

Curriculum Vitae ~ Alison Cutler

Nationality: British
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Profile

An experienced Events Manager in both the IT and education sectors with over twelve years experience including team development, strategic management and the implementation and review of national and European projects. Currently under contract as Events Programmes Specialist at Google in Switzerland focussing on sponsorship and special events in Software Engineering in both the industry and academic sectors and previously employed as Head of Conferences and Events at The National Centre for Languages, UK, I have a track record of delivering successful conferences, training workshops, language and culture courses, sponsorships and public relations events with a high media profile and public participation.

Based in Zurich, Switzerland I am available for contracts and freelance consultancy work focusing on the areas of Event Management, Course Development, Sponsorship and European Project Management from May 2008.

I am a full member of ABPCO



Employment history

Current: Events Programmes Specialist, Google

Google Switzerland GmbH, Brandschenkestrasse 110, 8002 Zurich, Switzerland www.google.com

Dates: **June 2007 to April 2008**

Role: Responsible for all aspects of events and conference sponsorships and management and development of Google special events with a recruitment function for Europe, Middle East & Russia. My role also encompasses project work including research into mentoring for IT in schools and universities in Switzerland and France, and the development of content-based marketing materials to aid recruitment.

Previous:

Freelance consultancy: Between January and June 2007, based in Zurich I worked as a freelance events consultant for The National Centre for Languages, UK, and also advised undergraduates enrolled on final year Events Management degrees.

Head of Conferences and Events , CILT, The National Centre for Languages,

20 Bedfordbury, London WC2N 4LB, UK www.cilt.org.uk

Dates: **February 1995 to January 2007**

Roles: Events Administrator (2 years); Conferences and Events Coordinator with responsibility for supervision of section and coordination of programme (4 years); Position as Head of Conferences and Events (6 years).

Responsibilities during this time have included:

Courses, Conferences and Event Management: Strategic development of the continuing professional development programme for teachers of modern foreign languages across all educational sectors. Effective research, implementation, delivery and evaluation annually of up to 190 national and European courses, conferences, events and exhibitions in the UK, France, Germany, Spain and Italy.

- **Conference Centre Management:** Manager for CILT's in-house conference facilities, ensuring that our support staff provide a professional service for clients using the facilities.
- **Financial Management:** Management of budget of £750k and resources for all sectional activity. Responsible for negotiating contracts with service providers and participation in writing project proposals for EU funding.
- **Management of EU funded programmes:** Development of new activities based on evaluation and exploitation of European Union funding programmes for Lifelong Learning in line with UK Government Department for Education initiatives.

- **Team Management:** Manager of team of 4 events coordinators, plus 3 office management staff. Member of Senior Management team. Responsible for recruitment and training of staff within the Events Department.
- **Marketing:** Writing copy and editing publicity material and bulletin articles. Coordination of schedules for marketing of events from development, design and production of promotional material to direct-mail and website marketing to ensure on-target recruitment.
- **Customer Relationship Management:** Implementation and management of CRM for contacts and activities, events management and organisation membership scheme.
- **External communications:** Work in partnership with Schools, Colleges, Universities, Local Authorities, Cultural Institutes and Embassies in the UK and overseas.

Previous post: Deputy Twin Towns Officer

Stoke-on-Trent City Council, Twin Towns Department, Civic Centre, Glebe Street, Stoke, ST4 1RG, UK

Dates: **June 1994 to January 1995**

Responsibilities included: Coordination of civic events for the City Council; Translation of foreign language documents; Research and writing of a publication for international youth exchanges across Europe.

I undertook a range of jobs from 1987 to 1994: Sales Assistant for British Home Stores, Playleader on Bedford Borough Council children's playschemes, University Entertainment Committee representative for the staging of bands, catering and ticket sales, Microchip Production for Siemens in Regensburg, Germany.

Education

Degree: BA Joint Honors 2.1 French, German and Psychology, University of Keele, UK, 1990-1994 (including 6 months at the University of Limoges, France, and 6 months at the University of Regensburg, Germany)

A levels: French (A), German (A), Geography (A), Dame Alice Harpur School, Bedford, UK 1990

GCSEs: French (A), German (A), Geography (A), Business Studies (A), Maths (A), Textiles (A), English Language (B), English Literature (B), Biology (B), Physics (B), Dame Alice Harpur School, Bedford, UK 1988

Continuing professional development

- Creating a Wiki, 26 September 07
- Swiss language course 16 March to 13 July 2007
- German language intensive refresher course 20 February to 26 April 2007
- Above and Beyond - Enriching education through international experience, British Council Education and Training Group National Conference, London, 17 November 2006
- 500 Teachers Project (overseas workshadowing) dissemination conference, Training and Development Agency for Schools, London, 15 November 2006
- Becoming a Freelance Linguist seminar, Institute of Linguists, 5 November 2006
- Spanish language course at Paramo School, Valladolid, Spain, April 2004
- Time Management course December 2002
- Finance for Managers course June 2002
- Dale Carnegie Leadership Skills for Management, Autumn 2000

Additional information

Language skills: English: Mother tongue
 French: Fluent (degree and regular practice)
 German: Proficient (degree and regular practice) C1/2 CEF equivalent.
 Spanish: Spoken and written (regular practice on business) B1 CEF equivalent
 Swiss: Beginner

IT skills: MS Office suite, QuarkXPress for design, various CRMs and databases for event management, Web design in HTML, Google Docs & Spreadsheets, Creating Wikis.

Activities: Creative wedding planning and accessory design; Dressmaking; Fitness; Scuba Diving.