

Lucy Leuw.

Events . Marketing . Hospitality.



07837 328198
@lucyleuw on Instagram



MEET LUCY



Lucy de Leuw

Owner

✉ lucy@lucyleuw.com

Qualifications

1. BA Hons - Event Management
2. CIM Post Graduate Diploma - Marketing
3. Manual handling, food hygiene and health and safety certificates

I pride myself on the fact that my portfolio is made up of experience with high-profile, national brands. I have managed events for the market leader of the radio, theatre and the charity sector. I have vast experience managing mass-participation events in their entirety in a various settings including venue, outdoor and hospitality establishments. I have managed large teams of staff working on both in-house and client projects.

A very strong work ethic meant career began at an early age - aged just 13 I was FOH, in supervisory positions by aged 16 and management by aged 18.

Drawing upon extensive knowledge in the hospitality and events sector, I provide comprehensive support, assisting with various aspects of the industry.

Then what happened...?

In 2021 I took the freelance leap.

Past clients and connections were asking me to to support both pre and post event.

I am able to offer help with marketing services, social media scheduling, graphic design, recruitment services, documentation and event planning support.

My expertise is within Hospitality and so naturally... so are 90% of my clients.



PORTFOLIO HIGHLIGHTS

01

Planned and delivered a portfolio of events including all health and safety / logistical elements as well as sales and marketing – up to 10,000 participants per event meaning crowd control, site planning, evacuation procedures and providing appropriate entertainment were all key elements.

02

Managed Global Radio internal, annual events calendar for both presenters and promotional teams – activity varied from arena exhibitions to large-scale ticket giveaways, PR stunts, concerts and festivals.

03

Extensive hands on events experience ranging from hospitality roles to experiential events, product launches, PR stunts, festivals, sports races and networking events.

04

Worked with many high profile national clients including Alton Towers, Nintendo, The Sun, and Microsoft so professionalism is guaranteed.

05

Managed multi-channel marketing campaigns including PR generation, partnership and sponsor development and marketing analysis whilst working towards annual sale targets and a £4million fundraising target.

06

Event Management BA honours degree (2:1) and CIM Post Graduate Marketing diploma.



SERVICES OFFERED

I love the diversity of the hospitality / entertainment industry and would love to discuss any areas that you may need support with:

Event planning
Documentation writing
Recruitment - shortlisting, phone interviews, writing ads and sending contracts
Social media scheduling
Graphic design
Printing
Wedding planning and on the day coordination
On the day Event Management
Outbound sales
Virtual PA / Admin support - email and diary management
Website management
Venue sales and event coordination





FURTHER INFORMATION



Marketing Expertise

I have always worked in the events / marketing industry and have a wealth of both practical and theoretical knowledge at your disposal.



Local

I am not just someone behind a desk, in an office, miles away
I have a professional office at Dunston Business Village or I am happy to work on site with you.



Business Development

I can use my sales skills to generate new partnerships and income streams for you. A wealth of industry contacts at your disposal for networking and opportunities,



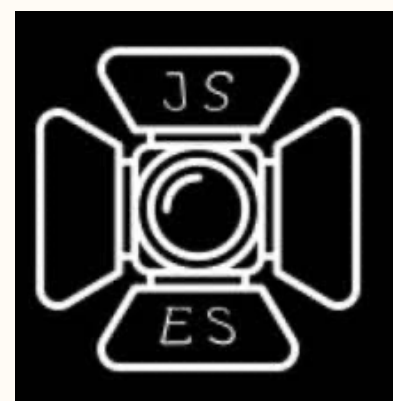
All software and Skillsets

Imovie, Photoshop, Hubspot, Canva.

You do not need to outsource for content creation and editing.



MY CLIENTS





MY CLIENTS CONT...

Medicine Bakery and Restaurants

Lower Drayton Farm

Penkridge Open Air Festival

JSES Events

Aperitif, Brewood

EVES Graduation

Firebird Events

Littywood Manor

The Deep Cleaners

Dunston Business Village

The Courtyard Bar and Restaurant

The Loft Conference Space

Savva Bars

Lunchline Caterers

Chase Tipis

The Village Bakery

ECS staffing and recruitment

Dr Natalie Byrne

Limelight UK



CONTACT

- 1.** I love to come and see businesses... meet you to discuss the type of support needed. Sample the hospitality and see your team in action. This helps me to get a feel for where you are currently and where an extra pair of hands is needed.
- 2.** Once we have a plan in place we will have a face to face or zoom meeting monthly or fortnightly and discuss:
 - Tasks to be completed
 - Timescales
 - Upcoming busy periods and how I can support
- 3.** Once agreed on the 'to do list' I will carry out the work providing regular updates.

Key things to consider...

- The majority of my work comes from word of mouth / recommendations. References can be provided.
- Hours can be calculated however your business requires. For example: It may be that you need 1-2 hours per day (every day of the week) checking / responding to emails or every other day emails and then 4-5 hours on one specific task.
- Prices are favourable to the industry and NOT as high as agencies or larger businesses.
- There is no holiday pay, national insurance or additional fees needed.
- I have always had open communication with my clients and never invoice more than expected. If a job can be completed quicker than anticipated I will always aim to do this and adjust prices accordingly.



TESTIMONIALS

“

"Lucy is a very professional and superbly organised Event Manager and Producer. No challenge is too big for and Lucy, and her calm and resourceful approach to live event delivery has been a wonderful benefit to many of our major high profile events."

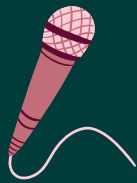
"After having to change wedding venues a few months before the big day, Lucy was working with Littywood Manor and made the whole transition process to the venue seamless. Lucy was always there to help answer our questions, liaise with our suppliers to get everything moved across and make us feel less worried overall. During the lead up and on the day it was such a comfort knowing Lucy has everything in hand and I didn't have to worry about everything going to plan! Couldn't recommend enough."

”

"I've known Lucy a long while and heard about her events management business so she seemed the obvious choice for my event.
Her professionalism and sense of humour went a long way to making the day a success.
I wouldn't hesitate to recommend anyone using her services.
Steve."



**Thankyou for your consideration
and I look forward to hearing
from you.**



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