum Vitae

EDUCATION AND QUALIFICATIONS

1997 - 2001	BSc. (Hons) Business and Management Studies - 2:1 University of Bradford, UK
1994 - 1996	A-Levels - Business Studies (A), Geography (B) and English Literature (B) Netherhall Sixth Form Centre, Cambridge, UK
1989 - 1994	GCSE's 9 A* - C grades, The Netherhall School, Cambridge, UK

KEY SKILLS

During my career I have organised large-scale international events in the UK, Middle East, and Asia; directed events attended by over 2,000 paying delegates; managed high-profile sporting events; and developed successful industry driven conferences. I have a high level of expertise in the following areas:

- Topic generation, research and programme development
- Developing and managing industry-led initiatives including women in leadership, youth programs, startups, awards
- Managing partnerships with advisory and technical committees and industry associations
- Speaker acquisition and management
- Budget setting, forecasting and P&L management
- Developing content driven sponsorship opportunities
- PR / Media relations
- Marketing, copy writing and communication planning (in traditional, digital and social media)
- Setting up online payment and registration platforms
- On-site event management
- Post-event reporting and recommendations

EMPLOYMENT HISTORY

May 2011 – to date Consultant

I have worked as a consultant in the capacity of Programme Director, Event Director, Conference Manager and Project Manager for a number of leading event organizers, associations and multinational organizations. My projects to date include:

2019 Events

Dubai World Trade Centre

- Conference Director for the Gulfood Innovation Summit, part of the world's largest food trade event

Petroleum Economist

- Conference Director for the GCC Energy Strategy Forum in Kuwait, co-hosted with Kuwait Petroleum Company

2018 Events

DMG Events

- Conference Director for Future Energy Asia, Bangkok

Finastra

- Conference Director for the Finastra Universe Forum in Dubai, large Fintech event

Haymarket Media

- Conference Director for Chartered Institute of Procurement & Supply (CIPS) Annual Conference – MENA, Dubai & Australia

2017 Events

Middle East Energy Events (ME3)

- Programme Director for MEPEC 2017 (Middle East Process Engineering Conference), Bahrain
- Conference Manager for CCPS - MEPSC 2017 (American Academy of Chemical Engineers Middle East Process Safety Conference)
- Project Manager for MEPEC Industry Initiatives: ICZ (Innovation Commercialization Zone), LEWAS (Leadership Excellence Women Awards), ChemMe Youth Programme

Dubai World Trade Centre (DWTC)

- Conference Director for CABSAT

Mazej Events

- Event Director for the International Pipeline Coating Conference (IPCC)

2016 Events

Gulf Business (Motivate Publishing)

- Event Director for Toshiba Middle East Medical Forum

Dubai World Trade Centre (DWTC)

- Conference Director for CABSAT

Mazej Events

- Event Director for the International Pipeline Coating Conference (IPCC) 2016

ITE Group PLC

Conference Producer for 2nd Global Oil & Gas South East Europe and Mediterranean Conference & Exhibition

Middle East Energy Events (ME3)

- Conference Manager for Ethylene Middle East Technology Conference (EMET) 2016, Bahrain

2015 Events

Dubai World Trade Centre (DWTC)

- Conference Manager for GITEX & GISEC

Mazej Events

- Event Director for the International Pipeline Coating Conference (IPCC) 2015

Middle East Council for Shopping Centres (MECSC)

- Event Director for RECon MENA & ICSC (International Council of Shopping Centres) regional awards programme

DMG

- Conference research and programme development for Women in Energy Programme for ADIPEC

2014 Events

Turret Media

- Marketing Consultant for: GCC Municipality Conference (Department of Municipal Affairs), Abu Dhabi & Abu Dhabi Road Safety Conference (Abu Dhabi Municipality)

ABTEC

- Arabian Banking & Technology Conference, Bahrain

Oman Expo, Oman

- Oman Future Buildings Conference & The Big Show

Clarion Events, The Energy Exchange

- Conference Manager for Operational Excellence for Oil and Gas sector Middle East 2014
- Green Build research project

2013 Events**Clarion Events, The Energy Exchange**

- Petchem Arabia 2013
- Middle East Downstream Week 2013

DMG Events Middle East

- Machine to Machine Forum 2013
- Facilities Management (FM) Expo 2013

MEED, EMAP Middle East

- 15th Annual Project Finance Summit 2013

2012 Events**MEED, EMAP Middle East**

- Libya Oil & Gas Focus Day 2012
- Middle East Water & Wastewater Conference 2012
- 3rd Annual Middle East Brownfields Forum

