

# SELVIS MORALES, CMP

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## BUSINESS MEETINGS | EVENT PLANNER AND STRATEGIST

*Proactive and innovative professional supporting key client projects from production brief to implementation. Global Events Planner offering expertise in event management, program management, and communications management.*

Demonstrated success in messaging and providing a broad perspective to a wide variety of audiences. Displays fresh, out-of-the-box ideas for program, marketing and content development. Proficiency in influencing and leadership capabilities to steer event strategy and tactical execution. Ability to approach event design holistically beyond event management by working with marketing and design teams to create innovative aesthetics. Expertly incorporates marketing and creative teams with event logistics to cross-pollinate departments that typically work in silos. Vast experience managing internal teams and external vendors, with a specific focus on executing programs to precise timelines and budgets. Proactive self-starter, highly detail-oriented driven to improve and raise the bar on events. Willing to relocate.

**Core Competencies:** Global Event Management | Budget Management | Project Management | Customer Service | Team Management | Training & Development | New Hire Orientation | Vendor Management | Onboarding Process Improvements | Collaboration | Client Relations Management | Time Management | Cross-Functional Coordination

## Awards & Recognitions

Connect Magazine "40 under 40" Honoree | 2015  
Employee of the Year | American Welding Society | 2010

## Professional Experience

### DEVIL'S IN THE DETAILS LLC | 2017 – Present

*Chicago-based boutique business event planning and experiential strategy studio helmed by its founder and head of problem-solving, Selvis Morales, CMP.*

*Services Provided: Event Consulting & Strategy, Vendor and Venue Sourcing, Project Management, and Advanced Logistics*

#### Founder, Event Planner & Strategist

Lead the strategic planning and execution of events, spanning nonprofits and corporate conferences, conventions, business events, receptions, and galas. Facilitate all activities from ideation and strategic planning, through to flawless execution of every event. Liaison between meeting's stakeholders, vendors, and marketing teams; understand and interpret meeting objectives and navigate the event planning processes on behalf of the client. Ensure the delivery of exceptional client service.

- Review, manage and negotiate contracts with off-site venues and event vendors; leverage cost savings.
- Ensure strict adherence to meeting protocols (cost-saving measures, risk policies, contract approvals).
- Create and manage event budgets and provide guidance in maximizing resources.
- Determine the success and ROI of each event and make recommendations for future participation.
- Key Events handled till date:
  - Ensured inaugural horse racing convention and expo for over 1,500 attendees broke registration projections and stayed within budget.
  - Event consultant and registration manager for IT Software Company's B2C training workshop.
  - Onsite/Run of Show logistics manager for corporate clients' workshops and seminars.
  - Introduced and streamlined sponsorship, event and marketing strategy for a small nonprofit's unGala event. **Role:** Standardized the sponsorship deck thus increasing sponsorship revenue and shortened pre-event lead-time.
  - Managed a local Chamber of Commerce's outdoor summer festival and wellness pop-up series. **Role:** Introduced a new VIP pet-friendly lounge at the outdoor summer festival that helped the client secure a new sponsor and foster a lasting sponsor partnership. Also introduced, implemented and oversaw the design of a new full-year sponsor deck that brought in new high-level sponsors and generated repeat sponsors for the next year.
  - Organized an International Women's Day event that highlights local female entrepreneurs. **Role:** Successfully forged a partnership with a local tote bag company and ensured all suppliers were female-owned to align with the client's mission thus enhancing the event.

### INTERNATIONAL SOCIETY FOR STEM CELL RESEARCH | 2013 – 2017

#### Senior Meeting Planner

#### Team Size: 30 volunteers pre- and post-meetings

Learned all aspects of the client's business and leveraged knowledge to increase the reach and depth of products and services within client companies. Proactively drove client insights and led meeting strategies.

- Oversaw all logistics, budgeting, catering and AV equipment during pre-production, onsite, and post-events for citywide and mini-wide projects in coordination with Director of Global Events.
  - Ensured the internal departments were on task and accountable to project's overall strategy and goals; streamlined interdepartmental processes to maximize output and efficiencies. **Role:** Wrote and developed a company-wide implemented Standard Operating Procedure for the event planning department.
- Liaised with suppliers, consultants and meeting partners to execute global events in Europe, Asia, and APAC regions as well as domestic events. **Role:** Developed company business plan for stakeholder reception that won a \$10,000 grant from the Australian government to subsidize the event.
- Streamlined activities like developing and maintaining housing/registration trend report, RFPs, meeting budgets and management processes pertinent to annual meetings, receptions, and international symposia.
- Channeled content for websites, emails, and printed materials by strategizing with the marketing department; ensured audiences were engaged via polling, contests and social curation.
- Initiated environmentally sustainable best practices to reduce waste and expenses at the annual meetings.
- Successfully organized conventions for 300-4,000 International attendees within an operational budget of \$600,000 to \$3 million.

## AMERICAN WELDING SOCIETY | 2010 - 2012

### Director, Convention & Meeting Services

#### Team Size: 3 in-house staff and 50+ volunteers pre- and post-meetings

Managed and coordinated convention services activities associated with planning, supervising and executing events for more complex and high touch convention and event groups to include sales, negotiations, and conflict resolution. Handled and supervised daily activities, marketing, and meeting planning for three different organizations and their mergers.

- Spearheaded the organization's global and domestic conventions and tradeshow in Mexico (Weldmex), Canada and the USA (Fabtech).
- Successfully implemented new company-wide protocols to streamline hotel contracts that reduced contract negotiation time by three-four weeks.

## Previous Experience

American Welding Society | 2005 - 2010 | **Senior Standards Program Manager**

Miami Living Magazine | 2003 - 2005 | **Contributing Writer and Editor**

Charles Stuart Platkin, Nationally Syndicated Health Columnist | 2003 - 2004 | **Personal Assistant**

ABC Daytime | 2003 - 2003 (less than a year) | **Sample Script Writer**

Ocean Drive Telenovela, Inc. | Jun 2002 - Aug 2002 (3 months) | **Production Assistant**

WAMI-TV 69 USA Broadcasting Television Station | Jun 2000 - Aug 2000 | **Sales Intern**

## Education

Bachelor of Science (B.S.), Video/Film and English | University of Miami | 1999 - 2003

## Publications

Social Media Tools You Can Actually Use | Basic Ways to Cut Down Event Costs

How to "work" on the weekends | Five Major DON'Ts of Meeting Planning

## Affiliations & Certifications

**PCMA Member** | Professional Convention Management Association | 2014 - Present

**CMP, Certified Meeting Professional** | Convention Industry Council (CIC) | 2016 - Present

**PCMA Advocacy Task Force Member** | Professional Convention Management Association (PCMA) | 2018 - 2019

**AWE Member** | Association for Women in Events | 2017

**IOM** | Institute for Organization Management US Chamber of Commerce | 2011