



SUZANNE BURNIE, CEM, CMM

Strategic Event Planner

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CONTACT



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CERTIFICATIONS

Certified Event Contract Professional (CECP)

Certified Exhibition Manager (CEM)

Certified Meeting Management (CMM)

Google Project Management Course

PROFILE

Certified award-winning strategic event planner known for orchestrating high-impact conferences and events. Expert at managing end-to-end event planning process, from conceptualization to execution, ensuring seamless delivery and exceptional client satisfaction. Adept at delivering data-driven strategies to meet client goals, enhancing brand presence, and creating unforgettable experiences.

HIGHLIGHTS

- ★ *Managed \$2.7M budgets for 4 annual signature events, achieving significant cost savings while maintaining high-quality standards.*
- ★ *Awarded for outstanding branding for "Different by Design" conference, resulting in increased participation from members and partners.*
- ★ *Built \$1M in revenue through strategic sponsorship and exhibitor relationships.*
- ★ *Secured \$20K in funding with local tourism boards to support event budgets.*

EVENT EXPERIENCE

Director of Conferences and Events

Event Logic Productions Ltd. | Contractor | 2022 – 2024

Spearhead events from inception to execution and develop post-event analysis reports for 3 multi-day annual conferences, 3 special programs, 2 annual trade shows and 80 sponsors and 70 Exhibitors.

- **Event Planning & Strategy:**
 - Achieved business objectives for all stakeholders by designing and implementing innovative event strategies.
 - Developed unique experiences for seminars, receptions, dinners, and partnership activations and managed all aspects of events from start to finish (*in-person and online*).
- **Project Management:** Executed events on time within budget by leveraging advanced project management tools and techniques.
- **Budget Management:** Tracked and analyzed financial performance to guide strategic planning and support informed decision-making.
- **Communication and Collaboration:** Aligned event strategies with broader business goals by collaborating with cross-functional teams.
- **Innovative Event Design:** Fulfilled high attendee satisfaction by crafting unique, brand-aligned, and engaging event experiences.

Projects: RBC NEXTCEO, Canadian Meat Council 100th Anniversary, Winterfest, University of Toronto - Doctors Class Reunion. CPA Convocation, CPA Meet Your Regulator, CPA Honour Roll, CPA Summer Social, CPA Practice Inspection, CCUA Annual Conference and Trade Show, CCUA National Awards Gala, and CCUA AGM.



EXPERIENCE

Suzanne Burnie – Page 2.

Interim, Director of Events

Chartered Professional Accountants (CPAO) | 6 Month Contract 2023

Appointed to lead all aspects of event management, including strategy, communications, logistics, branding, vendor management, and more. Managed 3-member team, 40 volunteers, and 3 departments.

- **Event Planning:** Executed events with 100 to 4,500 attendees including experiential in-person, online, and hybrid events. Managed timelines, budgets, volunteers, and more.
- **Internal Partnerships:** Collaborated with cross-functional teams and key partners to develop event strategies, procure project needs, and ensure alignment with the company's vision and goals.
- **Financial Management:** Managed agency and supplier RFP processes and contract negotiations by researching complex event details and identifying and analyzing requirements.
- **Vendor and Stakeholder Management:** Established strong relationships with vendors, suppliers and partners for event success.
- **Post-Event Evaluation and Continuous Improvement:** Enhanced events by conducting post-event evaluations, gathering feedback, identifying areas for improvement, and implementing insights.

Director Conferences and Events

Canadian Credit Union Association (CCUA) | 2015 – 2022

Brought on to manage execution of all events. Managed a \$10M portfolio by reviewing costs, developing P/L, and providing revenue forecasts.

