

RICHARD YEOMANS

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PERSONAL PROFILE

A methodical thinker with a positive attitude, able to build and develop relationships at all levels of management and clients. An experienced Operational Event Manager delivering within prestigious corporate, association, government, and charity fields. Has displayed the ability to work in a pressurised environment, both alone and as part of a team ensuring a first-class client management focus. Considerable experience of leading a team of Event Managers & Event Support Teams, Furniture Operatives and Front of House Staff, covering a range of disciplines including training, budget control, customer service, setting of standards of event delivery and oversight/delivery of client liaison activity.

CAREER HISTORY

The ICC & VOX, Birmingham, NEC Group

The ICC and Vox have been voted the UK's leading convention centres on several occasions by industry specialists. Thus, it hosts some of the UK's largest and most prestigious events. The ICC's Venue Management Team manage the day-to-day running of the venue and the income generated by clients, as well as the operational team that work to provide the venues services.

Head of Events NEC Group Conventions September 2022 – May 2024

Provided leadership to a team of 3 senior event professionals, 5 event managers, 2 admin support and approx. 40 casual members of Host staff, by ensuring engagement, empowerment and high performance across all venues. Responsible for the overall event delivery of the ICC, Vox, and NEC Suites venues, as part of the NEC Group overall conventions client offering by leading an operational environment that operates to the highest levels. Oversight of departmental budgets, including setting and managing budgets and participation in capital planning. Full responsibility for health and safety, training of staff, managing external OCS contractors and their delivery in line with KPI's. Additional responsibilities detailed below, with the further addition of stabilising the current Events Team post-covid and through a period of operational change, alongside updating the departmental strategy and streamlining the overall event delivery operation for Conventions.

- Accountable for the high-quality, consistent & compliant planning and operational delivery on all events across all venues, including event delivery when required.
- Created and implemented an Event Management strategy focussing on recommendations for continuous improvement, innovation and efficiency across operational / event delivery departments.
- Management of client satisfaction levels across all venues, identifying areas to add value to the client experience, whilst acting upon on feedback trends.
- Deputised for the Head of Technical & Production and General Manager, NEC Group Conventions, where appropriate.
- Developing and monitoring operational team efficiency and resource allocation to deliver against planned and future activity levels.
- Collaborate and provide a level of information to the NEC Group FM contracts such that they support in the delivery of events.
- Responsibility for the event management revenue, cost & package budgets for all associated areas, ensuring financial targets are being delivered in line with budget and provide recommendations for improved performance.
- Actively worked with Sales Directors & wider sales team to ensure the Event Management department were represented in the sales process and attending site visits as appropriate.
- Collaborated with the Head of Events for Exhibitions and Arenas to share any trends, best practices or process changes within the department / industry.

The RDS (Royal Dublin Society) - Dublin

Best known as Ireland's premier venue, the RDS' mission is to see Ireland thrive culturally and economically and this has been its mission since the foundation of the Society in 1731. Through generations the RDS has made a vital contribution to the cultural and economic well-being of Ireland.

Event Manager & Operations Manager (Royal Dublin Horse Show) June 2022 – August 2022

Operated as part of the overall event delivery team, advising and subsequently delivering on the operational aspects of the Royal Dublin Horse Show. Specific responsibilities included ensuring the smooth running of the Anglesey Stands, collating documentation for future operational plans and assisting with the overall operational smoothness of the show, both during build and the live days.

Wrecktangle – Dublin & Beyond

Wrecktangle is a commercial, venue management consultancy firm and are tourism consultants and commercial venue experts in the arts, culture, education, and events sectors.

Theatre of Light (Van Gogh Dublin at the RDS) Project Consultant February 2022 – June 2022

Operated as part of the Wrecktangle Team, advising and delivering on operational aspects of the Van Gogh Dublin exhibition, that took place at the RDS Dublin, from May – August 2022, including hiring and training of staff, writing of SOP's, ESMP & project plans, determining visitor journey, ticketing operation, launch events, corporate packages, event health and safety.

The Round Room at the Mansion House (MHL Event Management Ltd) - Dublin

The Round Room, as part of the Conference and Events Venue at the Mansion House, was purpose designed in 1821 to receive King George IV. Remarkable political events have taken place there including the first ever meeting of the Dáil Eireann in 1919 and the ratification of the Anglo-Irish Treaty in 1921. Since the 1990's, the Round Room has operated as a fully functioning conference and events venue, with a capacity of up to seven hundred people.

General Manager (Short-term Consultancy Basis Contract) October 2021 - November 2021

Operated as part of the management team at the Round Room, on a consultancy basis, following the venue's re-opening post-covid – advised on updating operating procedures, mentoring of Event Executive, dealing with, and managing clients and duty managing events from pre-planning to delivery stages. Assisted in the Sales process and elements of the F&B function.

The Convention Centre Dublin (The CCD) – Dublin

The CCD is Ireland's multi-award winning, world-class, purpose-built international conference and event venue. The Events team are responsible for planning and delivering the conferences, exhibitions, meetings, and concerts staged at the venue and the Head of Events has sole responsibility for managing the Events Department, The CCD Host (stewards) function and The CCD Furniture Team.

Head of Events, Events Team, July 2015 – October 2021

- Accountable for all event delivery, including large-scale events of between 4,000 – 20,000 delegates and the chairing of weekly operations meetings for all departments and allocating assigned events to Event Managers, whilst also delivering on the planning and execution of allocated events.
- Active member of The CCD's Senior Management team, contributing to company vision, strategic objectives, and overall business strategy and was a member of the CCD's Covid-19 response team.
- Development of short/medium term business plans for Events department, in accordance with the overall vision of The CCD.
- Accountable for development of the departmental budget and for identification of opportunities to make savings. Also accountable for monthly forecasting and the actual cost reporting including approval of payroll for casual workers.
- Line management and recruitment responsibility for the Event Management, CCD Hosts & Furniture teams including training programme by grouping, individual skills development, performance management and succession planning.
- Accountable for ensuring Events team exceeds client expectations and that all client feedback was pro-actively responded to.
- Supported the sales process by providing information and advice to Sales Account Managers. Ensuring opportunities for selling of additional services are identified.
- Effective management of key external stakeholder relationships including key event and exhibition suppliers to The CCD.
- Responsible for ensuring regular review and update of standard operating procedures and leading Events Team through ISO 9001 & 14001 processes.

- Responsible for on-site event and overall event department health & safety, in conjunction with The CCD Health and Safety Manager, providing support, advice and implementation of new practices.
- Active involvement in venue's Covid response committee acting as venue representative for Failte Ireland Safety Charter
- From a technology perspective was responsible for integration of new event management software platform (EBMS) within the event planning process and has operational responsibility for the use of The CCD's digital signage system for events
- Actively involved in the CCD's oversight committees for virtual and hybrid events

Senior Event Manager, Events Team, April 2012 – June 2015

- In addition to the standard Event Manager duties outlined below, took on increased responsibility for larger, higher profile or sensitive events, for example Dublin Comic Con, Google Engage, HP, SAP, European Peoples Party, One Young World
- Other responsibilities included the following:
 - Responsible for monitoring the quality of event service delivery.
 - Acted as deputy for Head of Events as required – including weekly payroll sign-off, chairing of weekly operations meeting and the provision of advice to other departments as appropriate.
 - Line management of Furniture and Host teams, including people, budget, and rostering management.
 - Responsibility for monthly forecasting and actual cost submission for allocated events; for checking internal and third-party costs are accurate and that invoices are issued, and queries were resolved in line with The CCD procedures.
 - For all events, oversaw the forecasting of hourly labour spend for CCD Hosts and CCD Furniture, ensuring proposed requirements are in line with financial guidelines before roster was presented for Head of Events approval.
 - Responsibility for identifying areas for improvement in event and venue operational delivery.
 - Ensuring that team was accurately recording and sharing event information through EBMS to clients and other departments. Also, allocated role of providing recommendations for improved system management and maintaining up to date information.
 - Acted as departmental representative for EBMS Event Software, had responsibility for collating relevant Health and Safety information (Risk Assessments, Safe Systems of Work) where appropriate and for ensuring compliance with all policies and Standard Operational Procedures of The CCD.
 - Provided support to the training and development of other Event Managers by advising on event design and delivery, assisting in problem solving, event shadowing etc. Also, worked closely with HR in the planning, creation, and delivery of training to other members of The CCD.

