
NEHA CHAUDHARY SONI

Personal Profile:

More than 10+ yrs experience for domestic and international market in B2B Marketing, Sales & Operations, Project management & New Business Development. As a professional, I focus on aggressively building solid client base, increasing brand value, driving revenue growth, expanding market share and delivering well organised shows.

Career Summary:

1. Currently working with Event 4 Sure (A division of Excellect KPO Consultants Pvt. Ltd) as Operations Manager for Legal Conference & Exhibitions. (Nov 2014 – till date)

Key Responsibility Areas:-

- Project Scheduling & Monitoring
 - Appoint contractors / Vendors and monitor performance & obtains quality service at a competitive price.
 - Team building & Management
 - Establishing internal SOPs for the department
 - Ensure procedures and systems are in place for the production of exhibitor manuals in order for exhibitors & sponsors to have adequate information for their participation in our events.
 - Ensure procedures are in place for the monitoring of all information that has to be sent in from the exhibitors & sponsors in order to ensure a smooth and trouble free exhibition & conference.
 - Maintain good knowledge of contractors and venues (used) in order to evaluate the services and facilities that are available within the industry.
 - Improve organiser/exhibitor relationships with the objective of providing a customer focused service.
 - Manage and develop the Operational elements of the event budgets, as agreed by the management.
 - Provide support to sales, marketing, sponsorship and Exhibition Directors in order to ensure smooth running of event logistics.
 - Supervise operations team so as to create best possible exhibitor relationships and show management.
 - Work to create an enjoyable, must see experience for visitors.
 - Ensure training is provided where necessary.
2. Worked in Diversified Communication Pvt. Ltd. as Project Manager, for Palm Delhi Expo. (Feb 2014 – Oct 2014)
 3. Worked in REED MANCH EXHIBITIONS PVT.LTD. as Project Manager , (April 2013 - Feb 2014)
 4. Worked in UBM INDIA PVT.LTD. as a Manager - North (2nd Jan 2008 to Nov 2012),
Joined as Senior Executive - Marketing in 2008

Key Responsibility Areas:

- Heading full North & East Region for sales.
- Liaisoning with various media houses for various exhibitions
- Inviting relevant associations through country pavilions
- Assisting the team for visitor promotions at the show
- Visiting industry events and collate show reports
- Mapping potential and emerging markets across the globe
- Concluding the show as per the clients expectation
- To get the support of different Government associations and councils to endorse the shows.

5. Worked in INTERADS EXHIBITIONS PVT.LTD. as an Exhibition / Conference Manager 2nd April 2007 to Dec 2007

Key Responsibility for WATERASIA 2007 , GO INDIA 2007 ,POWERGEN ASIA 2007

- Pitch for winning an account through corporate presentations to prospective clients
- Responsible for selling sponsorship & delegation
- To establish rapport and professional relationship with the client
- Providing concepts and themes for conducting the events
- Suggest various options & assist the client in finalizing the deal
- Prepare proposals and quotations for the clients
- Follow up with the client for the payment
- Suggest various marketing solutions to the client for brand building
- Coordinating with various departments to get the job done
- Training, mentoring, assisting the team members in finalizing the deal
- Weekly report monitoring of the team members

6. Worked in FALCON INFOCOMM PVT.LTD. as Project Manager ,21st May 2006 to 31st March 2007

Key Responsibility for two project GITEX INDIA 2007, Hyderabad and HVACR INDIA & PS INDIA 2006, Mumbai

- Conceptualizing, Costing, Canvassing, Customization & Carrying - out the event Responsible for organizing & managing the events.
- Location Analysis & Decision making
- Developing Marketing Strategy for the event (exhibitors & visitors)
- Selection of Promotional Activities for the event
- Fixing appointments with the clients and then following up with them after closing the deal for payments
- Executing the Event as expected by the exhibitors
- Post- Event analysis

7. Worked in ISHRAE (INDIAN SOCIETY OF HEATING, REFRIGERATING AND AIR CONDITIONING ENGINEERS) as a Event Coordinator from 22nd June 2004 to 10th March 2006

• Key Responsibility Areas:

- Calling and fixing up meetings with companies who are participating in exhibitions
- Suggesting the clients with various themes and concept of the exhibition
- Working with the production team and seeing to it that the stall design work is as per schedule
- Liaison with service agencies and logistic company

- Eventually seeing to it that the stall is erected as per the approved layout
- Ensuring high level of customer satisfaction
- Adhering to the process and implementing it successfully on the floor
- Keeping oneself updated about the changes in the process
- Retaining existing customers by providing them with upgraded plans
- Coordinating accordingly with other departments to solve customers query

Academic / Educational Qualifications:

- MBA (Marketing & HR) from IMT, Ghaziabad
- 2001-2004 Miranda House, Delhi University, Degree in B.A (Hons) in Political Science
- Schooling at Sumer Mal Jain Public School, Delhi - 76% in Sr. Secondary in Humanities.

DATE:

SIGN: