



EDUCATION

MSC SOCIOLOGY (DEVELOPMENT)

University of the West Indies
Kingston, Jamaica
2009-2011

BSC SOCIOLOGY, PSYCHOLOGY, DEMOGRAPHY (FIRST CLASS HONOURS)

University of the West Indies
Kingston, Jamaica
2001-2004

SHORT COURSES

- Project Management - *Project Management Global Institute*
- Training of Trainers - Personal Initiative in Entrepreneurship - *Leuphana University Luneburg*
- Media Relations and Platform Skills - *JBDC*
- Evaluating the Impact of Productive Sector Projects - *Compete Caribbean / IADB*
- USAID Financial & Reporting Regulations - *World Learning*
- Leadership & Management for Sustainability - *World Learning*
- Resource Mobilization - *World Learning*

LISA TAYLOR-STONE, MSC

VIRTUAL & HYBRID EVENTS EXPERT

OVERVIEW

Experienced goal-oriented virtual and hybrid events expert with 14+ years' experience in the events design and management space amplified by excellent operational, marketing, financial, management and information systems experience spanning the private and public sectors in the Eastern Caribbean and wider CARICOM area including Jamaica, Trinidad and Tobago, the Bahamas, Barbados among others; outstanding leadership qualities with proven ability to accomplish corporate objectives through creative problem-solving, implementation of corporate strategic plans and proactive decision-making; Expertise in developing and integrating operational and strategic plans, applied research, project management, training design and delivery, monitoring and evaluation, organizational development and business development in a team-oriented environment.

SUMMARY WORK HISTORY

Caribbean Export Development

Consultant & Event Director - Caribbean Investment Forum 2022
(August 2022 to December 2022)

Caribbean Disaster Emergency Management Agency.

Consultant & Conference Coordinator - 12th Caribbean Conference on Comprehensive Disaster Management 2022
(September 2022 to December 2022)

Organisation of Eastern Caribbean States (OECS) Commission

Head - Development Cooperation & Resource Mobilization
(August 2019 to present)

Make Your Mark Consultants Ltd.

Virtual Events Manager
(2021)

Jamaica Business Development Corporation

Manager - Project Management and Research
(July 2013 - July 2019)

World Learning

Organizational Development Specialist
(2011-2013)

Jamaica Employers' Federation (JEF)

Manager - Research & Development
(2006-2009)

DESIGNED AND FACILITATED CONFERENCES, EVENTS, TRAININGCOURSES & PROGRAMMES (FACETO FACE, VIRTUAL & HYBRID)

Sample Events

- Caribbean Investment Forum 2022
- 12th Caribbean Conference on Comprehensive Disaster Management (CDM 12)
- Sustainable Development Movement(SDM)
- People Summit
- OECS Think Tank
- OECS CEO Breakfast
- Employee Engagement Conference

Sample Short Courses

- Leadership Coaching & Mentorship
- Project Management
- Proposal Writing
- Applied Research Methods
- Research Coaching for HRPractitioners
- Project Management
- Strategic Planning

EVENT MANAGEMENT AND COORDINATION - INDEPENDENT CLIENTS

Caribbean Disaster Emergency Management Agency – Barbados

Consultant & Conference Coordinator – 12th Caribbean Conference on Comprehensive Disaster Management 2022 (Barbados)
(September 2022 – December 2022)
Event website: <https://cdm12.vfairs.com>
Hybrid event attended by 700+ delegates

Caribbean Export Development Agency – Barbados

Consultant & Event Director – Caribbean Investment Forum 2022 (Trinidad)
(August 2022 – December 2022)
Event website: <https://caribbeaninvestmentforum.com>
In-person event attended by 600+ persons from 46 countries globally

In relation to the above-named events, Consultant responsible for designing and implementing the following activities:

- Pre-Event Design and Planning Logistics - 1. Led the design and development of the hybrid event concepts and partnership proposals in collaboration with the wider team, 2. Developed the event Gantt chart and implementation schedule inclusive of the detailed event running order and agenda
- Stakeholder Engagement (Speakers, Moderators, Attendees, Exhibitors, Sponsors) - Developed the stakeholder engagement framework and strategy including but not limited to: 1. Sourcing and confirming high-level speakers and session moderators (private and public sectors), 2. Developing the attendee recruitment strategy alongside the Communications Specialist, 3. Developing and executing the strategy to source and engage exhibitors for the virtual exhibition hall
- Resource Mobilization (Sponsorship Management) - Developed event sponsorship proposals and led negotiations at partnership pitch sessions
- Marketing and Promotions - Worked closely with the Communications Specialist relative to the development of marketing and promotional collateral, approved outputs for traditional and social media campaigns, approved all distribution channels for virtual and hybrid events including but not limited to: event websites, virtual event portals and internal virtual environments, and partner websites that acted as a hub for virtual and hybrid events.
- Production & Operations - Led the production and operations team to ensure a smooth and highly successful back-stage experience in the months ahead of the events and on the days of the events. This included: hosting speaker and moderator briefs, developing engagement tools and templates for speakers and moderators, designing and leading capacity building sessions for speakers and moderators and the implementing team, hosting dry run sessions and coordinating technical audio-visual checks among other duties.
- Virtual Event Platform - Source and confirm the most suitable virtual event platform over which to host virtual and hybrid events. Upon confirmation, led the team relative to design and construction of the virtual internal environment on aspects related to branding, functionality, intuitiveness and user engagement.
- Event Evaluation & Analytics - Design and integrate end-user evaluation feedback form to facilitate data capture from speakers, moderators, attendees, exhibitors and the event planning and implementing teams culminating in report preparation.

