

# Rebecca Learoyd

Event Professional

## CONTACT

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## EDUCATION

### **Les Roches School of Hotel Management, Switzerland**

Bachelor of Business Administration  
International Hotel Management  
Entrepreneurship

2011 - 2014

### **Australian International School, Hong Kong**

High School Certificate  
2009 - 2010

## SKILLS

- Event Planning
- Team Management
- Budget Management
- Client Relations
- Project Management
- Marketing Strategies
- Content Writing
- Market Research
- Strategic Partnerships
- Stakeholder Engagement
- Negotiation Skills
- Business Development
- Relationship Management

## SUMMARY

Dynamic conference and event strategist with 10+ years' international experience across Asia and Oceania, driving attendee growth, securing top-tier speakers, and maximising ROI through innovative marketing and partnerships. Eager to bring these skills and proven results to your team and contribute to impactful, high-profile events.

## WORK EXPERIENCE

### **(November 2025–March 2026) Contract**

#### **ACCOUNT MANAGER, COINDESK**

- Manage daily client relationships, serving as primary point of contact for all account matters
- Resolve client issues promptly, escalating complex problems while maintaining strong customer satisfaction
- Organising runway events to drive attendance at Consensus 2026

### **(November 2024– August 2025)**

#### **CONFERENCE MANAGER, INSURANCEASIA NEWS**

- Led the planning and execution of industry conferences and events, focusing on the insurance sector.
- Collaborated with industry leaders and stakeholders to develop impactful conference agendas tailored to current trends and challenges.
- Designed and implemented comprehensive marketing strategies, including email campaigns with open rates exceeding 10% and social media outreach, to drive attendance and engagement.
- Established and maintained relationships with high-profile speakers, sponsors, and partners to enhance the event's credibility and visibility.
- Managed and monitored event budgets, ensuring financial targets were met while maximising ROI through cost-effective planning and resource allocation.
- Conducted post-event evaluations to gather feedback and improve future events, optimising attendee experience and satisfaction.

### **(February 2024– November 2024)**

#### **SENIOR CONFERENCE PRODUCER, LIGHTHOUSE INDEPENDENT MEDIA**

- Orchestrated and executed successful conferences and events, overseeing all aspects from concept development to onsite management.
- Collaborated with internal teams and external partners to develop innovative conference agendas and secure high-profile speakers.
- Created weekly marketing content to boost event attendance, resulting in a 20% overall increase in attendance.
- Managed a team of conference producers and coordinators, providing guidance to deliver high-quality events on time and within budget.
- Utilised market research to identify new conference topics, resulting in increased attendance and revenue

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### SKILLS

- Sales Strategies
- Negotiation Skills
- Problem-Solving
- Time Management
- Presentation Skills
- Market Research

### LANGUAGES

- English, Fluent
- French, Intermediate

### HOBBIES

- Travelling
- Dancing
- Ancient History
- Crafting

### WORK EXPERIENCE

● (September 2019 - September 2023)

#### SENIOR CONFERENCE PRODUCER, LAW BUSINESS RESEARCH

- Managed a diverse portfolio of 17 events across Asia and Oceania.
- Increased attendance by 20% across the portfolio
- Launched a new event brand- 300% growth in 3 years
- Conducted thorough research with key figures from the legal community to select compelling topics.
- Engaged executive-level professionals for speaking opportunities and planned project timelines.
- Maintained a new speaker rate of 90% per event
- Collaborated with sales teams to secure sponsorships and effectively marketed events through social media.

● (2017 - 2019)

#### HEAD OF INTELLIGENCE TRAINING SOLUTIONS & CONFERENCE PRODUCER INNOXCELL

- Organized training workshops across APAC and Oceania, ensuring over 75% profitability.
- Liaised with specialist trainers and acquired partnerships for enhanced training exposure.
- Managed logistics and marketing for events, including securing high-profile speakers.

● (2017 - 2019)

#### DELEGATE ACQUISITION / AFTER SALES CONSULTANT, HJ INNOXCELL

- Managed client relationships, ensuring sponsorship deliverables were met.
- Targeting C-level executives for event attendance, via phone, LinkedIn, email.
- Assisted in event setup, registration, and logistics.

● (2016)

#### SALES & LEASING ADVISOR ENGEL & VOELKERS

(2015)

#### GUEST SERVICE OFFICER (PRE-OPENING) MADERA HOLLYWOOD (HIP SHING HONG)