



PRIYA RAVENSDALE

Event Manager

Event manager with 7 years running corporate conferences, product launches, and donor galas from kickoff through reconciliation. Lead cross-functional teams of 8-15 and own budgets up to \$1.4M. Known for tight vendor contracts and run-of-show docs that hold up under last-minute changes.

CONTACT INFORMATION

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KEY SKILLS

- Cvent
- Bizzabo
- Asana
- NetSuite
- Vendor negotiation
- RFP development
- Run-of-show production
- Sponsorship activation
- Budget reconciliation up to \$1.4M
- On-site team leadership
- Risk planning
- Hotel contract review

PROFESSIONAL EXPERIENCE

Senior Event Manager | Brightlark Conferencing, Charlotte, NC

2021 - Present

- Own end-to-end planning for a 4-city user conference series, growing attendance from 1,800 to 3,275 over three cycles.
- Negotiated master hotel agreements that trimmed room-block attrition fees by roughly a quarter year over year.
- Built a sponsor activation playbook that pushed renewals into the high 80s as a percentage of prior-year sponsors.
- Manage a team of 4 coordinators plus 20+ contractors during on-site weeks.
- Run weekly status syncs with marketing, sales, and exec sponsors; flag risks 6-8 weeks out.

Event Manager | Mavenhall Group, Raleigh, NC

2018 - 2021

- Produced 30+ trade-show booths and 12 hosted dinners annually across HIMSS, Dreamforce, and regional circuits.
- Rebuilt the RFP scoring rubric, cutting vendor selection time from 5 weeks to under 3.
- Closed a \$312K AV contract that included penalty clauses for downtime over 10 minutes.
- Partnered with finance to migrate event spend into NetSuite, ending a long-running reconciliation backlog.

Event Coordinator | Halepoint Nonprofit Services, Durham, NC

2017 - 2018

- Coordinated a 600-guest gala that raised funds in the mid-six figures, beating goal by a comfortable margin.
- Managed silent auction logistics, donor seating, and day-of volunteer staffing of 45 people.
- Built timelines in Asana that the executive director still uses as a template.

EDUCATION

B.A., Hospitality and Tourism Management, University of South Carolina, 2017

CMP (Certified Meeting Professional), Events Industry Council, 2022