
Kavya Talreja

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Personal Summary

Creative and goal-oriented event management professional endowed with comprehensive experience in event planning and program management activities.

Education

- 2009 → Post Graduation Diploma in Public Relations & Event Management, EMDI, Mumbai, India
- 2009 → Master's in General Management, Mumbai University, Mumbai, India
- 2007 → Bachelor's in Commerce, specializing in Banking & Insurance, Mumbai University, Mumbai, India

Career Snapshot

Company	Designation	Period
Zenith Events, Dubai	Client Service Manager	Nov-2013 to Jan-2020
Brand Connect Communication Pvt. Ltd.	Client Service Manager	Aug-2012 to Feb-2013
Galaxy Enterprises	Client Service Manager	Aug-2007 to Jul-2012

Areas of Expertise

- Event planning and scheduling
- Venue arrangement
- Marketing communication
- Business development
- Client management
- Vendor relationship
- Fundraising campaign
- Database management

Key Responsibilities Handled

- Worked in conjunction with creative teams to conceptualize themes, setup designs, marketing collaterals, and interactive programs of events.
- Prepared and presented event proposals and secured new accounts.
- Negotiated contracts and budgets with clients and vendors.
- Planned and laid out comprehensive event schedules by matching standard / client specific requirements with available resources and budget constraints (for e.g. venue time slot availability vis-à-vis client availability/willingness).
- Co-ordinated across various cross functional teams and third party agencies to ensure seamless and synchronized execution of event plans.
- Carried out recce of venues to uncover specific issues and ensure smooth execution of events.
- Acquired necessary permits from municipal authorities for performances at events.
- Assigned roles to team members according to their competencies, and outlined individual tasks and responsibilities.
- Periodically evaluated event plans and budgets to ensure compliance.
- Briefed staff and volunteers before each event to ensure adherence to individual roles.
- Organized transportation and accommodation of editors of various publications.
- Supervised event teardown activities.
- Sought, collated, and analyzed post-event feedback from clients through feedback forms.
- Prepared and sent invoices to clients and ensured they are signed and returned within appropriate timeframes.
- Supported in competition watch and market trend analysis to keep price points more competitive for clients.
- Assisted in securing sponsorships for fundraising events.
- Maintained and updated database of active clients, sponsors, and vendors

Assignments Undertaken

❖ **Key Exhibitions Handled**

- **Automechanika Dubai**
- **Gulfood Exhibition**
- **The Big 5 International Building & Construction Show**
 - Secured several client enquiries and gathered requirements for exhibition stands from them.
 - Met with clients to share draft designs and sought feedback on design improvements.
 - Shared client feedback with creative teams to generate the final artwork and ensured closure of deals.

❖ **Key Projects Handled**

- **Buyer-Seller meetings between Korean manufacturers and Dubai based distributors**
 - Explored potential distributors in Dubai for various Korean manufactured products through internet searches and business directories.
 - Arranged meetings in Dubai between Korean manufacturers and shortlisted distributors.
- **OISD Conference (February 2013)**
 - Organized a conference in Kolkata for the Oil Industry Safety Directorate (OISD), attended by senior dignitaries from the state government.
 - Arranged for a cultural program in the evening.
- **Bengaluru Midnight Marathon (December 2012)**
 - Supported in securing sponsors for the marathon by meeting them and delivering presentations.
 - Arranged for pre-event promotional campaigns, registration of participants, media coverage, and broadcast of the marathon.
- **Uninor Jalso (*celebration*) (June 2012)**
 - Created an annual event property in Mumbai exclusively for homemakers hailing from Gujarat.
 - Conceptualized, developed, and delivered a variety of shows and competitions to engage the audience and introduce new call plans and tariffs on offer by the telecom company Uninor.
- **Mahindra Duro Launch (November 2011)**
 - Launched the "Mahindra Duro" scooter in Lavassa near Pune in the presence of the electronic media.
 - Encouraged motoring editors to test drive the scooter in tough terrains and share the resulting reviews.
- **Club Mahindra Holidays (June 2010)**
 - Organized a membership drive for "Club Mahindra Resort" in various malls, multiplexes, housing societies, and parks.

Career Accomplishments

- Extricated the Uninor Jalso preparations from an embarrassing fall through.
- Remotely organized the Kolkata OISD conference from Mumbai, through e-mails and phone calls.
- Executed a leaflet promotion campaign simultaneously in Mumbai and Delhi, for Tata's mid-size sedan "Tata Manza".

Other Information

Nationality:	Indian
Gender:	Female
Age:	35
Languages Spoken:	English, Hindi, Sindhi
Marital Status:	Married
Visa Status:	On Husband's Sponsorship
UAE Driving License:	Yes