

# Beth Taggard

EVENT PROFESSIONAL | Reimagining Projects Through  
Global Perspective and Concierge Level Innovation

## EXPERIENCE

### *Event Sales Manager*

LITTLE ROCK MARRIOTT/DAVIDSON HOSPITALITY GROUP      2021-PRESENT  
LITTLE ROCK, ARKANSAS

*I am more than an event manager; I'm an event concierge who doesn't lose sight of the client's big picture while keeping track of the little details.*

- Primary event manager for Little Rock's largest fundraisers including the American Heart Association Heart Ball, Centers for Youth and Families Evolve Gala, and Arkansas Business Hall of Fame hosted by University of Arkansas.
- Liaise between client and banquets team to ensure highest quality of service and quality.
- Manages all integral event requirements from contracting to execution.
- Redefines the way quality hospitality is delivered as a premiere host for Marriott International.

### *Event Manager*

LITTLE ROCK CONVENTION & VISITORS BUREAU (LRCVB)      2018 - 2021  
LITTLE ROCK, ARKANSAS

*Full-spectrum project manager for events in the Statehouse Convention Center, Robinson Center, and River Market.*

- Manages 70-80 events annually within three LRCVB managed facilities while maintaining 5/5 customer satisfaction scores.
- Collaborates with sales team to conduct site visits, build proposals, and draw new business to Little Rock.
- Negotiates and issues contracts for repeat local business.
- Manages all integral event requirements including contracts, event orders, billing and coordination with vendors, exhibitors, production, florists, and other third party contractors.
- Schedules auxiliary staff to provide proper service within client's budget parameters.
- Engaged on-site manager, ensuring all facility staff execute events at the highest level.
- Assists executive team with forecasting annual budgetary needs.
- Pulls relevant monthly statistics for all event operations and compiles reports for the executive team.
- Served on GBAC Committee to provide guidance, insight, and application composition leading to Global Biorisk Advisory Council Star™ Certification for the Statehouse Convention Center.

### *Annual Fund & Special Events Coordinator*

HENDERSON STATE UNIVERSITY (HSU)      2012-2018  
ARKADELPHIA, ARKANSAS

*I improved a neglected alumni event calendar to increase financial and*

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## EDUCATION

American Public University, 2013  
Bachelor of Arts, English  
Summa Cum Laude

## SKILLS

Customer Relations  
Event Management  
Project Management  
Hospitality Sales  
Partner Relations  
Process Improvements  
Reinvention and Adaptation  
Statistical Analysis  
Copywriting  
Software Super User  
Transferable Skills  
Reinvention & Adaptation  
Budget Management  
Grant Writing  
Copywriting  
Cultural Intelligence  
Graphic Design  
Nonprofit Fundraising  
Social Media Management  
Peer Training  
Public Speaking

## SOFTWARE

Microsoft Office  
Google Suite  
Adobe Acrobat Suite  
Ungerboeck EBMS  
Cvent  
Raiser's Edge  
Crystal Reports  
PeopleSoft  
Wordpress  
Maestro  
AS400  
TRAMS  
Amadeus

## CERTIFICATIONS

CPR/First Aid/AED  
CMP (in progress)

*voluntary university engagement while also managing the annual fund.*

- Overhauled donor cultivation and alumni events including homecoming, scholarship receptions, and local community alumni gatherings.
- Planned and executed a proactive development plan that increased annual fund giving by 28.5% in my first year.
- Helmed HSU's inaugural fundraising gala, raising \$85K for scholarships and renewing alumni engagement in key demographics.
- Conceived and launched the university's first crowdfunding campaigns leading to an increase in targeted giving by 30%.
- Researched, composed, and managed grants for strategic campus priorities.
- Hired, trained, and managed students for phone campaigns.
- Copywriter and graphic designer for fundraising appeals, event programs, and social media content.

### **Group Sales & Event Coordinator**

DEGRAY LAKE RESORT STATE PARK  
BISMARCK, ARKANSAS

2006-2012

*An integral member of a three-person event team who implemented inaugural sales goals and statistics tracking for events hosted in the lodge.*

- Supported sales and events to include site visits, attending trade shows, soliciting new event business, and managing events.
- Collaborated on goals and marketing objectives to capitalize on sales opportunities.
- Coordinated menu development (creation and design), room selection and layout, guest block, and destination services.
- Selected to handle special projects for park superintendent to include annual statistics and visual report presentation to Arkansas State Parks.
- Created and facilitated "DeGray Dynamics," a customer service training initiative for all personnel which led to team recognition as Arkansas State Parks "Park of the Year."

### **Concierge Team Leader**

ALLIANZ GLOBAL ASSISTANCE (FORM. WORLD ACCESS)  
RICHMOND, VIRGINIA

2002-2005

*Promoted from concierge to senior concierge to team leader in 18 months.*

- Directly supervised a team of 13 concierge associates to include hiring, goal management, and performance reviews.
- Upheld contractual obligations for more than 20 concierge clients, including Visa USA.
- Implemented 8 new clients by assisting marketing personnel in data collection and presentations to potential clientele, including AAA Premiere and JP Morgan.
- Composed the concierge functional design document for software transition from AS400 to PeopleSoft.
- Back-up travel agent for World Access in house travel agency, TravelCare.

### **PROFESSIONAL SERVICE**

Staff Senate President, 2016  
Henderson State University

President, 2004  
Richmond Area Concierge Assn.

### **REFERENCES**

**Mrs. Marilyn Koehler**  
Sr. Dir. National Accounts, Retired  
LR Convention & Visitors Bureau  
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