

FIRST OPTION
Conference and Event Management

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Pam Turner, Principal of First Option, is an event management consultant who offers a wide spectrum of meeting support services to corporations and associations. Her goal is to provide clients with high quality, cost-effective services that result in successful sales meetings, user conferences, incentive programs, exhibit shows and corporate events.

EVENT MANAGEMENT CAPABILITIES

- ♦ *Site selection* – develop meeting specifications and objectives; research audience demographics and appropriate geographic locations; review proposals; negotiate hotel and convention center contracts; conduct onsite evaluation of meeting space
- ♦ *Contract negotiation* – including hotel and convention center (meeting space, sleeping rooms, food and beverage); audiovisual; ground transportation
- ♦ *Fiscal management* – develop and implement event budgets (meeting and exposition); manage the collection of revenues (sponsorships, co-funding, exhibitor and attendee fees); final reconciliation of expenses
- ♦ *Vendor management* – interview, hire, and manage work produced by promotional and web designers; exposition management; technical contractors; public relations firms; destination management companies
- ♦ *Promotional marketing* – develop marketing and promotional strategies; produce collateral materials to support these strategies (including event logos, marketing announcements, exhibitor prospectus, call for papers, conference brochures, final program of events, exhibit show directories, environmental signage); work with webmaster to develop and update event site
- ♦ *Speaker coordination* – liaison with session chairs and program speakers regarding meeting logistics and presentation materials; manage call for papers, abstract updates and paper collection within a web-based system
- ♦ *Exposition management* – manage decorator and security companies; develop floor plans, exhibitor contracts and service manuals; develop and implement communications program for exhibiting companies
- ♦ *On-site management* – manage all event components including registration; hotel and convention center logistics; production; exposition; support staff; ground transportation; translation services; entertainment

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REPRESENTATIVE EXPERIENCE

Incentive Programs

- ♦ Cisco Systems Chairman's Club (Project Manager from 2008 – 2011)

Industry & Association Meetings

- ♦ Plug-In Conference & Exposition (Project Manager from 2008 – 2013)
- ♦ Electric Drive Transportation Industry Conference (Project Manager from 1995 – 2006)

Sales Meetings

- ♦ Cisco Systems Global Sales Meeting (Project Manager from 2001 – 2007)

User Conferences

- ♦ Salesforce.com 2004
- ♦ Cisco Systems Networkers Argentina 2000, 2002, 2005
- ♦ Cisco Systems Networkers Brazil 2001, 2003
- ♦ Cisco Systems Networkers Mexico 2000, 2001, 2002, 2003, 2004, 2005
- ♦ Walker Interactive Systems 1998, 1999, 2000

International Symposia

- ♦ Energy Efficiency Global Forum (Project Manager from 2007 – 2013)
- ♦ International Electric Vehicle Symposium & Exposition 1994, 1997, 2000, 2003

Exhibit Shows

- ♦ Electric Drive Transportation Industry Conference (50,000 sq. ft.)
- ♦ 7th National Demand-Side Management (30,000 sq. ft.)
- ♦ 17th International Electric Vehicle Exposition (100,000 sq. ft.)

Product Launches

- ♦ Windows '98 Product Launch
- ♦ Java Product Launch

Special Events

- ♦ *Turn of the Century Gala on the Queen Mary* – Sponsored by Toyota Motor Sales & Southern California Edison; 1,200 people
- ♦ *Universal Studios Florida Party* – Sponsored by DaimlerChrysler Corporation, Ford Motor Company & General Motors Corporation; 2,000 people
- ♦ *Whistler Mountain Dinner and Celestial Event* – Sponsored by the Electric Power Research Institute; 500 people