

KAWANIA HOWERTON WOOTEN, CMP

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Innovative senior-level program management executive who excels at competitive strategic planning, program development, convention and event management, relationship building, and volunteer management. Expertise in developing programmatic initiatives that provide added value, reduce operational costs, streamline internal processes, and standardize association policies and procedures. Vibrant communicator called upon to lead speaking engagements at major annual conferences and leadership meetings.

Committed to staying abreast of industry trends and leveraging advanced technologies to improve participant experience and increase event ROI. Repeatedly awarded for outstanding performance and excellence in program and project management. **Certified Meeting Professional.** *Additional key competencies include:*

- Convention Management
- Educational Programming
- Budget Design and Management
- Industry Relations
- Staff Management
- Project Management
- Program Marketing
- Special Event Management
- Leadership and Staff Training
- Process Improvement
- Tradeshow Management
- Competitive Strategy
- Crisis Management
- Staff/Volunteer Management
- Data Management

EDUCATION

Bachelor of Arts, Mass Media Arts - Hampton University, Hampton, VA, 1988
Executive Management Certificate in Marketing - Harvard Business School, 2005
Certified Meeting Professional (CMP) Designation – Convention Industry Council, 2005
Executive Education Certificate in Hospitality and Tourism – Florida Atlantic University, 2020

PROFESSIONAL EXPERIENCE

HOWERTON+WOOTEN EVENTS, LLC

8/2007 to Present

Principal Consultant

Utilizing 25+ years of experiences in business management, strategic marketing, project management, public speaking, and convention management to operate a successful event management firm. Directed conferences and special events for professional associations, unions, corporations, and government contractors. Responsibilities include (but are not limited to): staff liaison, project lead, contract negotiation, marketing consultant, registration/housing manager, teleconferences, operations meeting manager, administrative support, and on-site management. ***Our list of conferences and events include (but, is not limited to):*** Department of Justice Human Trafficking Conference; Coast Guard International Oil Spill Conference; Department of Energy National Science Bowl, National Association for the Education of Young Children (NAEYC); National Association of REALTORS® Home Ownership Matters National Bus Tour; Medical School Programs for the National Institutes of Health; American Society of Appraisers International Appraisers Conference, Public Housing Authorities Directors Association (PHADA) Commissioners Conference; Public Housing Authorities Directors Association (PHADA) Annual Convention; American Society of Clinical Laboratory Scientists (ASCLS) Annual Meeting; American Society of Clinical Laboratory Scientists (ASCLS) Educators Conference; and the American Federation of Government Employees (AFL-CIO) Legislative Conference. ***Developed methods to reduce expenses for clients; improve the efficiency of longstanding client processes; and recommended methods to increase profits.***

PRINCE GEORGES COMMUNITY COLLEGE

2/2015 to Present

Adjunct Faculty

Teach and guide undergraduate students in the field of hospitality management, tourism and culinary arts. Developed and executed a syllabus for courses that meets the department and college standards. This position also requires the ability to create and manage lesson plans, case studies, and tests. Additional duties include securing off-site tours, guest lecturers, and advising students on their career path after they earn their degree. ***Consistently receives positive reviews from students.***

CHOICE HOTELS INTERNATIONAL (NYSE: CHH)

11/2006 to 8/2007

Director, Event Services

Leveraged experiences in contract negotiations, project management, and convention logistics to lead a team of five in the management of the meeting and exhibit hall operations for two high-level conferences. Directed the Annual Convention's \$14.1M budget, electronic marketing, pre-registration, housing, exhibit hall operations, and the measurement of constituent ROI. Directed the logistics, tradeshow, housing, special events, and \$80,000 budget for Choice Associate conferences. Managed the American Express corporate card program, and the business travel awards program. ***Used creativity, efficient processes, and leadership skills to add value to the department and the department projects. Received accolades/acknowledgements from various Choice Hotels Division Presidents.***

PROFESSIONAL EXPERIENCE

CHOICE HOTELS INTERNATIONAL (Continued)

