

# Louise Pii Sohnesen

## EMPLOYMENT

### SALES ASSISTANT

April 2024—Present, ES

### SALES ASSISTANT

September 2023—March 2024, Broders Café

### PROJECT- AND EVENT MANAGER, CUSTOM SOLUTION

March 2020—April 2024, IDC Nordic

IDC is a global provider of market intelligence, advisory services, and events for the information technology, telecommunication

- Project support and planning in collaboration with the Nordic Research & Consulting Team
- Responsible for sponsor dialogue, deadline compliance, final deliveries, ad hoc tasks connected to projects
- Supporting Nordic Event Team in production, such as creating conference websites, event graphics and sales proposals
- Keeping track of budgets, cost and revenue
- Liaison between production in the Nordic Event Team and production in Nordic R&C Team securing best practice processes
- Close Liaison with Sales keeping customer campaigns project plans.
- Coordinate and manage external suppliers
- Project production: Design and layout on reports, presentations, infographics and Some files.
- Calendar and meeting management
- PA support to management Group
- Translation and proofreading
- Project Quality Assurance such as contract compliance, and post delivery feedback from clients

### EVENTS PROJECT MANAGER

May 2017—Feb 2020, IDC Nordic

IDC is a global provider of market intelligence, advisory services, and events for the information technology, telecommunications, and consumer technology markets.

*From A to Z management of conferences and custom events from 15-400 delegates within the IT Industry in The Nordics and Benelux. Work as the "go to person" and manage sponsors, websites, delegates, venues and extern suppliers. Monitoring all marketing activities, nurturing customer relationships, fulfilling contracts and process enhancement, as well as providing support or advice across the organization.*

- Planning and logistical support for custom and standard events
- Marketing materials production, conference websites and annual online conference calendar
- Venue sourcing and liaise with conference venues.
- Liaise with and taking over customer campaigns from Sales
- Partners and speakers management
- Creation of on-site materials
- On-site event executing and hostess
- Coordinate and manage external suppliers
- Representing the Nordic Countries in the "best practice development team" across Western Europe
- Dealing with customer enquiries
- Keeping deadlines for customer campaigns
- Managing all deadlines internal and external when organizing the conferences.
- Contract and cost administration.
- Delegate communication and relation - invitation, registration, recruitment, retention and support
- Post event evaluation and survey reports
- Database development – setting up user-guidance with the purpose of used correctly by all users
- Event management System (Cvent) advocate.
- Ad hoc support of internal daily routines incl. calendars, travel planning, hotel, flights etc.
- Updating finance sheet and keeping budgets



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## PERSONAL KEYWORDS

### Experienced event planner

Detail oriented and structured professional, skilled in event organisation and logistic, marketing promotion and communication

**Service-minded, responsible, very loyal and humorous.** My colleagues describe me as an accountable and social person with strong sense of responsibility and the ability to understand and combine clients' needs with business' aims.

**Flexible, adaptable, communicative and self motivated.** I have Strong ability to work independently as well as I enjoy working within the team

**Highly motivated and able to work on own initiative.** I always devote 100% of my efforts toward a task.

## KEY COMPETENCIES AND OFFERINGS

- ◆ Event planning and coordination
- ◆ Delegate administration
- ◆ Facilitating meetings
- ◆ Client communication and relations
- ◆ Stakeholder management
- ◆ Project planning
- ◆ PA support to management
- ◆ Contract administration
- ◆ Onsite management
- ◆ Venue management
- ◆ Time management
- ◆ Budget tracking
- ◆ Market research
- ◆ Survey creation
- ◆ Email management
- ◆ Website creation

## EMEA EVENTS PROJECT MANAGER

Jan 2016—May 2017, IDC EMEA Events

*Central management of multi-country roadshows in EMEA. In order to maximize the customer satisfaction, I demonstrate strong flexibility and creativity skills and work closely with the IDC EMEA Event Team and EMEA Sales Directors to implement any product innovation, process's enhancement as well as to provide any support or advice that will ensure the customer campaign success.*

- Managing the WE conference Marketing materials
- Developing central Marketing materials that will support each local event for the campaigns
- Managing the Western Europe website
- Set up the main milestones of the project with the customer by preparing the central project plan, marketing materials and chairing the kick off call
- Managing the central reporting of the campaign from the kick off to client de-brief review. Develop consolidated post-event reports for the client de-brief review
- Create and update an accurate and detailed project plan in order to ensure that all stakeholders are aligned and developing mutually agreed contingency plans where problems may arise.
- Facilitate the content discussions between client and IDC lead analyst to develop the umbrella message that will guide delegate acquisition at a local level
- Share updates on weekly basis with the customer with the purpose of raising red-flags to the client appropriately or handling client objections and concerns
- Managing the WE central marketing materials and calendar.
- Translation and proofreading

## SENIOR EVENT COORDINATOR

Oct 2008 – Dec 2015, IDC Nordic A/S

*From start up to execution, I was responsible for managing all of logistics, conference websites, customer communication and administration of approximately 15-20 annual IT events and conferences of up to 400 delegates and 15 sponsors/exhibitors in the Nordic region (Denmark, Norway, Sweden and Finland).*

