

Denise Yeats

Creative Events and Fundraising Specialist

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- Over 17 years' experience of high level events management in the arts and charity sectors.
- Extremely adaptable with knowledge of working with key sponsors, major donors and corporates on high profile fundraising gala events and sporting challenges.
- Skilled in managing, and projecting budgets in excess of £5m.
- Highly creative, motivated and determined, with an ability to pick up a short term project very quickly, to deliver fundraising results which exceed expectations.
- Recognised as a key innovator, skilled in developing new and pioneering fundraising products.
- Strong PR, marketing and design skills including working knowledge of Quark, InDesign and website build packages.
- Excellent interpersonal skills and a non-hierarchical management style.

Professional Experience

December 2014 - Present

Interim Events Manager/Consultant

MS Society

- Organisation and management of a series of launch events for a major research appeal to raise £100m. Including development of Appeal Booklet with tailored packages for major donors ranging from £50,000 - £500,000. In the first 2 months of events, this appeal has raised over £500,000.
- Liaison with Research Scientists to identify funding opportunities to include in major donor proposals.
- Extensive venue research and management, to suit a variety of events with very different audiences and requirements. (Events in London and Edinburgh).
- Development of a high profile classical music event at the Royal Albert Hall projected to raise over £300,000 for the charity.
- Consultation on the charity's portfolio of events, including sponsorship packages for new events including the St Pauls Christmas Carol Concert.

August 2014 – December 2014

Interim Events Manager

Place2Be

- Organisation and management of the inaugural 'Wellbeing in Schools Awards' – an event at Kensington Palace in the presence of Royal Patron HRH the Duchess of Cambridge. The event celebrates the individuals who champion the work of Place2Be in schools and communities to support good mental health in young people, often in challenging circumstances, to enable them to achieve their full potential.
- Development and management of a strategy, which raised over £350,000 in sponsorship for the event including writing of sponsorship proposals and identification of prospects.
- Liaison with the Royal Palace, including the Duchess of Cambridge's personal assistant; the events team and the communications and PR team to ensure a smooth and integrated plan to maximise messaging for both the charity and the Palace.
- Working with the charity's creative team to produce all print and digital design elements for the event.
- Appointing and managing catering, technical, AV and production suppliers and overseeing the technical delivery of the event.
- Working with key speakers including BBC newsreader Martyn Lewis CBE to create an engaging and inspiring newsworthy event.

October 2013 – August 2014 (10 month contract)

Project Manager

Marie Curie Cancer Care

- Organisation and management of the Masterpiece Marie Curie Party, a major committee led beneficiary event project in summer 2014.
- Development and management of a strategy which raised £900,000 – this included the creation of a 'Guardian Angel' booklet of packages which raised pre event donations of £150,000; sourcing of auction prizes which raised over £400,000; development of sponsorship packages raising over £100,000 and production of a marketing plan to maximise ticket sales.
- Communication with and effective coordination of the committee chair, executive committee and ticket-selling committee totalling over 100 people, selling 1,500 tickets.
- Sourcing and account management of title event sponsor, Jaeger-LeCoultre.
- Sourcing and briefing of all event entertainment and production.
- Management of all fundraising activities at the event including auction, silent auction and raffle.
- Working with the charity's creative team to produce all print and digital design elements for the event.
- Appointing and managing catering, technical, AV and production suppliers and overseeing the technical delivery of the event.
- Working with the charity's PR team and the beneficiary event's PR company to manage the public relations campaign.

August 2013 – November 2013

Event Manager – Global Entrepreneurship Week Launch event

Youth Business International

- Project management and delivery of GEW launch event, aimed at leaders in the entrepreneurship sector, businesses, NGOs and media.
- Management of event partnerships including Prince's charities and Barclays (sponsor).
- Identification of key speakers including approaches and briefings.
- Invite management and full on the day logistical and health and safety responsibility.

February – August 2013

Project Manager (6 month contract to project manage new event)

Marie Curie Cancer Care

- Organisation and management of the Masterpiece Midsummer Party, a major committee led beneficiary event project in summer 2013.
- Development and management of a strategy to raise gross income of £840,000 from the event (against an income target of £450,000).
- Communication with and effective coordination of the committee chair, executive committee and ticket-selling committee totalling over 100 people, selling 1,500 tickets.
- Project managing a high profile pre-publicity exhibition event to auction David Bailey photographs, raising £70,000.
- Working with the executive committee to raise sponsorship to cover the costs of the event.
- Management of all fundraising activities at the event including auction, silent auction and raffle.
- Working with the charity's creative team to produce all print and digital design elements for the event.
- Appointing and managing catering, technical, AV and production suppliers and overseeing the technical delivery of the event.
- Working with the charity's PR team and the beneficiary event's PR company to manage the public relations campaign.

