

Elizabeth Newham Nichols

Curriculum Vitae

General Information

Name: Elizabeth Patricia Newham Nichols
Date of Birth: 25th February 1971
Address: 60 Alfred Street, Mittagong, NSW 2576
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Qualifications: Associate Diploma - Marketing
University of Western Sydney, Australia
Certificate IV - Training and Assessment
1988 Higher School Certificate
Penrith High School, Australia

Key Skills: Exceptional interpersonal skills with clients, staff and colleagues
Excellent problem solving skills in every area of business
Excellent time management skills
Excellent communication skills, both verbal and written
Able to work on own initiative or within a team
Excellent management skills of staff and consultants
Public speaking / presenting
Creative concepts and graphic design

Computer Skills: Advanced knowledge of Microsoft Word, Excel, Powerpoint, Publisher
Intermediate skills with Adobe Illustrator, Photoshop and Acrobat
Knowledge of internet and email programmes

Employment History Overview:

2020 – 2023	Consultant Ozmosis Leadership, Seattle
1997 – 2020	Marketing and Event Director Campaign Marketing Pty Ltd trading as The Big Event Group
Aug – Dec 2012	Marketing and PR Manager YourShare Financial Service
2009 – 2011	Event Manager Next Real Model
2001 – 2009	Founder and Event Director Festival of Cricket
April – Nov 2001	Promotions and Event Manager Australia's Wonderland
July – November 2001	Event Manager UK Fly Fishing Captains Tour

July 1999 – June 2002	International Event Director World Fly Fishing Championships
July – Jan 2000	Event Assistant Canberra Millennium Celebrations
1991 – 1994	Promotions Assistant and then Manager Cumberland Newspaper Group
1988 – 1991	Promotions Assistant, Teleclassifieds News Limited

General Overview

Having been a consultant for nearly 20 years I feel I have a wide variety of skills to offer and am keen to work with a team.

One of my core skills is the ability to relate to a wide range of people – my behavioural style is in the middle of the Myers Briggs, causing me to move within the four personality types easily.

I enjoy working with people and creating wonderful projects that run smoothly and effortlessly. The greatest enjoyment (and my aim) is to have the client, guests and/or sponsors claim it to be the “best ever experience”.

Key Management Skills

Having been a director of my own company, Campaign Marketing, I ran the event arm of our business along with the marketing and general management.

My role included hiring of staff, management of cash flow and budgets, invoicing, securing new sales, liaising with clients and suppliers, sourcing new suppliers, negotiating all necessary needs and expenditure, reporting to stakeholders / clients.

I looked after all facets of events from operations and logistics to design and advertising. I am extremely organised and love dealing with any challenges that I am faced with.

My role also included liaising and negotiating with key suppliers including media, VIPs, exhibitors and performers. This could be over 450 people for any one event.

With every marketing campaign and event that I have been responsible for there is a need to gather metrics and then use them to assess positive outcomes, changes that may be required and the overall future of the activity.

I am a strong brand person and understand the importance of delivering a consistent product to ensure it is always ‘on-brand’.

Experience in Project / Event Management

Over the past 20 years I have organised more than 1000 events at a local, state, national and international level – from street fairs, conferences and Motor Shows through to international events such as the World Fly Fishing Championships.

Some of the major events I have been event manager or director of include:

Pie Fest – an annual event to wrap up the Pie Time month. This event went from 4,000 people year one to 8,000 in year two. The logistics of an outdoor event in winter takes a lot of planning and organizing with key suppliers. Negotiating with key media outlets, over 100 exhibitors and sponsors requires enormous amount of people skills and communications.

Home and Garden Show – the first regional event of its kind. It was held in Bowral on the second weekend in September and hosted over 130 exhibitors with visitation of over 3000 across two days. As an inaugural event these figures were very positive. This event won both “Best Event” and “Best New Business Concept” at the Southern Highlands Business Awards in 2014.

Small Farm Field Day – another first year event that was held at the Moss Vale Showgrounds in February 2015. Feedback from visitors and exhibitors was extremely positive. The logistics for this event are huge due to the types and variables of exhibitors. This is now in its sixth year and is enjoying significant growth along with a move to a new larger venue. It also won the ‘Best Tourism Attraction’ at the 2015 Small Business Awards.

Next Real Model – an online modeling competition. The pilot was run in 2009. The target was 400-500 entrants and 100,000 votes. We achieved this target within two days. The final tally was 5,500 entrants and nearly 2 million votes – all leading to many challenges on the technology, staffing and management front. This concept was repeated in 2010.

Festival of Cricket – held in Bowral in 2005 and 2006. Winner of the Small Business Awards for Best Event. I created the world first event and was responsible for every facet of the event including sourcing and managing sponsorship, negotiating with partners and cricket celebrities, budgeting, development of fundraising programmes, all publicity campaigns, media negotiations, website design and development, organised all travel needs, traffic management and security, merchandising, sales and management of stallholders, media liaison throughout the two days and reporting on results.

Popstars National Television launch – co-ordinated during my time at Australia’s Wonderland in 2001. I was responsible for media negotiations, management of the 20 person team, merchandise, sponsorship, stage management, publicity and ongoing promotions.