- Coordinating, organizing and executing Nordic events
- Marketing calendar creation and maintenance
- Updating finance sheet and keep budgets
- Liaise with and taking over customer campaigns from Sales.
- Keeping deadlines for customer campaigns
- Managing conference website
- Proof reading all marketing material
- Managing marketing material production
- Dealing with all types of customer enquiries
- Managing all deadlines internal and external when organizing the conferences.
- Contract administration
- Translation and proofreading
- Oversee and coordinate all activities towards our delegates
- Floor plan development of exhibition
- Hostess at all events.
- Set-up at location
- Client management on a daily basis with external partners (sponsors and hotels, venues etc.)
- Assists internal conference team on an ad hoc basis in daily routines incl. calendars, travel planning, hotel, flights etc.
- Delegate logistics management
- Venue sourcing, management, keeping budgets and coordination activities with conference venues and other suppliers.
- Creating content for delegate packs including use of Photoshop

## PROJECT ADMINISTRATOR

May 2007—Sep 2008, IBM Denmark

- Management of Service contracts on an end to end basis, B2B.
- Managing all deadlines
- Manage third party Purchase Orders and invoices in correspondence with international distributors
- Billing and invoicing
- Cost management
- Manage dispute resolution in cooperation with the customers
- Record validated auditable records in IBM systems
- Accurate documenting of auditable files, business control checkups.
- Support and make labor claims possible for consultants, assist and provide service to Project Managers in all matters.
- Manage Inter Company Agreements
- Support Business Controls activities
- Train new project administrators
- Ensure that targets are achieved
- Follow up on all contracts
- Evaluate financial status and assist in improving IBM's financial results

## PROJECT ADMINISTRATOR

Oct 2005—Apr 2007, IBM International Service Centre, Madrid, Spain

IBM International Service Centre is a workplace for more than 600 people from all over Europe performing individual assistance for each country.

See above description.

## WAITRESSES AND KITCHEN ASSISTANT

Sep 2003 – June 2005, "Creperiet", Århus

- Worked as a waitress as well and working in the kitchen assisting the Chef.

## GENERAL MANAGER

Sep 2000 – June 2003, "Cafeen", Århus School of Business

- In charge of arranging all events held at the Business School from management meetings, PhD celebrations to Christmas parties for 3-400 students.
- Responsible for 20 part time employees managing food preparation as well as serving all customers.
- Responsible for all administrative work related with running a café such as managing stock, ordering goods and shift planning.

# EDUCATION

## BUSINESS COMMUNICATION

Sep 2007—June 2008, Copenhagen Business School, Denmark

## MARKET ECONOMIST

Sep 2003 - June 2005, The Business Academy, Århus, Denmark

Including subjects such as International marketing, Global communication, Project management, Organization, Logistics, Design, Financial management, Global economy and development, and Business law.

## HIGHER COMMERCIAL EXAMINATION

Aug 1999 - June 2000, Svendborg Business School, Denmark

## HIGH SCHOOL DIPLOMA

Aug 1996 - June 1999, Svendborg Gymnasium, Denmark

(Equivalent to A-levels, covering most general subjects, specializing in languages)

## OTHER EDUCATION

### PRINCE2 AGILE

Aug 2018

### PRINCE2 FOUNDATION COURSE

Aug 2017

### ADOBE INDESIGN COURSE

Sep 2011 - Dec 2011, Mediehøjskolen

### ADOBE PHOTOSHOP COURSE

March 2011, 4D Konsulenterne

### TUITION IN SPANISH

June 2004 - July 2004, Quito, Ecuador

Learning about the population, conditions and culture of South America.

### DANISH STUDY CENTRE

Jan 2001 - April 2001, Costa Rica

Tuition in intercultural communication, negotiation, team building, co-operation, personal development and Spanish. Acquired great knowledge about Costa Rican culture and nature.

## ADDITIONAL SKILLS

### COMPUTER LITERATE

Very competent with computers and an experienced user of Microsoft Office.

Experience with lots of various IT systems (eg. ScManager, Cvent, SharePoint, Outlook, Trello, EventBuizz), and use of Photoshop, Canva and InDesign

### LANGUAGES

Danish (native), English (fluent), Spanish (intermediate level), German (basic knowledge)

## INTERESTS

### TRAVELLING

Travelling and learning about other cultures is a great passion of mine. I have travelled in Europe and the Americas, while enjoying the company of my family and friends. Being in a multicultural environment inspires me to discover new possibilities in life.

### KEEPING FIT

Favourite pursuits include running, hiking in the nature, yoga, pilates and dancing.

### GOOD COMPANY

Being of a very sociable disposition, time spent with friends, family and good colleagues is crucial to me. My spare time is often used to listening music as well as I enjoy time spend outside in the nature. I have a great passion for house decoration and fashion. I read books, play the piano and feed my interest for body and mind as much as possible.

### PRIVATE

I am married and have two daughters aged 12 and 14.

### BALDER

Jeg er lige nu arbejdsledig og kan starte med det samme. Jeg er meget fleksibel i forhold antal timer, - dog ville det være ideelt med omkring ca 20-25 timer/uge.