

ANNA CANNING

PROJECT MANAGER / EVENT SPECIALIST

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PROFESSIONAL PROFILE

I am a successful Project & Event Manager with diverse experience including key account management, client and supplier liaison, budgeting and forecasting, operational and logistics management.

I also have strong experience in the development of local and international sales, identifying and implementing new revenue streams, marketing and brand development as well as people management.

KEY ACHIEVEMENTS

- Successful delivery of 4 editions of the Dubai World Cup, HH Racing Awards & DWC Style Stakes
- Management of Meydan Group participation in local and international large scale exhibitions such as Cityscape Global (Dubai), Dubai Property Show (Mumbai), MIPIM (Cannes), MAPIC (Cannes), RLI Connect (LONDON), LPS (Shanghai & Beijing)
- Successful delivery of bespoke events for Government heads, including private ceremonies, project unveilings and ground-breaking events for new master developments
- Conceptualised and launched the Middle East Hotel Awards
- Acquisition of key brands at The Hotel Show such as Etisalat, Schneider Electric, LG, Philips and Pedro Y Lopez
- The Hotel Show increased in revenue by over 25% and secured international funding from 7 new Government entities

EMPLOYMENT HISTORY

Event Manager

Meydan Group LLC, Dubai | Jan 2016 - April 2020

Responsible for managing and implementing Internal and external events such as local and international exhibitions, large scale live events, brand activations and bespoke events for or on behalf of HH Sheikh Mohammed Bin Rashid Al Maktoum and VIPs. Diversified role with experience across a multitude of industry sectors.

Key Responsibilities:

- Management of full lifecycle of events including coordination between external agencies, venues, suppliers and internal stakeholders such as travel & accommodation, facilities management, security, F&B, construction, marketing, media and sponsorship.
- Liaising with senior internal stakeholders to identify their marketing and development objectives: advising and implementing their annual strategies through external participations, sponsorships and activations within budget parameters
- P&L management in liaison with procurement and finance departments, managing reports for management & the board
- Researching appropriate agencies and suppliers per event. Responsible for supplier on-boarding, pitch management, negotiation, short listing for tenders and appointment

Senior Exhibition Manager

Fleming Gulf, Dubai | Jan 2015 - Dec 2015

Responsible for overseeing 3 launch events, including concept, direction, budgeting, sales, marketing, features and overall show operations.

Key Responsibilities:

- Full financial management and accountability for the show including sales, budgeting & forecasting, P&L management, credit control and financial reporting

KEY SKILLS

Project Management
Key Account Management
Budgeting & Reporting
Research & Analysis
Marketing & Communication
Business Development

EDUCATION

Dubai College- Dubai, UAE

A-Level - Biology, English Literature, History

AS Level - General Studies

12 GCSEs including Maths, Science and English

IT SKILLS

MS Word
MS Excel
MS Outlook
MS PowerPoint
Sales Force

REFERENCES

Available on request

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- In coordination with the marketing team, decide on the campaign for the event, including creative, collateral content, data build and social media campaigns as well as PR activities
- Coordinate and conduct weekly team reviews across 4 time zones and over 20 team members and management
- Develop relationships with government trade authorities, local and international associations and educational bodies
- Management of 18 international sales agents to ensure maximum market penetration in territories such as China, Taiwan, Italy, Germany, UK, India, Korea, Turkey and Pakistan.

Event Manger

DMG Events, Dubai | Aug 2010 - Dec 2014

Responsible for the overall management of the exhibition including the launch of geo-cloned events in the region. Directly involved in the event operations, venue management and negotiations, local and international key accounts, marketing and PR.

Key Responsibilities:

- Management of all key corporate accounts and working with international brands to maximize their ROI through participation and value adds. Responsible for overseeing all contracted deliverables and liaising between all internal departments to ensure delivery
- Operational management of the event, including sourcing and managing suppliers, onsite management of delivery and venue management
- Setting and implementing annual, monthly and weekly sales targets for the local and international sales teams; reporting weekly to management
- Development & management of key relationships with institutions, educational bodies and government trade associations. Travel to international events to research and develop new strategies for growth of existing portfolios and source new suppliers

Business Development Manager

Informa Middle East, Dubai | Jul 08 - Jun 10

- Responsible for the sales of a newly launched online subscription service to complement the existing Cityscape portfolio, for the real estate industry. Accountable for generating new business, building databases, maintaining existing clients and generating weekly management reports.

Assistant Store Manager

Aldi Supermarkets, UK | Mar 05 - Jul 08

- Day to day running of a busy retail supermarket

Yard Manager

Rhandir Farm, UK | Nov 01 - Feb 05

- Day to day running of a busy equestrian facility