

# Sarah Seward – freelance producer

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[www.sarahsaward.co.uk](http://www.sarahsaward.co.uk)

**I am an experienced freelance producer with a track record of owning and delivering events for internal and external audiences in the UK and abroad.**



## Specific areas of expertise

- **Pre-production work:** liaising with clients, speakers, venues and suppliers as required including: managing event budgets, producing costs forecasts, obtaining competitive quotes, generation of all onsite documentation (onsite schedule, technical running order, rehearsal schedules, status reports, health and safety documents, crew and artist briefing packs etc)
- **Content generation:** recommending creative content, drafting scripts and editing existing presentations to ensure a clear message is delivered.
- **Software production:** working with designers to produce creative concepts, speaker support graphics, 3D animation, video, set and stage designs. Briefing and liaising with senior level speakers and their extended teams.
- **Speaker rehearsals:** coordinating rehearsals and training both novice and experienced speakers to deliver a performance on stage. Experienced in dealing with celebrities from the worlds of business, sport, entertainment, film and politics.
- **Show producer:** leading the onsite team to ensure a slick event with the ability to show call if required. I am more than happy to turn up on the day and manage an event following a briefing from the account handler.

## Recent projects include:

- Producer of Intel ISS'11, CCIB, Barcelona, April 2011, on behalf of Smyle Creative
- Producer of Mobile World Congress 2011, Fira Barcelona, February 2011 on behalf of White Space
- Show producer of Baxter Pharmaceuticals annual conference, T5 Sofitel, Jan 2011 on behalf of wrq
- Show producer and show caller of the Siemens Champions Awards, Heythrop Park, Nov 2010
- Show producer and show caller of the PPA Customer Direct Conference and Awards, Vinopolis, Nov 2010
- Show producer of ABI Financial Media Awards, Grange St Pauls on behalf of Smyle Creative, Oct 2010
- Show producer of Citroën Dealers Conference, ICC on behalf of Smyle Creative, Oct 2010
- Show producer of M&S Q3 conference at the Royal Horticultural Halls on behalf of Logistik, Oct 2010
- Producer of Microsoft CIO conference, Cardinal Place on behalf of BBL Events, Sept 2010
- Show producer of the Opening and Closing Ceremony of the Ryder Cup 2010, Celtic Manor on behalf of Smyle Creative, Sept 2010
- Show producer of launch of MINI Countryman, The Grove, UK, August 2010 on behalf of Smyle Creative
- Producer and event manager of the Business in the Community 25<sup>th</sup> Anniversary dinner at the Royal Albert Hall, July 2010
- Producer of Intel Solutions Summit 2010, Atlantis, Dubai, April 2010 on behalf of Smyle Creative
- Producer of Mobile World Congress 2010, Fira Barcelona, February 2010 on behalf of White Space
- Software Producer of Siemens Management Forum, Carden Park, Nov 2009 on behalf of YellowSpanner
- Producer of Microsoft Annual Conference, Wembley Stadium, Oct 2009 on behalf of YellowSpanner
- Producer of Entrepreneurs Bootcamp, O2 Arena, Oct 2009 on behalf of Smyle Creative
- Producer of Microsoft APAQ annual conference, Atlanta, July 2009 on behalf of YellowSpanner

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- Producer of the opening of the Darwin Centre at the Natural History Museum, Sept 2009 on behalf of Smyle Creative
- Producer of Marshall Centenary videos, Cambridge, June 2009 on behalf of Smyle Creative
- Content producer of FIPP 2009, Old Billingsgate, London, May 2009 on behalf of White Space
- Producer of Intel Solutions Summit 2009, Hilton Hotel, Prague, April 2009 on behalf of Smyle Creative
- Producer of Mobile World Congress 2009, Fira Barcelona, February 2009 on behalf of White Space

### **Previous employment:**

#### ***Account Director/ Senior Producer, Malone Associates***

***June 1995 – September 2004***

I delivered up to 20 conferences a year, having responsibility for every aspect of the conference production, from taking the brief to delivering the event on site. I was the principle client contact and led an in house team of 8 staff as well as supervising multiple suppliers and freelancers. I was also responsible for the onsite delivery of the event, leading and motivating a team of up to 150 individuals.

#### *Specific skills:*

- Account management skills with experience at dealing with board level clients
- Clear understanding of business content and messaging
- Strong time and budget management
- Good creative brain at both leading and contributing to creative concepts, visuals and finished designs
- Excellent presentation, pitching and interpersonal skills
- The ability to synthesise complicated business and technical content into clear and simple scripts or presentations
- Good speaker rehearsal skills with the ability to give feedback and train presenters to deliver a performance
- Excellent attention to detail shown through production of onsite documents, such as technical running orders and onsite schedules.
- Advanced Microsoft Office skills including Word, Excel, Outlook and PowerPoint

Highlight events at Malone Associates include:

- Microsoft UK National Conference, Brighton Dome
- Coutts and Co National Conference, Royal Lancaster Hotel, London
- Royal Bank of Scotland CBFM Annual Conference, Radisson Heathrow
- MSN EMEA Annual Conference, Lisbon
- Microsoft APAC Annual Conference, Singapore
- Launch of Windows XP, Royal Festival Hall
- Launch of Windows 2000 and Office 2000, Earls Court
- Launch of Windows .Net, Olympia
- Launch of Tablet PC, IMAX

#### **March 2005 – September 2007**

#### ***Market Towns Project Officer, Uttlesford District Council.***

I was responsible for delivering up to 100 projects as detailed in a Market Town Healthcheck. The post required excellent interpersonal skills to enable partnership working between the local authorities and community, good project management skills and the ability to enthuse and inspire to kick start projects, with little resource. I personally raised funds in excess of £250,000 from different funding bodies. This role has given me a good understanding of the Public Sector and fundraising issues.

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**Education and Training:**

**2:1 BSc Hons in International Management and French** from University of Manchester, Institute of Science and Technology (UMIST), September 1991 – June 1995

**A levels in Business Studies (A), English (B) and French (C)** from Hills Road Sixth Form College, Cambridge  
September 1989 – June 1991