

HOWARD BAGGOTT

CONGRESS, HYBRID EVENTS, AUDIO VISUAL & PARTNERSHIP PROFESSIONAL

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SUMMARY

Innovative, international executive with solid experience steering vision to generate impact in marketing, branding, partnerships, fundraising, business development or event management. Skilled at overseeing projects from conceptualization to the final delivery while keeping teams motivated, positive so the allocated time constraint and budget can be achieved.

SKILLS

Event Design	Agency Briefings	Audio, Visual Design
Event/Project Management	Stakeholder Engagement	Brand & Marketing Management
Team Management	Funding & Partnership Strategy	Creative Strategy
Pharmaceutical knowledge	Digital Collaboration	Design Thinking
MLR Process	Touchpoint Journey Creator	Omni Channel Engagement

WORK EXPERIENCE

Director, Congress Activation NOVARTIS 2023 - to date	<ul style="list-style-type: none">Led a cross functional team of project managers creating commercial content across key brands at priority congress's.Briefed and collaborated with AOR's to develop commercial content using multiple channels, aligning with master story and commercial objectives.Led omnichannel congress engagement coordination across channelsVerified and ensured commercial content was MLR approved and compliant.Developed congress strategy for 2024, aligning with brands, departments and country representative requirements.
SUBJECT MATTER EXPERT AUDIO, CONFERENCE UEFA 2022-2023	<ul style="list-style-type: none">Coordinating events on the technical side, from consulting, audio engineering and video mixing.Troubleshoot and onboard Cisco, Microsoft, Zoom, as well as other virtual conference systems at an executive level.Conference venue, meeting space, auditorium, technical layout and design.Controlling the UEFA draw studio, from managing audio, visuals, cameras, green screen production, simultaneous interpretation as well as post video production.Expert knowledge of Bosch Disentis systems, AMX user interfaces, Yamaha CL3 Digital mixing consoles, Black Magic ATEM Pro, Tricaster 2 Elite, PTZ camera systems.
DIRECTOR STRATEGIC EVENTS INTERNET SOCIETY 2018 to 2020	<p>Internet Society - A global nonprofit organization empowering people to keep the Internet a force for good: open, globally connected, secure, and trustworthy.</p> <ul style="list-style-type: none">Managed a global team in executing multi day/track events of all types including conferences, exhibitions, receptions, training workshops, brand launches and award ceremonies in over 40 countries, managing speakers including diverse stakeholders, from governments, corporations to civil society.Ensured the end-to-end project management of national and international events, including event strategy, identification, site inspection, management, operational budgeting, negotiating contracts with global venues and suppliers.Cultivated, and developed high impact partnerships, speaking opportunitiesCreation, and implementation of event marketing/brand strategy.<ul style="list-style-type: none">Led the event digital transformation strategy, virtual, travel and more.Responsible for board events as well as Industry C Suite (VIP) I* meetings.Led and ran a global team, internally and externally producing digital, live and hybrid events for cross functional and diverse stakeholders.
DIRECTOR PARTNERSHIP DEVELOPMENT INTERNET SOCIETY 2016 to 2018	<ul style="list-style-type: none">Led the identification, cultivation, negotiations and stewardship with new partners, donors, funders, and sponsors approximately \$1.8million per yearCreated and implemented an organizational fundraising strategy based on data, project alignment and regional interest.Creation, promotion, and implementation of tailored sponsorship packages for global events as well as their presentation to stakeholders.<ul style="list-style-type: none">Designed the fundraising and partnership strategy increasing fundraising by 30% annually for African developmentCollaborated globally identifying and negotiating partnerships worth \$1.8millionSupported the CEO at events by organizing schedules, providing timely data and ensuring her well being throughout the day.

SENIOR
EVENTS MANAGER
INTERNET SOCIETY
2011 to 2016

- Carried out evaluations of locations, suppliers etc. for events and submitted top three venues with recommendations.
- Identified and contracted global venues, oversaw budgets, guest lists, catering, travel, and event timelines.
- Contributed to the project management, development, planning and completion of cross functional project initiatives.
 - Focused the organizational funding goals by Initiating negotiations with potential sponsors to maintain event support and maximize sponsorship impact.

MANAGER
EVENTS MANAGEMENT &
MEMBER SERVICES
AIRPORT COUNCIL
INTERNATIONAL
2004 to 2011

- Liaison to ACI World Business Partners advisory board.
- Organized, fundraised and ran the Trinity Forum duty free event.
- Responsible for management of all ACI world events.
- Developed Sponsorship strategy,
- Maintained CRM
- Produced Member directories (listing 1800 companies)

ENTREPRENEUR & OWNER
VERTICAL DESCENTS
2000 to 2005

- Created and developed a brand-new outdoor adventure company over a period of 5 years, fundraising, marketing and promoting making lots of people happy.
- Achieved acclaim for the best canyoning company in Scotland as well as being broadcasted on multiple TV channels.

CERTIFICATION & EDUCATION

EVENT DESIGN
2021

- Event Design Collective - Certified Event Designer Lvl3, 2021
- Virtual Events Institute Professional – VEIP Virtual Events, 01/2021

TELFORD COLLEGE
George Heriots
1984 to 1990

- Telford College - Edinburgh, Scotland, Coaching Certificates
- Sports Coaching And Recreational Skills, 06/1990
- George Heriots School – Edinburgh, Scotland, O’Grade and standard grades 1984- 1989

LANGUAGES

English: Native - French: B1 – German: Beginner

TECHNICAL SKILLS

Office 365, Outlook, Excel, PowerPoint, SharePoint, FUSE, Sprinklr, Teams, Zoom, Slack, Travelperk, Survey Monkey, Slido, Google Sheets, Box, Adobe, Premier Pro, Kapwing, Final Cut Pro, Rush, Photoshop, Mural, Descript, NDI, OBS Software.

VOLUNTARY ROLES

Director, Membership, Switzerland, MPI Meeting Professionals International, 2021 Fund raising committee member: EILF European International Liver Foundation, 2021

INTERESTS

I am a keen sailor, skier, mountain biker as well as aspiring artist not to mention being the husband to an amazing wife and three adorable children. Travel is in my DNA as I am the kind of person who embraces culture and people around me, making friends wherever I go.