

## WEBSITE OVERVIEW – Laura Wilkinson

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### What I do:

With a critical eye and a methodical manner, I pride myself on possessing the skills and know-how to take your event from brief to execution. I have a varied catalogue of experience across the events and tourism sector, with the common focus being on experiential, adventure and sporting events.

I provide event management services and logistical delivery support to any type of event, even those that are a little out of the ordinary.

I always approach a task with a creative can-do attitude, an honest appraisal and a chameleon quality, to ensure clients, guests and project stakeholders go away happy and fulfilled.

### Areas where I am able to provide support:

- Event and project management
- Product sourcing and curation
- Supplier & local coordinator liaison
- Management of sales platforms ("shop front")
- Operational & contingency planning for events in remote & inhospitable locations.
- Logistical event support
- Yield and inventory management
- Budget management
- Provision of guest services and support

### Portfolio case studies:

Full information on each case study can be found online ([www.laurawilkinson.net](http://www.laurawilkinson.net)), however, please see a brief outline below:

#### 1/Royal Navy Winter Sports Championships:

**Role:** Event Manager  
**Date:** October 2017 – Present  
**Demonstrative Skill:** Managing Complexities

#### 2/RISE Festival:

**Role:** Logistical Delivery Support  
**Date:** June 2018 - November 2018  
**Demonstrative Skill:** Refining product to maximise sales

#### 3/Goyo Travel:

**Role:** Client Services and Operations  
**Date:** May 2017 – September 2018  
**Demonstrative Skill:** Creative and experiential activation

#### 4/Finders Keepers Market:

**Role:** Front of House/Guest & Exhibitor Services  
**Date:** November 2015  
**Demonstrative Skill:** Customer happiness / satisfaction

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### Where I work:

**Remote:** I am based in Manchester and am able to work autonomously, however, I am more than happy to travel to you or chat via video call as required.

**Your office:** I have worked in an agency setting and have experience in the intricacies of work in this environment.

**Onsite:** I have worked on projects across Europe, Asia and Australasia and enjoy the fast paced environment of work onsite.

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### How I work:

Freelancer (*noun*): 'hired to work...on particular assignments' – it really should be that simple. I pride myself on being up front and honest, something I hope makes the lives of my clients as easy as possible, leaving them to crack on with what it is they really need to do.

In the interest of keeping all our lives easy (and because no one likes paperwork), I have the nitty gritty laid out in my draft freelance agreement and costing guidelines available via the 'Let's get started' page of my website ([www.laurawilkinson.net](http://www.laurawilkinson.net))

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### All sound good? Here is what's next:

- 1) Send your brief over to [hello@laurawilkinson.net](mailto:hello@laurawilkinson.net)
- 2) I will come back to you within 48 hours with my thoughts on your project.
- 3) Together we will agree on the terms of my position.
- 4) Finalise the paperwork - either using a customised version of my draft service agreement or your own.
- 5) Let's get this show on the road!

**Alternatively, if you'd rather chat over your project, either on the phone or in person, please feel free to give me a call on +44 (0)7901 350094.**