16 May 2015

Chris Rose  
Chief Executive Officer  
Logan City Council  
PO Box 3226  
Logan City DC Qld 4114

Dear Mr Rose

**RE: Events Program Leader - position no 3306**

With my experience in marketing Council's programs, corporate high profile events and the passion and pride I have for the City of Logan, I would like to apply for the position of Events Program Leader. I offer more than 20 years’ experience in the marketing, events and communication industry. Nine years in Local Government at Logan City Council and a further three years with the Local Government Association of Queensland (LGAQ) of which two was running over eight conferences a year. Prior to moving into local government I worked for Expertise Event exhibition specialists and also on a number of large community festivals.

**Skills and abilities**

I possess the relevant skills to be successful as the Events Program Leader:

* Creative strategic thinker - I have the ability to lead and develop successful integrated event strategies, managing partnerships with internal clients and external partnerships.
* A strong leader - I am willing to make timely, effective and strategic decisions for the best outcome for Council and my team.
* Great writing skills - I have the ability to develop clear, concise, compelling reports, sponsorship proposals and presentations to showcase management outcomes or pitch new opportunities.
* Excellent at planning and time management - I have the ability to balance multiple projects under tight timeframes, within budget and function effectively in a fast-paced environment.

A great example of my skills and abilities being demonstrated was when I worked for myself as a marketing communication consultant. I was contracted by Warringah Council the Local Narrabeen Chamber of Commerce and 12 community groups to manage and run their annual festival called Narrabeen Lakes Summerfest. It had been run once and they were looking to build it up to be a key event in the community calendar year.

I was contracted to ensure this event happened and ran smoothly. I needed to ensure all business units and community groups were well informed, this included event project planning and implementation. I wrote the event strategy, marketing plan, sponsorship packages, identified the roles and responsibilities of all members of the project team and project managed the festival.

In developing the event strategy I outlined all aspects including:

* the purpose of the event and the marketing objectives that all partners wanted to achieve from holding the event,
* listed all partners key contacts and their proposed involvement,
* developed a schedule and check list to ensure all relevant event logistics were accounted for and rolled out within the timeframe,
* identified the type of entertainment and community activation sites,
* how to attract more marketing stalls,
* included the marketing and communication plan for the event,
* sponsorship opportunities for the event,
* underwent a risk assessment for the event,
* pitched and presented the new event components to Warringah Council Councillors and Management for approval,
* identified ways to capture feedback,
* event evaluation and debrief,
* prepared, maintained and tracked the event budget and
* developed avenues for closing the loop on feedback obtained from the community.

I lead and managed a core team of eight staff in delivering and running the Narrabeen Lakes Summerfest. I delegated tasks, such as coordination of marketing stalls, approvals of road closures, security, risk assessment, garbage removal, entertainment and activation sites. I developed a project plan outlining tasks, responsibilities, budget and timeframes. I held regular meetings to ensure all tasks were being undertaken and ensured the project stayed on track. I was also required to facilitate regularly meetings with the Narrabeen Lakes Summerfest committee, which included the Council, Business Chamber and relevant community groups.

I was solely responsible for implementation of the marketing and communication plan that included writing media releases pitching media stories to local newspapers and radio stations. Negotiating media sponsorship with the local paper to secure discounted advertising rates. Liaised with local designer to develop flyer and posters to be distributed by the community groups involved.

I developed sponsorship packages to acquire funding for the event and negotiated with local businesses to sponsor key components of the festival.

As a result of my leadership, event management and marketing abilities I was contracted for a future three year period to run and grow the event. It grew from 10,000 attendees the first year and in the final year attracted over 25,000 attendees over the entire weekend. The event was run on sponsorship dollars, market stall income, community and local business contributions and was always in budget and had funding available to kick of the next year's event. Publicity was successful in the lead up to the event and post event helping us achieve an increase in numbers every year.

This example clearly outlines my skills and abilities to manage and supervise a team of eight direct reports, develop and manage an event plan, link appropriate marketing and communication strategies, negotiating skills, ability to work successfully in a political environment and with diverse interest groups, maintain and stay within budget, time management and organisation skills.

**Underpinning knowledge**

My experience in event management has involved knowing the key brand and target audience, devising the event concept, planning the logistics and coordinating the technical aspects of the event. It has also included managing the event on the day and post-event analysis.