UK Fly Fishing Captions Tour – The leading captains from England, Wales and Scotland conducted five-day coaching clinics around Australia over two months. I was responsible for all publicity, bookings, travel, accommodation, merchandise, course structure & materials and closing dinners.

World Fly Fishing Championships – held in Australia in 1999, England 2000 and France 2001. The Australian event was declared the “Best ever” by the head of the international body, FIPS Mouche. I was responsible for inviting international teams, processing their bookings, arranging travel needs, securing and managing over 300 volunteers, sourcing and managing over \$150K in sponsorships and \$250K in government grants, liaising with accommodation venue, organizing opening ceremony, welcome dinner and closing dinner, sourcing medals, organizing a celebrity tournament with guests including past Prime Ministers, celebrities and industry giants plus planning and executing the accompanying partners programme.

Millennium Celebrations in Canberra – 1999 – an example of my ability to multi task as it was the same time as the World Fly Fishing Championships. I was responsible for media liaison, negotiations with contractors, sourcing and booking entertainment, budgeting and reporting back to relevant Government Departments.

Burwood Council’s Town Revitalisation Project – 1998 Winner of the PRA Communication Award. I was responsible for liaising with retailers along Burwood Road during a time of great change, selecting and organising a working committee, reporting to Council management each week, writing a weekly newsletter for retailers and organising the final opening of the street.

Hudson Timber and Hardware National Roadshows - between 1996 and 1999 these were held at every branch around Australia. I was responsible for developing a theme, liaising with suppliers, PR, entertainment, sourcing of prizes, accommodation, travel and celebrity management.

KLM Airlines launch in Australia – involved fly a jumbo jet under the Harbour Bridge. I was responsible for securing the rights with the Harbour Authority, sourcing the barge to hold the plane, organising the cocktail party in the Botanic Gardens, liaising with relevant Government Departments, liaising with KLM staff and management.

The launch of British Telecom in Australia plus the national roadshow for Cisco Systems – this was held in three states over three days. I was responsible for venue management, accommodation, travel, the overall theme, creation and management of the ‘games’ and liaising with guests.

The Y2K seminar series which were held in all capital cities and major regional centres over only two weeks. My role included booking and negotiating with international guests and management of travel

During my three years as Promotions Co-ordinator for the Daily Telegraph and then the 36 publication Cumberland Newspaper Group, I created and co-ordinated over 1,000 promotions and events, including Motor Shows, Expos, cultural festivals, sporting festivals, shopping centre openings, Small Business Awards, street parades and more.

Commitment to customer service

I have always had a desire to satisfy any customer wherever they are a stakeholder, visitor, sponsor or volunteer. No matter how busy the management and staff are during a project, it can only be a success if all customers are happy.

Regardless of whether I am serving a past Prime Minister, a sponsor or a security guard, I pride myself on always being committed to solving any of their problems and making them feel valued.

An ability to solve problems by exercising and analysing the available options

Throughout any event I have planned for contingencies and have written a risk management assessment. These are constantly reviewed.

Three brief examples of my ability to solve problems include:

1. Closing dinner for the World Fly Fishing Championships – there were 250 booked for a sit down dinner and 295 people turned up expecting to get in. Rather than turn them away as some of them were our international team members who simply forgot to register their guests, I explored the options and spoke with the venue management. Within 30 minutes the event became an outdoor one for the sit down meal, giving room for the additional people. Drinks were served while everything was moved. At the close of the dinner, guests then moved back inside and stood for the presentation and entertainment. A great night was had by all.
2. One of our key guests for the Festival of Cricket had missed his flight and therefore had to miss the arranged transport from the airport to Bowral. It seemed an expensive taxi trip was in order (and running on a tight budget I wanted to avoid this). Instead I spoke to our volunteers and asked them if any of their family, friends or other volunteers may be traveling down to Bowral that day. I had five offers to collect our guest and saved the \$250 taxi fare.
3. During the evening prior to the opening of the Home & Garden Show we had an enormous amount of rain and the event was possibly going to be called off due to the conditions. To avoid this, I immediately sourced bales of straw to put around the area. This meant that the event could go ahead while ensuring the safety of all attendees. We also had some fun with a 'Best Gumboot' competition.

Excellent team player, capable of gaining and maintaining peer respect as well as the ability to operate with a high level of autonomy

In any of my roles with events I have always believed that the best results come from a team working well together. There has never been a declared hierarchy in any of my management structures, and as such, I am still friends with most of my previous team members and employees. I appreciate that everyone has something to offer.

I have always worked with a high level of autonomy. With all my events I am the sole person responsible for the event. Most decisions had to be made without consultation. When working with the International Body for Fly Fishing (FIPS Mouche), we met only once a month to give status reports. Outside these meetings I was solely responsible for meeting my objectives and ensuring others did so.

Knowledge of Word, EXCEL and other computer applications

I have advanced knowledge of Word, EXCEL, Powerpoint and Outlook as these are the programmes I use every day in my current position. EXCEL is the programme I have always chosen to run any time lines or running sheets and budgets, sometimes up to 20 pages that need to correlate.

I also have knowledge of desktop publishing programmes include Adobe Photoshop, Illustrator and Acrobat

From working with teams internationally, I am also proficient in Trello and DropBox.

I also have an ability in managing Wordpress websites

Referees:

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