

## **Debbie's experience in running seminars**

### **Half day Bank Seminars**

- working with a major High Street Bank's marketing people organizing as many as 60 half day seminars, with 10 running a month for six months of the year. Each with desired attendance of 100-200 people, so inviting some 180 people to each.
- liaising with the local Bank teams involved at all levels from Head Office, to regional director, area manager and local business managers;
- working with the venue finders for suitable venues, and then agreeing the route of the tour
- working with outside agencies who can help with 'getting bums on seats';
- sourcing speakers for case studies;
- organizing the process for post event evaluation and its communication

### **As Chair of the Bath/Wiltshire Branch of the Institute of Directors**

- agreeing with my committee a great programme of local events for members;
- and since this role continuing to work with the IoD to arrange dinners for senior level executives with sponsorship from local businesses

### **Working with one of the largest groups of schools teaching English as a foreign language**

- organizing visits to the UK by overseas agents
  - from ones and twos to
  - 'familiarization tours' of up to 25 agents for a week –combining the core purpose of the visit with cultural/enjoyable/ typically British diversions as well as some more formal occasions such as being received by the local Mayor!
- planning, organizing and attending numerous trade fairs both in the UK and overseas;
- organizing my own schedule to maintain the company's overall marketing, when overseas travel took me away for 3 weeks to, for example, South America, back in the office for one week, and then away again for two weeks and so on for several months at a time (before mobile phone and laptop!)
- organizing the process to manage the hundreds of agents we had world-wide

### **Running the commercial arm of a boarding school set in its own 1200 acre estate**

- proposing, marketing and selling the 'non school' use of the sports/social and educational facilities ;
- combining year-round business use with one off charitable events/parties and long-term summer lets by international students – all needing meticulous planning;
- liaising closely with all academic, office, catering and ground staff;
- organizing a 'French Market' as a great PR exercise with hundreds of visitors/parents and a local celebrity to open the day.

### **Organizing parties - both informal and formal!**

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