

Shona Thomson

Thomson Eventos E.I., Av. Patrice Lumumba, No. 245, Maputo, Mozambique Tel: +258 82 3576766
Shona_Thomson@hotmail.com

Multi-skilled events professional with 15 years' global experience spanning 4 continents. Excellent track record in event management, fundraising, relationship management, marketing and communications gained across diverse sectors, including corporate and non-profit organisations. Competency in 6 languages including Portuguese and French. Currently in Mozambique with own events company, Thomson Eventos, E.I.

Key Skills & Competencies

Event Management	15 years of planning and project-managing events in the non-profit and private sectors, from industry conferences, seminars, awards and networking events to large-scale charity fundraisers and donor engagement events
Fundraising	4 years in charity events management, including large-scale special events. Proven track record in securing corporate partnerships and sponsorships, recruiting and managing volunteers and producing fundraising materials.
Writing, Marketing & PR	15 years' experience of copy-writing, editing, proof-reading and producing event/marketing materials. 2 years' experience of developing communications and PR strategies for NGOs and training staff in writing skills
Conference Production	15 years' experience of conference production: exceptional research, topic generation, speaker recruitment and strategic partnership skills.
Languages	Portuguese (strong working knowledge), French (advanced), Spanish (degree), Swedish (degree), Japanese (working knowledge), German (basic)

Work Experience

Freelance Events Manager & Fundraiser, THOMSON EVENTOS **USA, UK and Mozambique, Dec 2008 - Present**
Event management for an international client base in both the private and charity sectors, including event research, sponsor and donor recruitment, marketing, PR and communications, coordination and overall event management

Key Achievements:

- Currently managing fundraising events for local children's literacy charity in Maputo, Mozambique, including Livro Aberto's flagship annual large-scale fundraiser, the International Children's Day Fair, for 1,000 participants, securing 10+corporate sponsorships and partners, and recruiting and managing 80+ volunteers.
- In addition to my charity work, also delivering events and conferences for a diverse client base in the private sector, both locally and internationally
- Corporate clients include: IIR, IQPC, Metal Bulletin, Environmental Finance, FT Conferences, Resourceful Events, Coaltrans Conferences, MIS Training, Metal Bulletin, Africa Confidential, Club of Mozambique, Pam Golding Mozambique
- NGO clients include: MSF Mozambique, MSF USA, GOAL, International Crisis Group, Human Rights Watch, SelfHelp Africa, Action Against Hunger

Special Events Manager **CLIC Sargent, London, July 2012 - Feb 2013 (maternity cover)**
Management role in major events team of CLIC Sargent, the UK's leading children's cancer charity.

Key Achievements:

- Successfully planned and managed 2 major fundraising events for a combined audience of 4,000+ people and income target of £280K, exceeding income targets by £55K
- Ensured financial success and smooth delivery of events through effective liaison with all stakeholders (sponsors, event partners, celebrity hosts and guests, patrons, service providers and internal teams)
- Sourced new fundraising channels to boost income, such as new auction and raffle prizes, new sponsorship opportunities and new SMS pledge appeal

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Fundraising & Events Advisor (VSO)

Livro Aberto/NVC, Maputo, Mozambique, Feb 2011 - July 2012

Developed and implemented fundraising strategies for 2 local VSO partners: Livro Aberto, a children's literacy NGO, and the National Volunteer Council, a network of 85 NGOs. Roles included event management; strategic planning; proposal-writing; donor outreach; budgeting, developing fundraising/marketing materials; volunteer management.

Key Achievements:

- Planned fundraising strategies and launched 3 new successful fundraising events: International Children's Day event for 1,000+ attendees, Volunteer Awards Gala and U.N. International Volunteer Day Workshop
- Raised more than \$25K in funds and resources from 11 partners and sponsors
- Wrote proposals for local and international grant-giving bodies, for budgets ranging from \$10,000-\$150,000

Communications Advisor (VSO)

Education as a Vaccine Against AIDS, Abuja, Nigeria, Oct 2009 – March 2010

Capacity-building for a youth-based HIV/AIDS charity in Nigeria, through events, marketing and media.

Key Achievements:

- Devised and ran training courses on writing skills and media relations for 40+ staff in 4 offices across Nigeria
- Produced new annual publication, improved website content and edited programmatic and donor reports
- Supported the delivery of 3 fundraising and donor events to celebrate EVA's 10th Anniversary

Conference Director

Institutional Investor (Euromoney) New York, Dec 2003-Nov 2008

Project management and coordination role for Institutional Investor, a New York based financial publishing company.

Key Achievements:

- Produced and managed 10-15 successful conferences per year, each for 50-250 senior finance executives
- Grew revenues (average \$75,000 per event) by launching 3-5 successful new conferences per year through strong intelligence-gathering, liaison with II's editorial teams and new strategic partnerships/advisory boards
- Expanded events team by recruiting, training and managing 9 producers and researchers

Conference Producer

Institute for International Research (IIR), London/New York, Feb 2000 - Nov 2003

2 years at IIR London (Telecoms Division) followed by 1 year at IIR New York (Finance Division). Promoted to Senior Conference Producer after 1 year. Role included in-depth desk and telephone industry research; topic generation; programme writing; speaker acquisition; devising marketing and sales briefs; on-site coordination

Key Achievements:

- Produced up to 10 successful conferences per year, each for 70-150 senior business executives
- Grew existing events and launched 2-3 new ones per year through insightful research, thorough competitive analysis and compelling market-driven conference programmes with leading industry speakers

Additional Work Experience

Research & Administrative Assistant, Embassy of Japan/OECD, Paris, France

May 1999 – Jan 2000

Office Manager, Intermedia Europe, Paris, France

Aug 1997 – May 1998

Advertising Sales Executive & Administrator, NIKKEI, London, UK

May 1996 – Aug 1997

Project Administrator, Europa Business Services, London, UK

Oct 1995 – Mar 1996

English Teacher & Cultural Exchange Ambassador (JET Program), Kumamoto, Japan

July 1993 – July 1994

Academic Qualifications

New York University, USA: Certificate in Global Affairs

2005-2006

University of Sheffield, UK: BA Honors Degree in Modern Languages

1989-1993

Class 2.1 in French, Spanish and Swedish

Interests

Marathon running for charity (completed 9 international marathons), yoga, tennis, skiing, foreign travel, volunteering