

Michael B Wardlow

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Meetings and Event Management

- ❖ Eight years' experience as a creative, detail-oriented and strategic event producer.
- ❖ Exceptional project manager with proven ability to set and meet deadlines and achieve financial goals.
- ❖ Gifted communicator: very strong writing, speaking & presentation skills.

Professional Experience

Event Production and Logistics

- ❖ Proactively calendared annual and one-time fundraising events to accommodate volunteer and professional leadership, agency partners, performers, key suppliers and sponsors.
- ❖ Stabilized rapidly declining event attendance by reorienting planning and production of events to focus on guest retention – created true hospitality experiences for event attendees, speakers and performers.
- ❖ Managed positive, cost-saving relationships with light and sound suppliers, caterers, venues, talent, promotional and other creative partners. Negotiated contracts, supervised production and load-in of event components, and resolved billing after each event.
- ❖ Wrote and implemented detailed marketing and production timelines, floor plans, call sheets, show flows and scripts.
- ❖ Booked and managed group hotel blocks, conference air packages and ground transportation services for event guests and for talent / speakers.
- ❖ Stage-managed major fundraising events: assured adherence to call sheets and show flows; conducted rehearsals and called shows; recruited and supervised onsite staff during events.

Event Development and Financial Performance

- ❖ Developed event sub-branding, themes, program elements and show flows designed to align with the strategic and financial goals of each event.
- ❖ Developed detailed, credible budgets based on a clear understanding of the costs associated with events and the tangible and intangible return on investment for each event.
- ❖ Created overall branding & sales strategy and pipeline for corporate and community partnerships: identified potential sources of revenue; developed substantive, value-oriented sponsor packages; managed sponsor relationships from initial contact to resolution of billing.
- ❖ Managed guest development: wrote and implemented detailed marketing timelines; identified appropriate demographic target markets; created print, electronic & social media marketing collateral to support guest development goals; managed relationships with media and community partners; created hospitality packages for VIP / high-value guests.

Travel Industry Strategic Sales & Client Relationship Management

- ❖ Managed Korean Air's successful launch of nonstop Seattle-Service. Produced multiple events in support of launch initiative; created productive relationships and partnerships with major corporate travel buyers and agency resellers in WA/OR/ID/MT.
- ❖ Reoriented Korean Air's branding in the Pacific Northwest from 'dangerous,' 'world's worst,' 'hostile' and 'scary' to a safety-focused, corporate-friendly, mainstream luxury brand.
- ❖ Sold and managed social, corporate and VIP events for a 108-room luxury resort and conference center in Northern New Mexico. Conducted site tours, created contracts and Banquet Event Orders, and managed all details of events including setup, room blocks, menus and relationships with subsidiary vendors.
- ❖ Created, successfully negotiated and managed credible, sustainable Local Negotiated Rate, National Corporate and National Agency agreements in the airline and hotel business. Successfully closed Korean Air's first truly global corporate services agreement with a Fortune-500 company.

Key Employment History

- ❖ **Jewish Federation of Greater Seattle**
May 2011 – March 2013
Special Events / Corporate Relations Manager
- ❖ **360 Hotel Group / BW Navigator Inn & Suites**
July 2009 – September 2010
Director of Sales
- ❖ **Korean Air**
July 2005 – November 2008
Sales Account Executive: WA/OR/ID/MT
- ❖ **The Bishop's Lodge Resort and Spa**
March 2002 – June 2003
Catering Manager

Community Volunteer:

- ❖ **People for Puget Sound**
Fund Development Committee; Sound Steward
- ❖ **Puget Sound Business Travel Association (PSBTA)**
Board of Directors
Event Chair