

Nancy E. DeBiasi, CMP

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SUMMARY AND OBJECTIVE

A highly accomplished and respected team leader with extensive experience in special event management; business development; community relations; property and office management; as well as venue sales for corporate, government, civic, private, charitable, and social events. Positively represents an organization while building long-term, respected relationships with clients, trustees, and charitable partners, as well as colleagues, staff, and vendors. An effective producer with excellent organizational skills, who possesses a sensitivity and proven ability to work with all levels and diverse aspects of an organization and adapts to different cultures and ideas, while maintaining a positive, calm demeanor in demanding and stressful situations. A team leader who closely considers the needs of an organization, while empowering team members to achieve success.

Seeking a position to positively contribute to an organization's goals and help an organization succeed, using comprehensive professional experience and interpersonal skills.

PROFESSIONAL EXPERIENCE

ACADEMY OF GENERAL DENTISTRY, Chicago, Illinois

Meetings Manager

3/2016-Present

Provide logistical planning, on-site event management services, and budget wrap-up for AGD 2016 Annual Meeting/Scientific Session at Hynes Convention Center, Boston, Massachusetts, July 2016; AGD Meetings held concurrently during ADA 2016 Denver, October 2016; and AGD 2016 Leadership Development Symposium Chicago, November 2016; Executive Committee travel plans for 2017 Allied Meetings throughout the U.S.; WorkZone Timeline for AGD2017 Scientific Session Las Vegas; and Meetings Services Department.

VENUE LOGIC, LLC, Chicago, Illinois.

Venue Relations Manager & New Business Development

2012-Present

Venue Logic, LLC, is an exclusive, Chicago-based venue search and management company representing a diverse portfolio of event venues throughout the city, ranging from loft-style, historic landmark, theater, film studio, and corporate meeting sites. Clients include corporate, government, civic, private, charitable, and social organizations.

Responsibilities include business development, marketing, and sales of venue spaces and partnering venues. Facilitate client contracts and directives. Liaison with venues to confirm clients' needs. Manage staff and vendor coordination, event production, and provide event management services for logistical and technical configuration of client events.

MERCHANDISE MART PROPERTIES, INC, Chicago, Illinois.

1993-2012

Merchandise Mart Properties, Inc. (MMPI), a division of Vornado Realty Trust, is a leading owner and operator of integrated showroom and office properties and trade show facilities, bringing buyers and sellers together at more than 300 trade and consumer shows, markets, conferences, and events. MMPI manages The Merchandise Mart

(The Mart), 350 West Mart Center (Chicago Apparel Center) and The Merchandise Mart parking facilities in Chicago; Historic Market Square, Suites at Market Square, Furniture Plaza, Plaza Suites, National Furniture Mart, and Hamilton Market in High Point, North Carolina; Architects & Designers Building, 7 W New York and Piers 92/94 in New York; Boston Design Center; L.A. Mart Design Center; Washington Design Center and Office Center; and Cleveland Medical Mart & Convention Center.

Director, Corporate Relations, Community Outreach Department

2011-2012

In coordination with Community Affairs, managed MMPI Community Outreach Department, Calendar of Events, department activities, marketing materials and web-site updates, as well as venue space sales to 3rd Party organizations for special events, conferences, and fundraisers. Developed and maintained strategic partnerships with corporate, government, civic, charitable, religious, and social organizations affiliated with The Mart, including the management of all legacy, charitable, and newly-booked 3rd Party events. Promoted the design showrooms and public spaces of The Merchandise Mart as potential venue space offerings to clients. Managed staff and vendors with the logistical and technical configuration of events. Exceeded annual estimated event targets.

Director, Meeting Planning and Special Events

1993-2011

Directed the execution of strategic plans, policies, and procedures for all Special Events and Trade Show logistics at The Merchandise Mart (4.2 M square feet) and Chicago Apparel Center (2.2 M square feet), as well as, Merchandise Mart-sponsored out-of-state Trade Shows and at Convention Centers and MMPI properties throughout the United States and Canada.

- Directed the development, facilitation, coordination, execution, and reporting for more than 300 events annually.
- Managed Special Events staff, providing direction and coaching, while working closely as a hands-on member of the team.
- Managed venue space bookings, contracts, revenues, and annually scheduled maintenance and repairs for The Merchandise Mart Conference Center, venue spaces, meeting rooms, and storage spaces.
- Managed budgets for the Meeting Planning and Special Events Department, The Mart Trade Shows, and Special Events. Tracked budgets for Trade Show and event-related expenses and revenues, in conjunction with industry marketing directors, tenants, and 3rd Party clients.
- Managed and distributed MMPI Chicago's annual Calendar of Events; event timelines; event forms; event schedules and priorities for the technical, operational, logistical planning, and setup of MMPI's corporate events, trade shows, consumer shows, markets, and special events, CEU conferences and seminars; as well as 3rd Party corporate, governmental, civic, private, charitable, religious, and social organization events; Front Drive tented events; river boat docking events; Lobby charity/501c3 fundraisers and 5k walks/runs; fashion shows; association networking showcases; expositions and exhibits; event ribbon cuttings; parades; and book signings.
- Special Event liaison with in-house Union trades, including Carpentry, Electrical, HVAC, Elevator, Housekeeping, Materials Management/Dock, Paint, Security, and Work Control Center, and directed the logistical setup and teardown of shows, meetings, and events. Managed vendors and service providers for ancillary room setups for registration; speaker ready rooms; press rooms; cafes; coat check; lounges; sales offices; service desks; seminar rooms; theater, including audio visual, sound, stage setup, lighting, and entertainment; interior and exterior city-wide street banner and signage campaigns; catering and concessions; ADA needs; transportation and shuttles; and valet parking. Managed temporary staffing and volunteers for shows and events.