EVENT MANAGEMENT AND COORDINATION - OECS COMMISSION

Organisation of Eastern Caribbean States (OECS) Commission – Castries, St. Lucia

***Head – Development Cooperation & Resource Mobilization
(August 2019 to August 2022)***

In the capacity of Head - Development Cooperation & Resource Mobilization (DCRM) Unit, I designed the framework that guided the implementation of virtual and hybrid events for the DCRM Unit in addition to leading the implementing team. Duties specific to this included:

- Pre-Event Design and Planning Logistics - 1. Led the design and development of event concepts and partnership proposals in collaboration with the wider team, 2. Developed the event Gantt chart and implementation schedule inclusive of the detailed event running order and agenda
- Stakeholder Engagement (Speakers, Moderators, Attendees, Exhibitors, Sponsors) - Developed the stakeholder engagement framework and strategy including but not limited to: 1. Sourcing and confirming high-level speakers and session moderators (private and public sectors), 2. Developing the attendee recruitment strategy alongside the Communications Consultant and Teams, 3. Developing and executing the strategy to source and engage exhibitors for the virtual exhibition hall
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A sample of successful virtual and hybrid events implemented follows:

- Sustainable Development Movement (SDM) Summit 2020 & 2021- Masterminded the concept of and led the team that executed the Sustainable Development Movement (SDM) Summit 2020 and 2021. The SDM Summit is the Caribbean's largest multi-day virtual event that curates a space that brings together development partners, government actors, the Private Sector, Civil Society, Academia and communities to engage in dialogue concerning innovative sustainable development and agitate action in that space. The SDM

SKILLS PROFILE (TECHNICAL)

- Programme Development and Management
- Resource Mobilization
- Training and Development
- Social Enterprise and MSMEs Development
- Strategic Planning
- Grant Management
- Proposal Writing
- Monitoring and Evaluation
- Research (Qualitative and Quantitative)
- Participatory Institutional Assessment utilizing Participatory Learning & Action Techniques
- Technical Writing
- Negotiation
- Process and Product Innovation
- Events Design and Management
- Coordination and Logistics

in its inaugural year (2020) had over 10,000+ attendees from 200+ countries from around the world. In 2021, the SDM Summit attracted over 7,000+ participants. Sample high-level speakers confirmed and managed included: Daymon John (CEO-Shark Tank), Les Brown, Bryan Tracey, Jack Canfield, multiple Prime Ministers from member states of the Organisation of Eastern Caribbean States (OECS).

- Event Website: <https://oecssdm.com/>
- Event Virtual Magazine: https://issuu.com/oecssecretariat/docs/sdm_summit_2020_-_magazine_-_oecs_commission/1
- People Summit 2021 - Master minded the People Summit and led the team responsible for the execution of this high-level Leadership Summit that was headlined by global leaders. A total of 500+ persons attended the event online. Sample high-level speakers confirmed and managed include: Minister Lisa Hanna and Pamela Coke Hamilton (Director General- International Trade Centre). Event Virtual Magazine: https://issuu.com/oecssecretariat/docs/sdm_2021_-_people_summit_digital_magazine_v3_compr
- CEO Breakfast 2021 - Masterminded and led the team that successfully executed the inaugural CEO Breakfast. This was a fully virtual event designed to mobilize the interest of partners to fund the OECS suite of projects and programmes for the double triennium strategic plan. Sample high-level speakers include: Honorable Roosevelt Skerit (Prime Minister - Dominica), Clinton White (USAID Representative to the Southern and Eastern Caribbean), Paul Ahlstrom (Founder and President - Alta Ventures), Dr. Ibukun Awosika (Chair - First Bank of Nigeria) among others.
- OECS Think Tank 2021 - Masterminded and led the team that successfully executed the inaugural OECS Think Tank. This virtual event brought together 300+ private sector leaders from around the world to share insights relative to vulnerabilities that affect enterprises in the wake of the COVID-19 pandemic.
 - Event Website: <https://oecsthinktank.vfairs.com/>
- CARISECURE Citizen Security Conference 2021 - Led the team responsible for the execution of the Citizen Security Conference on behalf of CARISECURE. The event was attended by 200+ persons with the hub based on Barbados. The team was led remotely from St. Lucia resulting in the successful execution of the event.
 - Event website: <https://carisecureconference.vfairs.com/>
- Stronger Together: We are a Global Family - Executive producer for the virtual showcase of creative excellence geared towards mobilizing resources for volcano-ravaged St. Vincent and the Grenadines. This involved the management and coordination of local and international celebrities who came together to participate in the virtual benefit concert. The campaign brought in USD 131,000 towards recovery efforts of the government of Saint Vincent and the Grenadines in response to the La Soufriere Volcanic Eruptions in 2021.
 - Event Production: <https://www.youtube.com/watch?v=PmEWneJ35EQ>
- Sample Events executed in 2020 include but not limited to the following:
 - Employee Engagement Webinar 2020 https://www.youtube.com/watch?v=kD1rbCn_-3A
 - Business Unusual Webinar 2020 https://www.youtube.com/watch?v=_57J4xEQS24
 - Pre-SDM Fireside Chat with Jon Talarico, Daymond John, Les Brown, Dr. Didacus Jules and Chinedu Echeruo <https://www.youtube.com/watch?v=0gqaaba6Ums>

