

Whitney Sterling

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Experience

Attorneys' Liability Assurance Society, Inc. (ALAS, Inc.), Chicago, IL

July 2008-September 2010

Member Services Meeting Coordinator

- Managed multiple meetings and events per year that ranged from 10-250 attendees
- Oversaw program correspondence and acted as lead contact for attendees
- Coordinated and managed hotel contracts and room blocks, food and beverage, audio/visual equipment, and shipping
- Negotiated with vendors to coordinate dinner menus, rental needs, entertainment, and transportation for off-site events
- Organized and conducted pre/post-convention meetings
- Reviewed all banquet checks and final bill to ensure accuracy; reconciled all billing
- Directed on-site registration staff and developed staff schedule
- Managed and tracked online registration; produced reports for year-over-year attendance comparison
- Assisted with developing and maintaining each meeting's budget
- Worked with program directors and graphics manager to develop meeting materials, artwork, and printing
- Developed RFPs and provided recommendations to program directors for future events

USI Southwest, Austin, TX

August 2005-June 2008

Event Coordinator

- Worked with event director to ensure all events and meetings ran smoothly and deadlines were met
- Coordinated event logistics for annual sales incentive trip for an estimated 400 people
- Worked with outside vendors and outside planning company to obtain quotes and negotiate contracts
- Managed logistics and shipment of materials for all programs
- Prepared all communications and correspondence for events
- Assisted with booking travel for program attendees
- Managed meeting registration process
- Worked to develop promotional material for proper sponsor branding
- Ensured that meetings and events met the established budget
- Processed all invoices and maintained all files, samples, and binders for events and meetings
- Developed post-event surveys

Sales Development Assistant

- Worked with office president and financial analyst to track and report monthly sales
- Participated in weekly sales meetings
- Assisted with tracking the prospect pipeline and sales management systems to help with financial forecasting
- Created and edited presentations, brochures, and marketing slip-sheets
- Managed drip marketing e-mail campaign
- Processed invoices for advertisements and sponsorships
- Administrative duties: booking travel, managing calendars, managing conference rooms

Impact Group, New York, NY

October 2004-July 2005

Editorial Assistant

- Managed project deadlines between different departments
- Created and obtained speaker letters, disclosures, and confirmation documents for upcoming programs
- Corresponded with medical professionals and other outside components for program implementation
- Fact checked and annotated presentations
- Updated PowerPoint presentations
- Processed payments for outside vendors and honoraria for program presenters
- Scheduled conference calls
- Supported Medical Director and Associate Editor

Industry & Community Involvement

- Will sit for the Convention Industry Council's Certified Meeting Professional (CMP) exam in January 2011
- Meeting Professionals International- Student Affairs Committee for the Chicago Area Chapter

Education

The University of Texas at Austin- Bachelor of Journalism, Print

May 2004

Relevant Skills

Proficient in Microsoft Office; Basic knowledge of Photoshop and QuarkXPress