

Faye, Mei Yi Lau

Summary

- Experienced Event Specialist with 7+ years in managing and coordinating large-scale exhibitions and conferences.
- Proficient in communication with exhibitors and speakers, handling documentation, sponsorship management, and logistics.
- Skilled in revamping websites, developing virtual exhibition sites, and managing social media platforms, including LinkedIn and WeChat.
- As an Interactive Media Design graduate, adept at applying web development techniques for marketing purposes, including SEO, to enhance online visibility and engagement.
- Known for exceptional attention to detail, effective communication, and innovative problem-solving in both event management and digital design.

Relevant Experience

June 2021 – Dec 2022

Assistant Exhibition Manager

Hong Kong Printed Circuit Association in Hong Kong

- Planned and executed interactive marketing campaigns for large-scale exhibitions, resulting in increased website traffic and lead generation.
- Conducted market research to identify target audiences and develop customer profiles.
- Prepare and presented monthly event reports to the exhibition committee during board meetings.
- Developed and managed communications including social media posts on LinkedIn and WeChat, flyers and show directory.
- Led the website revamp and developed a virtual exhibition website to enhance user experience.
- Handled budget planning to ensure efficient use of resources and financial accountability.

Oct 2020 – May 2021

Event Coordinator

The Wave (HK) Company Limited in Hong Kong

- Coordinated events and managed a co-working space with three floors, handling tenants' needs and managing space logistics.
- Created and managed a monthly event calendar, ensuring timely and organized event scheduling.

May 2015 – Dec 2019

Senior Project Executive

Baobab Tree Event Management Company Ltd. In Hong Kong

- Managed diverse events including:
 - HKPCA Show in Shenzhen, China
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	<ul style="list-style-type: none"> ○ InfoComm China conferences in Beijing & ChengDu, China ○ Chinaplas Conference in Guangzhou, China ○ GOGLA Forum and Expo in Hong Kong ○ Chinese New Year Night Parade in Hong Kong <ul style="list-style-type: none"> • Managed over 600 exhibitors, addressing issues and ensuring smooth event operations. • Coordinated communication with exhibitors and speakers, including preparation of exhibitor documents and speaker notes. • Produced detailed weekly event reports and analyses to track the status • Coordinated with the web developer and designer on the development of the exhibition website and online exhibitor center. • Supported all aspects of event management, including budget planning, promotional materials, client and vendor liaison, manpower deployment, and onsite logistics.
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Mar 2014 – May 2015

Event Coordinator

ADWish Interactive Marketing Limited in Hong Kong

- Organized conferences and seminars for IT companies, handling logistics, vendor management, and client communication.

Relevant Education

2023 – 2024

Diploma in Interactive Media Design (Dean's Honor List)

Algonquin College, Canada

2012 – 2014

Bachelor of Arts in Hospitality Management (With Credit)

School of Professional Education and Executive Development,
The Hong Kong Polytechnic University

2010 – 2012

Diploma in Event Management and Marketing

Hong Kong Community College,
The Hong Kong Polytechnic University

Other Relevant Skills

- Languages: Fluent in English, Mandarin, and Cantonese (both spoken and written)
- G Driver's License