

— ALICE CAVASSA —

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ABOUT ME —

I am a **Freelance Account Director** and **Event Project Manager** with 15 years of experience delivering exceptional conferences and events across a wide range of industries. From intimate gatherings of 10 to large-scale events of up to 3,000 delegates, I have successfully managed the full event lifecycle - from strategic planning and budgeting to on-site execution and stakeholder management. I have worked extensively in non-profit, medical, corporate, automotive, pharmaceutical, technology, and energy sectors, allowing me to adapt seamlessly to diverse client needs. My expertise extends beyond event execution; I lead teams, develop streamlined processes, and ensure projects run efficiently, on time, and within budget.

Holding a **First-Class BA Honours Degree in Event Management** from the University of Central Lancashire (UCLan) and a **Diploma in Social and Human Sciences**, I combine industry expertise with a deep understanding of human engagement and audience experience.

Known for my strategic mindset, meticulous attention to detail, and ability to perform under pressure, I am passionate about creating innovative event solutions that exceed expectations. I thrive on building strong client relationships and ensuring every project is delivered with precision, creativity, and impact.

EDUCATION —



UCLan - Preston, UK

Event Management, BA Hons - **First**
2011 - 2014



Liceo Socio Psico Pedagogico – Chiavari, Italy

Diploma in Human Sciences - **73/100**
2005 - 2010

SKILLS —

- **Bilingual (English & Italian)** – Fluent in both languages, with experience as a translator for business meetings and live-broadcast interviews.
- **Exceptional Organisational Skills** – Proven ability to manage multiple high-profile projects, from intimate gatherings to international events.
- **Strong Problem-Solving Abilities** – Skilled in identifying quick, practical, and effective solutions both during project planning and on-site execution.
- **Client-Focused Approach** – Excellent customer service, professionalism, and relationship management as the main point of contact.
- **Supplier & Vendor Management** – Expertise in sourcing, selecting, and negotiating with suppliers to meet project needs efficiently.
- **Financial Management** – Budget creation, cost control, and reconciliation, ensuring maximum value for money.
- **Account Development** – Building long-term client relationships, driving event success, and identifying new business opportunities.
- **On-Site Management** – Overseeing internal teams, freelance staff, suppliers, and event logistics.
- **Confident Presenter** – Experienced in delivering pitches, project updates, and reports for clients and stakeholders.
- **Project Leadership & Mentoring** – Guiding and supporting junior and new team members to ensure professional growth and project success.
- **Meticulous Attention to Detail** – Ensuring the seamless execution of complex, high-profile events.
- **Reliable Team Player** – Strong work ethic and interpersonal skills, essential for high-pressure environments.
- **Thrives Under Pressure** – Focused and adaptable, maintaining control and delivering cohesive event solutions in demanding situations.

References available on request

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EXPERIENCE —

Freelance Account/Project Director

Beehive Events, Self-employed, London, UK

September 2021 — to date

Specialising in delivering seamless, expertly planned events with flexibility, experience, and meticulous attention to detail. Creating impactful experiences that engage, inspire, and run flawlessly.

Partnering with events and design agencies to deliver seamless event and communication solutions that drive business success. Managing projects end-to-end as the sole client contact, ensuring international events are delivered on time, on budget, and with precision. With a fresh, tailored approach, I create impactful experiences across various industries, currently focusing on F1, racing, and the energy sector.

Event Project Manager

Taylor Bennett Partners, Baldock, UK

January 2019 — July 2020

Award-winning events agency creating memorable experiences for tech-based clients, nationally and internationally.

Single point of contact for clients providing proactive and comprehensive project management. Full event leadership by coordinating all suppliers and internal/external resources to deliver a cohesive event solution.

Event Project Executive

Hampton Medical / Rapiergroup, Ware, UK

January 2018 — January 2019

Award-winning strategy, design and management for exhibitions and events - Communication and event agency.

Collaborated with Project Managers and reported to the Operations Manager, overseeing non-profit membership, delegate and accommodation management, external communications, surveys, marketing, CPD accreditation, and certificates. Event portfolio includes Alpine Goodwood 2018, Audi Sport Goodwood 2017, LUCID (2015-2019), ICS SOA (2016-2018), EBU GA 2015, ConsEuro 2015, BMFMS (2015-2019), RNIB (2015), and RCOG 2016.

Business Founder & Director

Ribbon & Wicker Ltd, London, UK

September 2020 — to date

The online boutique store for luxury handcrafted hampers and gifts that support other small businesses, artisans and the environment.

Supporting small businesses, artisans and the environment through curated hampers and gifts. Delivering thousands of tailored gifts, hampers, and giveaways to corporate clients with outstanding attention to detail, a professional and dedicated approach and an ability to deliver in the most challenging timeframes.

Event Project Manager

Hampton Medical / Rapiergroup, Ware, UK

January 2018 — January 2019

Award-winning creative agency producing exceptional live events, experiences and exhibitions across the globe.

Project lead on events with 250-3,000 delegates and day-to-day operational contact with clients and suppliers, from pitch to post event reports, surveys and reconciliations. Mentored new members of staff, led operational team, supported business development, client retention, pitches and existing projects.

Event Coordinator

Totem Eventi, Italy, Spain, UK

February 2011 — July 2013

A full-service event agency providing creative, fast, and effective support in corporate communication, marketing consultancy, and event creation.

Collaborated on the biannual football transfer market event, starting with Wyscout Forum 2011. Led translations of all communications and handled client promotion, registrations, and supplier negotiations. Managed logistics, international guests, and press accreditations. Provided Italian-English translation for press conferences and business meetings, including interviews on BBC World and Sky Sport.