I can demonstrate my ability to plan and execute a variety of varied and different events, conferences, festivals and exhibitions.

**Mayne Publishing - GreenX Trade show** – I was part of a team of three that created the GreenX trade show in 2002. This event ran until 2011 and become Australia's largest, niche industry specific trade show and business conference for the Arboriculture, Landscaping and Small Earthworks industry. I was instrumental at the inception of the trade show, developing the entire platform for its success. This involved branding concept, exhibition prospectus and sponsorship packages, contracts, site plans and event coordination, leadership and management of event staff (6 key staff, 60 casual).

**LGAQ Industry Conferences** - I coordinated eight conferences within one year at venues across the State, with an average attendance of 150 delegates. I was always planning a year in advance, booking locations, negotiating sponsors and guest speakers a year prior to event.

**Offroad Boss King of the Rim** - I was responsible for the entire event management of this event from its' inception. Offroad Boss King of the Rim after running twice became Australia's second largest four wheel drive speed event. It attracted over 50 competitors from all over Australia and a few thousand spectators annually. I was responsible for pulling together an event team, writing the event strategy, site preparation, layout and signage. I set up competitor registrations, spectator ticket sales and marketing for the event. Execution and management of the event on the day and ensured we delivered a quality unique event for the four wheel drive industry. On our third year, due to the success I was able to secure 4WD TV to film the event and run a series on their TV show.

The knowledge and practical hands on experience I have gained over the years allows me to perform well and lead effective events teams to achieve high level of client satisfaction.

I have spent my last 20 years working in the marketing, events and communication discipline and 12 of that in the Local Government.

At Logan City Council, I have achieved a number of awards through our Employee Excellence Awards. In 2007, three commendation for Logan City: Take Another Look - City Image Campaign, Love it? Get it in Logan - City Image Campaign and a Mock Council School Guide. More recently, I won a runner up award for our destination tourism campaign visitlogan and a commendation for the 2013 Mayors Christmas Carols. Visitlogan campaign also won the council category QLD Tourism Award in 2013.

I am a member of the Logan City Council Leadership Development Program (LDP) Alumni having successfully completed the leadership development program in 2005/06. During this training it identified my leadership styles as a mix of Affiliative and Coaching. My style of leadership would be to provide team members with praise, recognition and feedback as required, instil self worth and respect their experience and expertise that they bring to the team. I am an inclusive leader and with open lines of communication continue to build a strong team culture. I really appreciate the foresight and opportunity that was given to me back in 2005 to be selected by Council to participate in this fantastic leadership journey, and continue to enjoy all the ongoing training and mentoring opportunities.

**Relevant work experience**

In my role at Logan City Council over the past nine years I have been responsible for marketing and onsite event coordination for all key city events, including Christmas Carols, Jazz and Shiraz, The Time Before, Logan Loves Seniors, Eats and Beats, EKKA and Good Food and Wine to name a few.

The Mayors Christmas Carols has grown in attendance annually attracting around 6,000 attendees in 2013. In 2013 I was responsible for the marketing of the event, development and coordination of the Timomatic dance competition, marketing and information stand on site.

More recently, in 2014 I was instrumental in the event management of Council's presence at the EKKA and Good Food & Wine Brisbane. Both events were part of our City Image marketing strategy focussed on promoting to both residents and non-residents positive aspects of our city that are somewhat undiscovered. Our focus in this instance was on local City of Logan growers.

These events required me to build and negotiate partnerships with growers and producers in the City of Logan. Development of the event strategies including key messages and objectives. Coordinate site location, logistics including writing the staff briefing plan, stand branding and marketing.

Both events were extremely well received with comments revealing great pride from residents and great interest from non-residents who were not familiar with what our city had to offer.

I would be successful in this role due to my knowledge and experience of Council, my proven project management, leadership and people skills. I already have established relationships with the team and our internal clients. I have extensive experience and a great understanding of the political environment that is Local Government and have built networks and valuable relationships with key internal and external stakeholders.

I would embrace the opportunity to bring my expertise and insight to the table in this role and am willing to learn and develop my skills to keep up to date with emerging marketing and event trends. This position is above my current level and I am keen to take career opportunities as I work to increase my job satisfaction and professional growth.

I have included a copy of my resume which highlights key achievements. I hope my qualifications and experiences merit your consideration and I look forward to the opportunity of discussing my interest with you further.

Kind regards

Kareen Duncan

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