- **Process Improvement:** Decreased staff time by 800+ hours by outsourcing two large administrative convention projects. The revised processes reduced convention expenses by approximately \$3,000.
- **Operating Procedures:** Collaborated with human resources and accounts payable to streamline the Corporate Credit Card program. Worked with them to guarantee compliance and to protect the privacy of the card members.
- **Conference and Tradeshow Management:** Successfully led a team of planners and program developers to provide “high touch” service for two conferences for Choice Associates (*domestic and international*). Supervised the tradeshow staff and worked closely with the general contractor to determine the most efficient exhibit hall operations. Collaborated with the brand solutions team to develop and oversee the annual convention sponsorship program.
- **Corporate Business Travel:** Implemented revised corporate business travel procedures for the entire corporation. Constructed and implemented a comprehensive database program that managed the corporation’s award travel programs – this database saved the corporation more than \$2,500 in six months.
- **Cost Savings:** Successfully administered a convention budget of \$14.1 million. Leveraged experience to locate an additional \$450,000 needed to accommodate last-minute convention expenses. Worked with Choice’s legal department to streamline the contracts, which increased negotiation power and reduced penalties and expenses.

AMERICAN CHAMBER OF COMMERCE EXECUTIVES (ACCE)

3/2006 to 11/2006

Vice President, Education & Convention

Led the education and convention team in the strategic direction and overall operations of the association’s professional development program, certification program, meetings, and the annual convention. Directed overall convention planning, which included educational programming, logistics, housing, vendor management, and registration for 1,200+ attendees. Managed a \$1.9M convention budget. Partnered with association colleagues on the creation, marketing, and implementation of the association’s strategic plan. Collaborated with the VP, Income Development on exhibitor marketing, sponsorships, and exhibit hall operations. Liaised with education and certification committees.

- **Program Development:** Collaborated with ACCE colleagues and association’s volunteer leadership to assess and restructure the educational program offerings. The revisions to the educational programs resulted in a 20% attendance increase in the regional conferences.
- **Strategic Marketing:** Collaborated with the VP of Marketing & Communications to overhaul the print marketing for the annual convention. The revisions to the printed collateral improved the convention attendee experience, extended the association’s and the convention’s brand, added value, and elevated the professionalism. In addition, it decreased staff time, printing costs, and shipping costs.
- **Event Production:** Joined forces with the senior team to revamp the Awards Banquet production. Revisions resulted in an event that was organized, exciting and efficient (*5- hour program condensed to 3.*)
- **Operating Procedures & Cost Reductions:** Collaborated with the education team to review and revise the procedures for two major registration projects. The revisions improved efficiency and customer service, and it decreased staff time by 160 hours and reduced annual convention expenses by \$25,000.

NATIONAL CABLE & TELECOMMUNICATIONS ASSOCIATION (NCTA)

11/2000 to 2/2006

Director, Industry Affairs

Recruited to program development role which has expanded to encompass strategic planning, attendee outreach, and VIP event planning. Collaborated with convention committee to research, develop, and produce more than 30 educational sessions for annual convention drawing 17,000+ attendees. Spearheaded team tasked with the development and editorial control of the convention website, speaker arrangements, and convention research. Managed convention interns and convention website staff. Worked with colleagues at various industry associations to coordinate and manage numerous convention-related events. **Received accolade from speakers, event participants, staff and VIPs.**

- **Program Development:** Researched industry, technology, and policy trends and issues to ensure that convention programming remains relevant and ties back to the association’s mission. Developed electronic speaker service center, which upgraded speaker care, improved process efficiency, and reduced costs by \$7,500.
- **Competitive Strategy:** Researched the format, data, and delivery of the delegate and sessions surveys. Increased return rate from less than 10% to 25-50% return, which improved marketing, program development and overall attendee experience. Increased association revenues by enhancing audio-recording capabilities and providing attendees with session recordings on MP3 files within 24 hours.