- Managed Trade and Consumer show logistical setups for industries housed within The Mart and former Chicago Apparel Center, with headcounts to 50,000 attendees, including NeoCon (National Exhibition of Contract Furnishings); Gift and Home Accessories; Bridal Apparel and Accessories; Men's Wear Collective; Women's and Children's Apparel and Accessories; LuxeHome Kitchen, Bath and Building Products and Design Center for Residential Home and Casual Furnishings; The Merchandise Mart's International Antiques Fair Chicago; Architectural Digest Home Design Show; and One of a Kind Show and Sale Chicago.
- In tandem with industry Marketing teams, managed corporate brand development and collateral for events, including banners, directories, invitations, direct-mail pieces, and marketing materials.
- Managed Capital Equipment purchases of meeting and event furniture and equipment to help defray costs of operation, including portable podiums; audio visual and sound equipment; professional staging; chairs; tables; lounge furniture; and equipment storage carts.
- With Community Affairs, coordinated Advance teams from Governor's, Mayor's and Alderman's offices for civic and governmental events. Worked closely with Choose Chicago, as well as Federal and City of Chicago departments, including U.S. Coast Guard, U.S. Department of Transportation, Mayor's Office of Cultural Affairs & Special Events, Department of Streets and Sanitation, Bureau of Electricity, and Police and Fire Departments to coordinate street banner campaigns, press conferences, Front Drive tent installations, boat dock use, fireworks, and water displays.
- Prior to new property acquisitions beyond The Mart, Chicago Apparel Center, and Washington Design Center, responsibilities included management of Registration Services, Travel Services, including contracts for travel agency, group travel, hotel/housing room blocks, corporate certificate air travel, and VIP accommodations, as well as temporary staffing for trade shows and events.
- Prior to Special Events position, reported to E.V.P./C.O.O. responsible for the Operations, Legal, and Construction Services Departments for The Merchandise Mart and Chicago Apparel Center.
- Coordinated contracts and documents pertaining to building systems, tenant showroom build-outs, and common-space construction at The Merchandise Mart, Chicago Apparel Center, and Washington Design Center; also coordinated annual building maintenance contracts and the renewal of annual City of Chicago permits, licenses, and payment of fees.
- Maintained Operations Department personnel files, wage increases, as well as security reports, workers' compensation and public liability insurance claims for The Merchandise Mart and Chicago Apparel Center.
- Managed workflow of Office Services staff for The Merchandise Mart and Chicago Apparel Center. Managed The Mart's parking facilities, space assignments, and space contracts.
- Managed internal telephone system contract and line assignments. Coordinated employee office relocations, furniture acquisitions, and office equipment.
- Coordinated advertising efforts for first- and second-floor newly developed retail mall.
- Coordinated contracts and installation of interior directional signage, and coordinated exterior directional signage with City of Chicago during The Mart's 10-Year Rehabilitation Program, including the relocation of the Loading Dock; City of Chicago's street rerouting during Orleans and Wells Street reconstruction; The Mart's North and South Drive reconstruction; and CTA's El Stop renovations at The Mart.
- Managed trade show floor directional signage contracts and installation, including aisle, stairwell, seminar, café, restroom, and all public service locations for Floors 2, 7, and 8 of The Mart.
- Coordinated contracts for boiler conversion from high pressure to low pressure, ice thermal storage system installation; building-wide asbestos removal program; rooftop fixed-ladder and antennae installations; and assisted with The Mart's LEED-EB certification.

EDUCATION

University of Southern California. Los Angeles, California. B.A., Sociology.

CERTIFICATIONS

State of Illinois Licensed Real Estate Broker. License #475.140486. 1984, 2012 to 2016.

Certified Meeting Professional (CMP). Certificate #0000949031. 2003 to 2018.

VIRTUS Training. 2009.

Heart Saver First Aid. 2009.

AFFILIATIONS

Meeting Professionals International - Chicago Area Chapter. Member since 1994.

Catholic Charities/The Chicago HELP Initiative

Choose Chicago

Chicago Venue Network

Secular Servite Order

AWARDS

Wallace O. Ollman Award for Outstanding Contribution (MMPI). December 1995.

Wallace O. Ollman Award for Outstanding Contribution (MMPI). December 2009.

“The DeBiasi Library” Venue Space in The Merchandise Mart, named February 2011.

COMPUTER SKILLS & SOCIAL MEDIA

Microsoft Office Suite

Zoho CRM

EBMS

Dropbox

LinkedIn

Facebook