Clarion Events, The Energy Exchange

- Petchem Arabia 2012

REED Exhibitions

- Confidential research project

IIR Middle East, UAE

- Contact Centre Forum

World Bank Group, International Finance Corporation, UAE

- Making Global Connections 2012: International Private Education Conference, Dubai

2011 Events**United Business Media (UBM), UAE**

- Building Future Education 2011 conference (BFE MENA), Abu Dhabi

Jan 2009 – July 2010 **International Conferences & Exhibitions LLC. (IC&E), UAE**

CONFERENCE DIRECTOR

IC&E was founded in 1985 and organizes exhibitions in the Middle East and Asia including GETEX (the Gulf Education & Training Exhibition) and OGS (the Arab Oil & Gas Show)

- Launch and develop IC&E's Conference Division overseeing all departments including marketing, sales and operations
- Established The Global Forum on Technology in Education
- Manage annual event budget of \$190,000 to ensure achievement of revenue and sales targets are met within timeframes
- Project managed large scale events including TESOL Arabia annual conference attended by over 2,000 paying delegates
- Implement sales targets and marketing plans for conferences and seminars
- Activate marketing and PR campaign for each event including copy writing for all marketing collateral
- Develop new business for managed events with trade associations and government organizations

Feb 2008 – Jan 2009 IQPC Middle East – Dubai, UAE

DIVISIONAL DIRECTOR

IQPC is one of the world's leading organisers of conferences, seminars and in-house training programmes delivering over 2,000 events each year.

- Managing project teams consisting of sales, marketing and operations for over 20 annual events including Leaders in Islamic Finance and Institutional Investments Summit
- Research and evaluate conference topics to identify and generate profitable market sectors for new events and to grow existing event portfolio
- Coordinate all phases of the project management cycle for multiple events from launch phase through to onsite event management
- Marketing: Control divisions' annual event budget of \$250,000. Plan and activate marketing campaigns for each event. Proof reading and copy writing marketing event material
- People Management: hiring, training and performance management of 3 Conference Managers
- Support sponsorship sales team by providing strategic direction, and attending client sales meetings

Sept 2005 - Feb 2008 IIR Middle East – Dubai, UAE

SENIOR CONFERENCE MANAGER

IIR is part of the Informa Group, the world's largest Exhibitions & Events Company with a global network of 45 businesses units employing over 8,000 people

- Produced large scale events including Cityscape Dubai, Cityscape India, Retail City and Arab Health Abu Dhabi
- Generating market driven and profitable conference and training course programs with minimum gross profit margins of 50%.
- Researching and evaluating conference topics and analyzing industry trends across the Finance, Real Estate, and Marketing sectors
- Marketing: Manage annual conference budget of \$170,000. Develop and activate media plans for each event and oversee onsite marketing.
- Copy writing of all marketing material including conference brochure, conference website, e-shots, sales letters, and press releases
- Building partnerships with industry associations and the media both regionally and internationally.
- Acquisition of high level speakers both regionally and internationally and continuous networking and communication with existing and potential speakers.

May 2004 – Sept 2005 St Martin's Magazines Plc – London, UK

PROMOTIONS & EVENTS MANAGER

St Martin's Magazines publish Country Illustrated, Hunting and Country Club UK magazines

- Managing travel, restaurant, hotel, and theatre promotions for society membership magazine Country Club UK. Negotiating exclusive hotel rates for Country Club UK members
- Event Management: Organising membership events such as polo, horseracing, gala dinners, and business and lifestyle seminars
- Marketing: Increase membership through planning and activating advertising & PR campaigns. Create direct mail campaigns to existing members. Manage annual promotions budget and produce quarterly revenue reports.
- People Management: Managing team of two Promotions Negotiators. Training staff on travel promotions, and organising staff incentives and hotel visits
- PR: Representing Country Club UK at media events, venue launches and exhibitions. Sourcing editorial for top sporting events such as Wimbledon, Henley Regatta, Six Nations Rugby, and Royal Ascot

Dec 2001 – May 2004 Newmarket Racecourse – Suffolk, UK

COMMERCIAL MARKETING EXECUTIVE

Newmarket Racecourse is the home of British horseracing, established in 1809 with the world famous 2000 Guineas race

- Sales: Promoting and selling race sponsorship. Generating new business through pro-active selling and repeat business through client relationship building and corporate entertaining. Key account management of high profile clients such as UAE's Godolphin stables
- Marketing: Producing corporate hospitality brochures, direct mail campaigns, visitor promotions, marketing literature for Newmarket Nights, and co-coordinating live music acts.
- Event Management: Organising corporate dinners, weddings, and conferences. Coordinating with suppliers, speakers and racing celebrities. meeting customer requirements, and after-sales service to gain customer loyalty