

Lindsay B. Krause

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Results-drive Event Manager specializing in corporate events, conferences, executive meetings and convenings. Solid experience in event strategy, logistics, cross-functional team leadership, and strategic meetings management. Successful and self-motivated leader with excellent interpersonal, time management and problem-solving skills, and the ability to see “big picture” while focusing on day-to-day operations simultaneously.

Director of Meetings & Events

**Special D Events & The Anniversary Company (*a division of Special D Events*) Detroit, Michigan
August 2018- Present**

- Senior leadership team member, setting course for organization’s strategic direction, core values and culture
- Manages department of up to seven planners, implement strategic direction and institute organizational processes
- Implements department-wide business operating system “EOS” Entrepreneurial Operating System resulting in specific, measurable scorecard metrics and forecasting for 1, 3 and 10 year plan.
- Acts as a “subject matter expert” (SME) and industry thought leader frequently interviewed in hospitality trades, appearing as speaker, panelist and event emcee
- Coordinates, leads and executes client events on behalf of global corporations, national associations and foundations, as well as local nonprofits
- Illustrates event concepts through proposal presentation, event development and execution
- Consults on corporate strategy and meeting architecture while managing site selection, supplier relationships, technology advancements, logistics, executive and speaker coordination, and production

Senior Meeting & Events Manager

**Special D Events & The Anniversary Company, Detroit, Michigan
August 2015-August 2018**

- Restructured events department to better align with staff ambitions and management expectations. Implemented monthly training programs and annual department plan that upheld core values and company goals.
- Developed creative themes in-line with specific event objectives, weaved the theme in a meaningful way through communications, activities, and program materials.
- Managed \$1M+ budgets through savvy negotiations and vendor relationships, continually saving 10%-30% on various program elements.
- Executed contract negotiation, program logistics, registration, room block, function space, third party vendors, food & beverage, entertainment, production and audio-visual, stage management, transportation, and off-site events.
- Conducted site search and hotel contract negotiations, added valuable concessions and thousands of dollars in cost-savings.
- Oversaw nonprofit board meetings and performed silent and live auction consultation
- Planned and organized multiple awards programs including nomination submission, judging oversight and honoree ceremonies

Meeting & Events Manager
Special D Events, Detroit, Michigan
August 2005-August 2015

- Led multiple, complex meetings, conferences, exhibits and special events for a various corporate, nonprofit, and association clients
- Consulted on meeting design, assess program goals, estimate facility, equipment, logistical, and catering requirements, and negotiate vendor contracts.
- Managed complex meeting and event elements including site selection, invitations, registration, food and beverage, audio visual, transportation, speakers, sponsors, tradeshow, talent, auctions, etc.
- Controlled event costs and risks associated with attrition and cancellation, and aggregate spend by advising stakeholders
- Monitored and coordinated accounting activities, prepare internal reports for management and external reports for clients
- Managed staff by mentoring and holding individuals accountable for specific goals

Senior Marketing Associate
Grant Thornton LLP, Southfield, Michigan
January 2002-September 2004

- Provided strategic and tactical direction and leadership and communications for marketing department, industry group leaders and firm partners.
- Increased media placements by 40% over previous year
- Led all aspects of highly successful Executive Woman of the Year Awards Program and Shared Professional Services annual conference in addition to regular seminars.

Account Executive, Co-founder
Airfoil Public Relations, Detroit, Michigan
August 2000-January 2002

- Developed strategic and tactical public relations program and served as day-to-day contact for clients assisting with prepared statements, key messages, Q&As, crisis plans, event management, etc.
- Crafted speaking nominations, award entries, press releases, media kits and promotional materials and newsletters.

Assistant Account Executive, Franco Public Relations
Detroit, Michigan
November 1999- August 2000

- Championed media relations efforts and maintained relationships with local reporters.
- Implemented integrated marketing communication plans and developed and tracked metrics to evaluate the impact of public relations programs.

Leadership:	Editorial Advisory Board Member, Michigan Meetings & Events Magazine (2016-2019)
Certifications:	Virtual Event & Meeting Management Certificate - Event Leadership Institute (In Process)
Education:	B.A. Journalism Michigan State University East Lansing, Michigan
Additional Skills:	Entrepreneurial Operation System (EOS), Basecamp, SmartSheet, HubSpot, Quickbooks, Cvent, Aventri