

ERIN M. SCHNEIDERMAN

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OBJECTIVE

Utilize my experience and strengths in the events, meeting and hospitality industry and knowledge in higher education to create a Special Event Management degree program for a college of university.

WORK EXPERIENCE

Director of Special Events, Thunderbird School of Global Management at ASU

October 2008 – Present

- Plan and execute all elements of non-profit International Business school events including two annual convocation ceremonies, Homecoming festivities, donor dedications, ribbon cutting ceremonies, fundraisers, campaign celebrations, press conferences, board meetings and monthly employee development events ranging from faculty presentations to social events.
- Coordinate logistics for all Business Conferences including the annual Global Business Dialogue and Private Equity Conferences.
- Manage members of contracted facilities, security, food and beverage and print center staff to ensure their contributions towards successful events are accurately accomplished and completed on time.
- Campus staff lead for Resource Management Team and Employee Development Committee.

Faculty Associate, Arizona State University, College of Public Service and Community Solutions

August 2015 – Present

- Teach PRM 427 – Parks and Recreation Management, Special Event Management, Revenue Generation.
- Develop Curriculum, lecturing and site visit organization utilizing the Solutions Based Learning (SBL) model.
- Serve as a resource for students to obtain internships and employment in the Special Event industry.

Vice President of Events, Arizona Super Bowl Host Committee

June 2006 – March 2008

- Created and executed 34 community, corporate, sponsor and media driven events leading up to Super Bowl XLII. Events included golf tournaments, festivals, concerts, luncheons, familiarization tours, rallies, formal presentations, trade show booths, youth projects, business workshops, fundraising events, sponsor and community outreach initiatives.

- Executed all event logistics including timelines, scripting, invitations, registration, food and beverage, entertainment, speakers, programs, budget, event creative, volunteer training and production.
- Managed a \$2.75 million budget within the events department. Saved \$250,000 of allotted budget through negotiation and trade.
- Organized Board of Directors, Executive Committee and Staff meetings including catering, meeting logistics, audio visual needs and presentation materials.
- Handled all organizational duties of Arizona's promotional efforts at Super Bowl XL and XLI including mobilizing Arizona's team of 100 traveling delegates, structuring Media Center staffing, booth logistics and creative, presentation, gifting and planning Arizona's Media Reception for Super Bowl journalists.
- Worked closely with sponsors on their goals being represented appropriately at events. This included branding, guest hospitality and conflict avoidance.
- Created the look of organization's trade show booth which was on display at numerous trade shows, Game Ball Road Trip stops and NFL Experience. Organized logistics, staffing, scheduling, attire and messaging of the trade show booth.
- Worked closely with Public Relations, Sponsorship and Marketing and Community Outreach teams to ensure public events were being well attended, represented and promoted in the community. This included assisting with advertising, press releases and volunteer initiatives.
- Developed and implemented numerous programs including the Super Bowl XLII Venue Hold Program, Sanctioned Events program and 42 Stop Arizona Game Ball Road Trip.
- Worked with the National Football League and Arizona Cardinals staff, contractors and sponsors to assist in producing their events surrounding Super Bowl XLII.
- Managed Special Events Director and two interns each semester and led, recruited and directed volunteer committees at events.

*Operations and Logistics Manager, Arizona Super Bowl Host Committee
May 2005 – June 2006*

- Drafted original version of online Super Bowl XLII Media Guide and content for azsuperbowl.com.
- Responsible for day-to-day operations of the Host Committee including hiring staff and interns, creating the operations manual outlining company policies and procedures and all other administrative duties. Other areas of focus included sponsorship and marketing, media and public relations and community outreach.

*Account Manager, National Football League
June 2001 – April 2005*

- Assisted in the planning and execution of the NFL's Corporate Hospitality Village pre and post game event for more than 10,000 people during Super Bowls XXXV – XXXIX.
- Managed 30+ event planners itineraries and responsibilities onsite at the Super Bowl.
- Worked with vendors to ensure communication between team was strong and organized.
- Day to day communication with clients to ensure their expectations were being met.

*Events Coordinator, Schneider-Yates & Associates
August 2001 – February 2004*

- Assisted in the planning and execution of local community driven events including social benefits, military salutes, golf tournaments, car auctions, fundraisers, galas, festivals, award ceremonies and banquets.

EDUCATION

*Master of Education in Educational Leadership, Community College and Higher Education,
Dec. 2018*

Northern Arizona University, College of Education

Protocol Certification, May 2018

Protocol School of Washington

Bachelor of Arts, Dec. 2002

Major: Journalism and Mass Communications, emphasis on Public Relations

Minor: Business

Arizona State University, Walter Cronkite School of Journalism and Mass Communication

CERTIFICATIONS

Trained Crowd Manager and Situational Awareness in Extreme Situations Certification, July 2018: International Association of Venue Managers (IAVM)

Certified Special Event Professional, October 2017: International Live Events Association (ILEA) (formerly ISES – International Special Events Society)

PROFESSIONAL ASSOCIATIONS

ISES (International Special Events Society)

NAACO (North American Association of Commencement Officers)

SCUP (Society for College and University Planning)

ACCOLADES

Best Event Under \$50k 2017, Zonie Award presented by ILEA Arizona Chapter for the Global Speaker Series, Summer 2017

Certified Special Event Professional (CSEP) designation, earned 2017

Best Fair or Festival 2016, Zonie Award presented by ILEA Arizona Chapter for Night of the Open Door 2016

Planned and executed the Arizona Super Bowl Host Committee's 100 Days to Kickoff Event which was awarded "Best Fair/Festival 2007" by the International Special Events Society, Arizona Chapter.

Nominated 2008 Event Planner of the Year and Event Firm of the Year by Event Solutions Magazine.

Awarded Distinguished Employee 2010 at Thunderbird (top 10 employees recognized by President)

REFERENCES

Judi Yates, President
Schneider-Yates & Associates
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Nancy Waller-Stults, Executive Producer
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