



## SUMMARY

A proactive, creative and self-motivated events professional with 15+ years experience delivering world-class global events.

An accomplished relationship manager to C-suite, HNWIs, vendors and stakeholders.

A diverse range of industry experience within Financial Services, Automotive, Telecoms, Sports, and Luxury Hospitality.

Passionate focus on pinpoint delivery and execution, with a wide range of skills from people management, relationship development, planning, marcomms and brand strategy, to experiential sponsorship activation, event logistics, delivery, budget management, post event analysis and KPI measurement.

A confident communicator and a champion of teamwork, adept at working in high-pressure environments.

## NATIONALITY

Dual nationality - British / Swiss

Languages: English, Italian (conversational)

## INTERESTS & PERSONAL

Active in sport  
Alumni Bristol Crew - Henley, 1st VIII  
Barclays Netball

Active Volunteer:  
- Baobab Feeding and Education Programme, Kenya

- Crisis @ Christmas  
- The Passage for the Homeless

# Lara Broggini

Experienced Events Leader

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## WORK EXPERIENCE

Aug 2017 - Present

### AVP - Events and Relationship Management

#### Barclays International

- Successfully managed and executed a wide range of bespoke events for the EMEA Overseas, Private, Corporate and Investment banking teams, on themes of Fintech, Geopolitics, ESG, Innovation, D&I and Travel & Leisure (For 20-700 clients).
- Organisation of Investment Roadshows, Senior Leadership off sites, Fintech forums, International roadshows and The Championships, Wimbledon hospitality and sponsorship
- Developed and maintained productive partnerships with colleagues and internal business teams, including Marketing, Corporate Relations, Compliance, Government Relations, RSMs, Digital, Creative and Business Services.
- Ensured seamless delivery of virtual, hybrid and in-person events; budget reporting, end-to-end delegate experience, speaker and supplier contracting, creative content and communications development across multiple platforms.
- Adhered to compliance regulations, including GDPR, Legal, Brand, and security governance, to ensure all deliverables were in line with industry standards.
- Collaborated with senior stakeholders to generate content and agenda for events, aligning with strategic objectives and audience profiles.
- Actively participated in the Events Sustainability team and London Environment Network, demonstrating a commitment to environmental responsibility.
- Served as a Brand Champion and provided mentorship to junior colleagues, fostering a culture of growth and development within the organisation.

Sept 2016 - July 2017

### Freelance Account Director & Event Consultant

#### Agencies

- Quintessentially Events - Bespoke Private & LVMH client events
- Omnicom Media Group - Client Relationship Manager, UEFA Champion League Final 2017
- Wonderland Agency - Account Director for IHG Owners Conference, Berlin

Apr 2013 - Aug 2016

### EMEA Event Manager

#### JP Morgan Asset Management

- Created and executed multifaceted events to support EMEA marketing campaigns and business initiatives for the Wealth Management and Institutional teams
- Implemented events processes to bridge knowledge gaps across departments, improving functionality and efficiency within the EMEA events and marketing teams.
- Utilised internal platforms and CRM systems for email campaigns, virtual conferences and podcasts, web conferences, and live streaming, to promote and deliver events content.
- Managed end-to-end project execution, including the development of registration micro-sites, creation of event and marketing collateral and on-site delegate, vendor, and speaker management.
- Activated sponsorships and activity for the J.P. Morgan Round the Island race and Lords Sponsorship ensuring successful delivery of brand partnerships, hospitality and client experience.

- Conducted post-event analysis, reviewing client and stakeholder feedback and metrics, documenting successes, implementing learnings, and presenting summary reports for future enhancements of the client experience.

Mar 2011 - Oct 2012

## Project Director - Nokia Olympic Programme, London 2012

### Threshold Sports

- Created and delivered Nokia Global's first-ever international business and hospitality program for 250 global CEO-level delegates at London 2012, reporting directly to Nokia's Global Marketing Director.
- Managed a team of 4 in-house personnel and 3 creative consultants, ensuring effective coordination and execution of program activities.
- Oversaw a budget of £4 million, maintaining financial discipline and accountability throughout the programme.
- Successfully delivered a comprehensive on/offsite hospitality program, including spouse activities, ground transport and ticketing.
- Curated and executed a key note speaker series, artist/athlete liaison, and integrated bespoke entertainment, providing engaging and unique experiences for delegates.
- Provided 24-hour client services across the 19-day program, ensuring optimal guest satisfaction and resolving any issues promptly.
- Developed and implemented a comprehensive crew/vendor training workshop, focusing on health and safety, product knowledge, and brand awareness.
- Led brand activation efforts, including product placement, branding, print production, guest registration portal, e-invites, video and animation commissions, post-event delegate survey, and digital photo gallery.
- Conducted contingency and risk planning, compiling risk assessments and method statements, TENS and licensing applications and NDA's, ensuring compliance with the Bribery Act 2010.

May 2007 - Mar 2011

## Head of Events - McLaren Motorsport

### Absolute Taste Ltd

- Curation of a wide range of international corporate and private events for high-profile clients, including McLaren Group, F1 sponsors, aeronautics/automotive partners, financial institutions and communications companies, luxury sector brands and charitable organisations. *Client Portfolio included Gordon Ramsay Holdings, Jaguar LandRover, LVMH Group, Women's Aid, Nelson Mandela Foundation*
- Oversaw all aspects of event management, from new business pitches and vendor procurement to budget management (ranging from £2k to £4 million)
- Orchestrated events of varying sizes, ranging from bespoke intimate gatherings of 10 guests to large-scale hospitality experiences with up to 2,000 attendees.
- Collaborated with local authorities and emergency services to ensure compliance with logistics, licenses and permissions, adhering to local regulations and ensuring the smooth implementation of event governance.
- Demonstrated strong financial acumen by effectively managing departmental budgets and reporting, achieving a significant increase in sales from £3.4m in FY09/10 to £4.2m in FY10/11.
- Proactively pursued new business opportunities by implementing sales and marketing strategies, resulting in an annual generation of £250k+ in new business.
- Team management of 10 strong events team - recruiting, appraisals, training and development responsibility.

## EDUCATION

Dec 2019 - Jan 2020

## Risk, Reputation & Strategy Course

Saïd Business School, University of Oxford

1998 - 2001

## BA, Classics



University of Bristol

1990 - 1997

Student

Godolphin & Latymer