

Karen A. Word
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CAREER OBJECTIVE

To utilize my twenty years of experience and accomplishments in planning and managing client needs with their internal and external incentive programs, meetings and events. I am a highly dedicated professional who continuously and creatively exceeds client expectations, while maintaining the highest degree of professionalism.

WORK HISTORY

8/05-present Meeting & Incentive Planner-Meeting Trends, a division of Travel & Transport, Inc. -5th largest US travel agency with sales in excess of \$675 million (Omaha, NE)

- Selected to open the first branch office of Meeting Trends in Austin, Texas.
- Worked as an independent and as a team member to successfully manage groups from 10-2,000 and personally managed an average of 15 programs per year.
 - Conducted destination research and prepared proposals within budgetary guidelines of client.
 - Negotiated and managed contracts with hotels and suppliers.
 - Worked with client's guidelines to create, build and manage registration websites for various meeting and incentive programs.
 - Coordinated all program components (meeting & banquet facilities, food and beverage, audio visual, special events, decorations & entertainment, private group transfers, etc.)
 - Consistently traveled on-site as the meeting liaison for key clients.
 - Assisted clients with the creation and execution of promotional campaigns for incentive programs.
- Planned, promoted and successfully executed a \$1.5 million dollar incentive cruise with over 900 attendees for a key Travel & Transport corporate client.
- Selected as lead planner to partner with Meeting Trend's new software provider and train other planners on all aspects of the program.
- Selected as the on-site liaison for Travel & Transport's Executive Management Conferences and selected to travel with clients whose accounts were key to Travel & Transport's success.

1/01-7/05 Director-TQ3 Navigant Meeting Services, formerly World Wide Travel (Austin, Texas)

- Successfully planned and executed meetings and incentive trips for clients with groups ranging in size from 12-2,000 attendees, always at a profit.
- Assumed management of Sprint Peak Performers (1,800 attendees) and Partner President's Club Incentive trips, resulting in a net profit of \$90,000.
- One of the principals in the meeting and incentive divisions that solicited and executed programs that resulted in annual revenues over \$295,000.
- Started Austin office of World Wide Meetings & Incentives in January 2001 and achieved \$115,000 in net commissions at the end of the fiscal year.
- Responsible for creating, managing and executing all aspects of the meeting and incentive division of World Wide Travel.
- Increased the community's awareness of TQ3 Navigant and World Wide Travel by membership in professional organizations and participation in industry tradeshow.
- Worked with National Account Managers to sell the added value of our Meetings Services and what opportunities it represents to our current corporate clients.

1/98 to 12/00 Executive Director, Pace Meetings & Incentives (Austin, Texas)

- Created a new meeting and incentive division for Pace Travel, Inc., which included the development of a client list for which the division marketed and planned meetings, events, city-wide conventions and golf tournaments for organizations ranging in size from 15-3,000.

10/94-11/97 Director of Sales, The Driskill Hotel (Austin, Texas)

- Managed the sales office with a staff of four and a budget of \$625,000, while consistently exceeding goals and personally handling 450 accounts in the Association and Political markets.
- Increased hotel revenue from \$1.9million to \$2.4 million in 1 year.
- Created all collateral and photo shoots of the hotel and placed all advertising for the hotel in local, national and international markets.
- Represented the hotel at industry tradeshow.

3/88-3/94 Dallas Convention & Visitors Bureau (DCVB) (Dallas, Texas)

11/89-3/94 Sales Manager

- Achieved and surpassed yearly goals of 250 leads and 42,000 definite room nights per year.
- Served as liaison to Dallas hospitality community through design and maintenance of exclusive sales lead program.
- Organized annual DCVB/Hospitality Community Sales Blitzes, nationwide telemarketing blitzes, Familiarization Tours and designed and organized city exhibit for industry tradeshow.

1/89-11/89 Public Relations Coordinator

- Created and produced quarterly newsletters for the DCVB's Washington DC and Chicago Offices; distribution 1,000.
- Assistant Editor, DALLAS PRIME TIME, a monthly publication; distribution 30,000.

3/88-1/89 Assistant to Vice President-Sales & Marketing

- Provided general administrative support and served as liaison to the regional DCVB offices in Washington DC and Chicago.
- Responsible for weekly, monthly and quarterly performance reports on all sales and services accomplishments including all accounting records for the Convention Division.

5/83-12/87 Assistant Office Services Manager, Anderson Clayton Foods (Dallas, Texas)

- Responsible for selecting, managing and maintaining weekly time reports for all non-exempt employees.
- Managed sales of all company products to employees and served as liaison to the employee federal credit union.

COMMUNITY & PROFESSIONAL ORGANIZATIONS-RESPONSIBILITIES & RECOGNITION

Voted 1 of 200 "Meeting Professional to Watch" in 2003 by Convention South Magazine

Meeting Planners International, member 1995 to present; served on various committees

Texas Society of Association Executives, member 1992-2003; served on various committees

Hospitality Sales and Marketing Association International, member 1993-1994

Austin Business Journal (1997-Featured in advertising appreciation program)

Texas Special Olympics (TSO)-Co-Chair, Development Committee Area 13 (1996 - 1998)

Responsible for an executive board of 15 members and a fund raising budget of \$825,000

Received special recognition award at TSO Spring Games (April, 1997)

Created and organized an estate sale and silent auction of The Driskill hotel memorabilia with 10% of the proceeds going to Texas Special Olympics (Austin, 1997)

Organized Dallas Cowboy Super Bowl Victory Parade (Dallas, 1993)

EDUCATION

Dynamics of Personal Time Control, Success Motivation Institute (1994)

Essentials of Credibility, Composure and Confidence (1993)

Southern Methodist University (1982-1984), Texas A&M University (1980-1981); Kappa Kappa Gamma Sorority

Graduated W.T. White High School with Honors (1980)

SPECIALIZED SKILLS

Microsoft Office Software (Excel, Word, Outlook, Access, PowerPoint)

Meeting & Event Management Software (StarCite & Meeting View)