

# GIULIA



# LASEN

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## EMPLOYMENT HISTORY

### EVENT AND CUSTOMER EXPERIENCE MANAGER

IKN - Institute of Knowledge and Networking – [www.ikn.it](http://www.ikn.it) (since Dec 2015)

I organize conferences in the fields of finance & banking, insurance, utilities, health and pharmaceutical industries. I manage about 30 conferences per year, attracting between 100 and 500 delegates.

#### *Event management*

- Venue and suppliers management: planning conference and exhibition hall layouts, organising car parking facilities, catering, equipment hire, signage etc.
- Managing day-of event activities: setting-up of the event including registration desk and other areas (interview corner, cloakroom, vip lounge, exhibition area with stands etc.); supervising the event schedule for various activities (VIP lunch; interviews; talk shows etc.) and the related changes in the set up; managing technical staff and hostesses/stewards and assigning tasks.
- Speaker coordination: collecting presentations and gathering information to arrange travel and accommodation; managing attendance at the event (confirming audio/visual requirements; managing administrative tasks)
- Managing webinar via adobe.connect (creating virtual room; managing logistics and technical equipment)

#### *Event Communication and Customer Experience*

- Pre event communications (via the event software SEM2000): managing online registration website; managing confirmation emails after pre – registration and other communications about event logistics/access etc.
- Managing registration desk on the day of the event (access control, handing out passes and information packs; proving information and customer service; updating customer database)
- After event communications (sending attendance certificates; sending credentials to access speakers' presentations; feedback surveys for delegates and sponsoring companies)
- Attendance analysis: pre-registered delegates; no-show and go show percentage; analysis of feedback surveys)
- Managing the event app: registration process and content managements for activities such as polls and surveys

### MUSEUM GUIDE

I work as a freelance collaborator for Laboratori Fiorentini/Civita - [www.civita.it](http://www.civita.it) (since May 2015)

- I lead guided tour in Italian and English at La Scala Theatre and Museum

## **COMMUNICATION AND BOOKING OFFICER**

Ad Artem - [www.adartem.it](http://www.adartem.it) - (Jun – Nov 2015, maternity cover)

- Briefing and managing designers; coordinating production, delivery and distribution of print
- Managing email campaigns (about 10,000 subscribers): planning schedule, content and target audience
- Writing engaging copy for website, newsletters, press releases, catalogues and leaflets
- CRM: updating the website, monitoring user-experience and e-commerce performance

## **EVENT MANAGER**

Leonardo a Milano - [www.leonardoamilano.com](http://www.leonardoamilano.com) - (Jan 2011 – Dec 2014)

### *Event management*

- Devising event concept, location scouting, selecting suppliers
- Budget management (evaluation of costs, expected incomes, setting prices for new services)
- Logistics (equipment hire/delivery and collection; managing catering and bus transfers)
- Acting as duty manager during events and managing event staff (recruiting, briefing and training)

### *Event Communication*

- Supervising production and distribution of promotional materials for events/conferences
- Managing online communication (email campaigns, social media, distributing press releases etc.)

## **MARKETING ASSISTANT**

(Apr 2009 – Nov 2010) - Warwick Arts Centre (UK) - [www.warwickartscentre.co.uk](http://www.warwickartscentre.co.uk)

- Maintaining front-of-house areas (topping-up leaflets, changing posters)
- Assisting with mailings (proof-reading, creating and amending newsletters)
- Developing and updating media lists, supervising print production, stock management and distribution, sending out press and listings information

## **SUBSCRIPTIONS OFFICER**

City of Birmingham Symphony Orchestra (UK) - [www.cbso.co.uk](http://www.cbso.co.uk) - (fixed term position April - August 2010)

- Project Management: processing renewals, updating customers' database and arranging seat allocation; dealing with telephone enquiries and complaints (about 1500 subscribers)

## **EVENT COORDINATOR**

Meridienne Exhibitions - [www.meridienneexhibitions.co.uk](http://www.meridienneexhibitions.co.uk) - (Jan 2007- Nov 2008; internship Jan - March 2006)

- Co-ordination of exhibitions: devising and implementing sales campaign to achieve stand sales; organising workshops and lectures
- Managing logistics: booking casual event staff; agreeing price, delivery and collection for hired equipments such as marquees and heaters; floor planning; overseeing build up and breakdown

## **HOLIDAY REPRESENTATIVE**

Alpitour - [www.gruppoalpitour.it](http://www.gruppoalpitour.it) - (summer job from 2003 until 2006)

I worked in these resorts: in 2005 and 2006 in Antalya (Turkey); in 2004 in Moscow and in 2003 in Tenerife.

- Managing logistics at airport arrival/departure and accommodations for groups of up to 300 guests, arranging luggage collection; bus transfers; quality control of services delivered;
- Customer care service: assistance to guests, leading welcome meetings; dealing with complaints and emergencies (personal injuries, items lost/stolen, etc.)

# EDUCATION

## HIGHER EDUCATION

- Master in *European Cultural Policy and Management* – University of Warwick. UK, 2010
- Degree in *European Languages and Cultures* - University of Modena, 2005

## OTHER COURSES AND TRAINING

- *Corse Augmented Reality*, Fastweb Digital Academy, Milan, 2017
- Course *Web graphics for non graphic designers*, Digital Update (Bologna), 2017
- Course in *Art Law*, Scuola Superiore Sant'Anna (Pisa), 2014
- Course *Web Communication*, NABA (Milan), 2013
- Certificate *Learning to look at the Visual Arts* (online), University of Oxford (UK), 2012
- Certificate *Writing Features and Articles for Publication* (online), University of Warwick (UK), 2011
- Certificate *History of Art*, University of Warwick (UK), 2008

## LANGUAGE SKILLS

### *English*

excellent written and oral skills

### *German*

good written and oral skills

## IT SKILLS

- Email campaigns via Mailchimp
- Management of customer databases
- Content Management System for conference registration website and event app
- Basic knowledge of html language
- Basic knowledge of graphic design softwares (canva e pixlr)
- Webinar management via adobe.connect

# ARTICLES/RESEARCH COLLABORATIONS

Web links available on: [linkedin.com/in/giulialasen](https://www.linkedin.com/in/giulialasen)

- *The impact of globalization on cultural policy: insights and emerging trends from the International Conference on Cultural Policy Research 2014*, Tafter Journal, issue 79 (2015).
- *Quello che le muse non dicono* (in Italian), Tafter Journal, issue 55 (2013).
- *Cultural Governance: literature review* (2012), by Vesna Čopič and Andrej Srakar – research commissioned by the European Expert Network on Culture, on behalf of Directorate General for Education and Culture of the European Commission. I was responsible for the section on cultural governance in the UK.
- *'UK Case Study' in Encouraging private investment in the cultural sector*, Institute for International Relations, Zagreb, Croatia, (2011). For this research, commissioned by the EU Parliament, I wrote a case study on the UK and collaborated in the final editing.
- *Taking the Lead*, article in Art Professional, Issue 231, published January 2011  
The article is based on my master thesis: "Non-profit spaces for contemporary art, founded and financed by collectors".
- Personal Blog (all articles are in English) - <http://blogs.warwick.ac.uk/giulialasen>

I authorize the processing of my personal data for personnel research and selection purposes under D.Lgs. n.196 of 30/06/2003.