July 2012 – Jan 2013

Freelance Events Fundraising Manager (6 month contract, 1 day per week)

Westminster Befriend a Family

- Creation and project management of a series of new fundraising initiatives and events around Christmas 2012 (high profile concert, collections, etc).
- Recruitment and management of corporate partners to support fundraising and volunteering.
- Management of a network of over 30 volunteers and interns.

August 2012 – January 2013

Corporate Partners Manager (6 month contract, 35 hours per week)

Community Links

- Management of 14 high level corporate partners, generating an income of over £700k per annum (partners include Barclays, UBS, BNY Mellon and Clifford Chance).
- Identification and development of projects for corporate funding including scoping out of volunteer opportunities and events.
- Full reporting on project progress to partners - ensuring that objectives and milestones are constantly met.
- Researching new business opportunities and creating attractive proposals and opportunities for funding.
- Intensive cross sector working to ensure full understanding of various projects (ranging from liaison with children's playscheme providers; lawyers delivering advice service; employment and training specialists, Health professionals etc)

April - July 2012

Freelance Events and Sponsorship Manager (3 month contract)

The Gorilla Organization

- Project management of the creation of a new microsite for 'The Great Gorilla Run' including the implementation of an online marketing strategy.
- Recruitment of a sports sponsor for the 'Great Gorilla Run'.
- Formulation of an on and offline events advertising campaign.
- Development of a new website – creation of templates and briefing on content management.

June 2009 – April 2012

Community and Events Fundraising Manager

Blind Veterans UK (formerly St Dunstan's)

- Formulation of a strategic plan to develop the Community and Events income stream from £20,000 p.a in 2009, to an income target of £750,000 in 2012.
- Conception, creation, and development of a portfolio of new events including of a new event – "100k – London to Brighton 24 Hour Walk" – an event generating over £85,000 income against a target of £40,000.
- Development of a Community and Events strategy around the charity Centres in Llandudno, Sheffield and Brighton.
- Instigation and management of corporate and retail partnerships for events sponsorship.
- Development of the charity's social media strategy.
- Line managing a team of six staff including four regional fundraisers across the UK.

June 2008 – June 2009

Senior Events and Community Manager (Maternity Cover Role)

Shelter

- Conception, creation, and development of a new event – "Vertical Rush" – the UK's first Tower Running event (achieving income target of over £180,000 against target of £30,000) and winner of the Institute of Fundraising 'Best use of Fundraising Event' Award and Third Sector 'Excellence Award'.
- Direction of all design and promotional events materials.
- Formulation of a strategic plan to develop the number of events/participants and increase revenue by £1m over a 12 month period.

November 2007 – May 2008

Freelance Event Management Roles

- Leukaemia Research – development of TV Times Corporate Events Partnership.
- Parents for Children – development of Corporate partnership cultivation event.

January 2006 – November 2007

Development Events Manager

National Theatre

- Creation and delivery of the flagship bi-annual fundraiser “FastForward” which in 2007 raised over £500,000 for the NT.
- Development of interesting and attractive event packages to maximize the income potential of the National Theatre. (Average events per year = 200).
- Cultivation of a unique understanding of the many departments of the theatre (from staging to costumes, production etc) to negotiate creative yet logistically feasible events.

April 2005 – January 2006

National Events Manager – Race for Life (temporary contract to cover secondment)

Cancer Research UK

- Management of 6 Race for Life Organisers, ensuring the delivery of a series of 48 races within agreed procedures, processes and budgets.
- Development of expansion of Race for Life to cover an additional 45 London Boroughs. Responsible for securing City of London Race – their first road race and now one of the biggest in the Race for Life portfolio.
- Awarded ‘Best Newcomer/Contributor’ to the National Events Department.

August 2004 – March 2005

Corporate Events Manager (Maternity Cover Post)

Tate

- Event delivery for major sponsors and key clients and donors at Tate Britain and Tate Modern, including full advisory service and event fee negotiation.
- Management of events ranging from key opening events for sponsors around main exhibitions, to high profile events such as the Turner Prize.
- Development of a new events space in Tate Modern to achieve an increase in income of £500,000 in the first year of use.

September 2002 – August 2004

Challenge Events Manager

The Scottish Community Foundation

- Project management of “The Caledonian Challenge” and “Baxters Loch Ness Marathon” including full logistics management and corporate sponsor liaison.

July 2000 – August 2002

Senior Events Co-ordinator

The Hub (Edinburgh International Festival Centre)

September 1996 – July 2000

PA to Director/Exhibition Programmer, The Lemon Tree (Arts Venue), Aberdeen

Qualifications

BA (Hons) in Art + Design

LCCI Diploma in Public Relations and Advertising

Computer Literacy:

(PC): Microsoft Word, Excel, Powerpoint, Access, Artifax Event, Raisers Edge.

(Mac): Quark, Adobe InDesign, Adobe Photoshop.

Fully proficient in website development using various packages.

Volunteer swimming coach for ‘Greenhouse’ – a charity offering sports coaching to children with disabilities.