Continued

PROFESSIONAL EXPERIENCE

NATIONAL CABLE & TELECOMMUNICATIONS ASSOCIATION (Continued)

- **Special Events:** Coordinated and staffed a premiere Holiday party that brought together senior executives, lawmakers and lobbyists. Directed event coordination, staffing, catering and housing for the annual Walter Kaitz Foundation dinner of 1,700+ high-level participants. Executed both events successfully. Improved guest experience and reduced expenses.
- **VIP Meeting Management:** Organized and led Board of Directors and VIP meetings that bring together highly visible corporate CEOs and lawmakers to address the business and policy issues affecting the industry. Received praise and rave reviews for quality of events and customer service.
- **Staff Leadership:** Developed and managed monthly program to mentor and educate NCTA meeting planners on contract negotiation, vendor relations, meeting logistics, and budget management. Reduced association's meeting budget and saved the association \$15,000 in professional development fees.
- **Budget Development & Cost Savings:** Developed and managed budgets for meetings/events that created a setting for preeminent experiences at lower costs. Streamlined contracts, which increased negotiation power and reduced penalties.

AMERICAN DIABETES ASSOCIATION (ADA)

10/1997 to 11/2000

Senior Manager, Meeting Services

Leveraged processes to standardize and manage meeting operations for 200+ association meetings and the annual scientific session with more than 8,000 attendees. Directed strategic program planning, convention registration, housing, attendee outreach, marketing, and measurement of constituent ROI. Managed \$4.5M budget for annual meetings. Supervised meeting coordinators and an administrative assistant.

- **Process & Procedure:** Developed manuals and templates to standardize procedures and streamline processes for complex events, which reduced man hours required to manage and coordinate events.
- **Database Development:** Created and instituted comprehensive database that managed all convention activities, including logistics, sessions, and volunteer staffing. Prototype was used to develop association-wide database.
- **Customer Excellence Training:** Led training seminar to 70+ convention staff and volunteers on customer care.
- **Primary Convention Staff Liaison:** Provided key point of contact to 200+ staff members, industry association partners, convention vendors, and hotel staff. Supervised volunteer and temporary staff on-site.

NATIONAL ASSOCIATION OF COLLEGE AND UNIVERSITY ATTORNEYS (NACUA) 5/1995 to 10/1997**Meetings Manager**

Spearheaded meetings management for annual conference, which attracted more than 1,000 participants; as well as three annual continuing education workshops for up to 180 attorneys. Directed event planning, including registration, marketing, program development, and vendor management. Developed and managed \$750K annual budget for meetings. Liaised with program and education committees. Supervised and trained meetings assistant.

- **Income Development:** Originated new program, "Educational Showcase", which allowed current and new vendors an opportunity to demonstrate and market new products and services.
- **Operating Procedures:** Instituted manuals for committee management which significantly improved productivity.
- **Online Evaluation:** Established and implemented electronic convention delegate survey, which increased return response by 30%. Received ASAE Diamond Award for this innovative industry process.

PUBLICATIONS, PRESENTATIONS & AFFILIATIONS

- "Planning Successful Corporate Events," Invited Speaker – B Collective Magazine Conference, January 2020
- "Building and Sustaining a Successful Business, Panelist – MunaLuchi Bridal Magazine, December 2019
- "How to Be Your Own Publicist", Invited Speaker – Association of Bridal Consultants, February 2019
- "Crisis Management for Weddings and Events, Invited Speaker – DC Wedding Week, April 2019
- "Power Networking," Invited Speaker – Association of Wedding Professionals, January 2016
- "Planning Successful Corporate Events," Invited Speaker – MunaLuchi Bridal Magazine, December 2016
- "Strategic Leadership in the Hospitality Industry", Invited Speaker – Prince Georges Community College, 2012 & 2013
- "Public Relations Event Planning", Invited Speaker – Bennett College, 2013 & 2014
- "Did Your Meeting Meet Its Goals? Testing the Relevancy of Your Meeting", Panelist - ASAE Annual Meeting, August 2005
- "Determining the Value of Your Events," Discussion Group Leader – NCBMP Fall Conference
- "Getting Your Volunteers to Work for You and Like It!" Moderator - ASAE Meetings & Expositions Roundtable Session
- "Excursion Tour Tips" - Association Management Magazine, February 1996