Events Manager, Events Team, January 2010 – April 2012

- Responsible for development and management of events and the building of relationships with potential and current clients, operations service providers and organisations that specialise in conference management.
- Involved from planning stage and through to post-event stage. To act as the central liaison point between the client and other internal departments and external suppliers.
- Responsible for planning and preparing for venue opening by creating documentation to supply internally and to clients, including exhibitor manuals, venue guidelines, price comparison, setting of prices, identification of up-selling opportunities, creation of venue floor plans, advice on creation of internal scheduling documentation, commission system.
- Worked closely with HR on recruitment and training of CCD Hosts function including interviews and development and delivery of on-site training programmes.
- Financial responsibility for checking any internal and third-party costs are correct and for ensuring invoices are issued and any queries are resolved in line with internal procedures.
- Responsible for collating relevant Health and Safety information (Risk Assessments, Safe Systems of Work) where appropriate. Also, appointed as a venue Cardiac First Responder and be competent person in terms of First Aid.

The ICC – Birmingham, The NEC Group

The ICC has been voted the UK's leading convention centre on several occasions by industry specialists. Thus, it hosts some of the UK's largest and most prestigious events. The ICC's Venue Management Team managed the day-to-day running of the venue and the income generated by clients, as well as the operational team that worked to provide the venues services.

Event Manager, Venue Management – September 2004 – January 2010

Started out managing small events for up to 100 delegates and over time progressed to ultimately manage some of the venues largest events, including the BSAVA Congress, Conservative Party Conference and so on.

Visitor Services Assistant, Visitor Services – May 2002 – September 2004

The ICC's Visitor Services Team provided various levels of support to both event delegates and internal ICC staff, including disseminating event information, handling parking and many other admin-based duties.

Birmingham Convention Bureau (BCB) – A division of Marketing Birmingham.

Information Assistant – June 2000 – May 2002

My career began with the BCBV – our main role was to provide accommodation booking services to delegates attending events at The ICC, alongside passing on general tourist information on the city of Birmingham and surrounding areas.

EDUCATION

1996 – 2000: BA (Hons) 2:1 Degree Tourism Business Management
HND Business Tourism – Merit Pass
University College Birmingham (formerly Birmingham College of Food, Tourism & Creative Studies)

1994 – 1996: GNVQ Leisure and Tourism – Merit Pass
North Warwickshire & Hinckley College

OTHER QUALIFICATIONS AND COURSES UNDERTAKEN

- Distinction pass grade for Professional Diploma in Risk and Safety Management for Crowds & Events by Learnful / Glasgow Caledonian University
- 85% pass grade for Crowd Psychology for Crowd Safety Management by Prof. John Drury, Sussex University
- Event Control, Decision Making in a Crisis via A-2-Z Resilience Ltd (7 CPD Hours)
- Level 5 Award in Crowd Safety Management (**upcoming**) by Square Metre Group
- IOSH Pass for Principles of Health & Safety within the NEC Group & Convention Centre Dublin
- IOSH Pass for Managing Safely V5.0
- Pass and completion for JESIP Multi-Agency Interoperability Training
- FETAC First Aid, CPR & AED Qualifications
- Manual Handling

HOBBIES AND INTERESTS

I take an interest in industry media related to the event sector and more recently, the nature of ensuring events operate safely. I also endeavour to attend various industry (AEV, AIPC, AIPCO etc) events and training seminars. Outside of work, I enjoy keeping fit, particularly running, swimming and playing soccer. I also enjoy hiking, historic sites, learning to play the guitar, fiction and non-fiction literature. I have interests as wide ranging as 90's independent music to polar exploration and am an avid supporter of Liverpool FC.

REFERENCES

Available on request.