- **Project Management:**
 - Delivered world-class execution of 4 project plans by focusing on relationship experiences, increasing brand awareness, and optimizing financial outcomes for each event.
 - Implemented adaptable event strategies, ensuring flexibility and seamless execution across diverse event landscapes.
- **Data-Driven Decision Making:** Drove improvements by analyzing event metrics and KPIs and implementing data-driven strategies.
- **Event Technology:** Enhanced current event technology designs to create unique high-impact experiences catered to C-Suite clients, elevating satisfaction and engagement.
- **Contract and Vendor Management:** Managed procurement and contract preparations, ensuring the inclusion of all necessary clauses and securing favorable terms while maintaining quality and cost-efficiency.
- **Team Leadership and Development:**
 - Fostered professional growth and inspired excellence in event planning and execution by coaching and mentoring event teams, leading by example to drive innovation.
 - Developed fulfillment plans and identified opportunities for 4 committee groups, 60 volunteers and 20 students.

EDUCATION

- Certified Event Contract Professional
- (EDC) Event Design Certificate
- Diversity, Equity and Inclusion - Skillsoft
- Indigenous Awareness & Cultural Sensitivity – Bear Standing Tall
- Human Resources Certificate - HRP
- Business Administration Program, Humber College

PROFESSIONAL SKILLS

- Team Leadership
- Budgeting/Planning
- Procurement Strategies
- Hotel Management
- Brand Activations
- Project Management
- Contract Negotiation
- Supplier Management
- Risk Management
- Business Strategies
- Sales Management
- Event Marketing
- Social Media
- Virtual & Hybrid Event Management
- Meeting Planning



EXPERIENCE

Suzanne Burnie – Page 3.

Event Director (Show Operations, PR and Sponsor Relations)

Showcase Marketing Ltd. (Consumer Shows) | 2008 – 2015

Hired to manage 2 home and garden consumer shows and multi-million-dollar budgets in a fast-paced, deadline-driven environment.

- **Event Management:** Directed strategic event plans, communications, staffing, and project timelines to ensure successful execution.
- **Event Operations & Marketing:**
 - Increased ticket sales by executing a strong marketing plan which included brand activations.
 - Spearheaded the design, execution, and measurement of complex large-scale events, ensuring success through strategic planning, legal compliance, and post-event reconciliation.
- **Event Technology:** Modernized events by integrating current event technologies and implementing new applications.
- **Supplier Management:** Ensured seamless event execution by managing diverse range of service providers, including show decorators, audiovisual teams, graphic designers, venue management, security, media relations, registration teams, and more.
- **Compliance & Risk Management:** Ensured full compliance with health and safety regulations, risk management protocols, environmental standards, and accessibility requirements for all events.

Manager of Events and Conferences (Trade Show & Sponsorship)

Human Resources Professionals Association (HRPA) | 2004 – 2008

Orchestrated the planning, coordination, and financial success of HRPA 30 professional development programs and 5 special events.

- **Event Planning & Management:** Implemented project planning and execution for events with 200 to 4,000 attendees, including 1-day conferences, sponsor programs, seminars, and the annual conference and trade shows.
- **Events Sales:** Generated thousands in sponsorship and exhibition sales revenue, contributing to 40% of the overall attendance registration profits.
- **Event & Marketing Strategy:** Secured 40 partners by driving event management strategy, communications, marketing collateral, and risk management.
- **Financial Management:** Achieved financial success for all national conferences and executive programs by preparing and managing budgets based on projected revenues and expenses for a \$5M business unit.
- **Team / Volunteer Leadership:**
 - Designed impactful educational seminars by collaborating with the event team and conference committee volunteers, catering to senior management and HR executives, ensuring valuable content delivery and attendee engagement.
 - Oversaw 300 exhibiting booths and facilitated successful tradeshow with 700 partner attendees.

TECHNICAL

- Google Project Management
- WordPress
- Salesforce
- Smart Sheet
- Cvent
- Pheedloop
- Asana
- Chime Live
- Sli.do
- EventMobi
- iMIS Database
- Microsoft

VOLUNTEER

- PCMA CE Strategic Partnership Committee Member
- George Brown Student Mentor

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