SKILLS PROFILE (PROFESSIONAL)

- Leader
- Analytical Thinker
- Delivering on client needs
- Hands-on
- Highly organized
- Proficient communicator
- Proactive
- Problem-solver
- Strong team-building skills

PERSONALITY PROFILE

Assertive, Adaptable, Caring, Dedicated, Conscientious, Extroverted-Introvert, Motivated

SKILLS PROFILE (TECHNOLOGICAL)

- vFairs Virtual Event Platform
- Whova Virtual Event Platform
- Zoom, Microsoft Teams, Google Meets
- Neoserra CRM Software for SBDCs
- IBM Statistics (SPSS)
- Microsoft Projects
- Microsoft Office Suite
- Email Marketing Software
- Website Development (cloud-based)

EXPERIENCE WITH:

- International Development Agencies (OAS, ILO, IADB/MIF)
- Civil Society Organizations
- NGOs
- Government Agencies and Ministries
- Private Sector
- Global Investors and Venture Capitalists

EVENT MANAGEMENT AND COORDINATION - JBDC

Jamaica Business Development Corporation

*Manager – Project Management and Research
(July 2013 – July 2019)*

In the capacity of Manager - Project Management and Research, I designed the framework that guided the implementation of face to face and hybrid events in addition to leading the implementing team. Duties specific to this included:

- Pre-Event Design and Planning Logistics - 1. Led the design and development of event concepts and partnership proposals in collaboration with the wider team, 2. Developed the event Gantt chart and implementation schedule inclusive of the detailed event running order and agenda
- Stakeholder Engagement (Speakers, Moderators, Attendees, Exhibitors, Sponsors) - Developed the stakeholder engagement framework and strategy including but not limited to: 1. Sourcing and confirming high-level speakers and session moderators (private and public sectors), 2. Developing the attendee recruitment strategy alongside the Communications Consultant and Teams, 3. Developing and executing the strategy to source and engage exhibitors for the virtual exhibition hall
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- Event Venue - Source and confirm the most suitable venue to host face to face and hybrid events. Upon confirmation, led the team relative to design and construction of the virtual internal environment on aspects related to branding, functionality, intuitiveness and user engagement.
- Event Evaluation & Analytics - Design and integrate end-user evaluation feedback form to facilitate data capture from speakers, moderators, attendees, exhibitors and the event planning and implementing teams culminating in report preparation.

A sample of successful virtual and hybrid events implemented follows:

- Master-minded and led the design and development of the Caribbean's largest Employee Engagement Conference in 2017 and 2018 which attracted over 500 corporate leaders from around the Caribbean Region
- Led the design, development and execution of the JBDC's professional development training portfolio resulting in the addition of 5 flagship courses: Applied Research Methods, Research Coaching for HR Practitioners, Tapping into Donor Funds Proposal Writing Workshop, Employee Engagement Conference and Resource Mobilization Workshop and successfully led the process of obtaining accreditation for 2 of these courses through the Institute of Leadership and Management (ILM UK); ILM is the leading provider of professional development courses in the UK. The training portfolio which included the execution of multiple face to face and hybrid events was led from 2013-2019.

CONSULTANCY WORK DONE FOR:

- Make Your Mark Consultants Ltd.
- Fidelity Motors Ltd.
- Goddard Catering Group (Ja.)
- Kingston Radiology and Imaging Services
- National Certification Body of Jamaica
- University of the West Indies Open Campus
- IGL (Blue) Ltd.
- HEART Trust / NTA
- Jamaicans for Justice
- Jamaica Property Co. Ltd.
- Hope for Children Development Co.
- HelpAge International
- Caribbean HIV/AIDS Alliance

WORKED IN:

- Eastern Caribbean (OECS Member States)
- Jamaica
- Trinidad and Tobago
- The Bahamas
- Barbados

CONSULTANT – VIRTUAL EVENTS MANAGER

Make Your Mark Consultants Ltd

Virtual Event Manager (Middle Managers Conference) (July 2021)

- Pre-Event Design and Planning Logistics - Developed the event Gantt chart and implementation schedule inclusive of the detailed event running order and agenda.
- Stakeholder Engagement (Speakers, Moderators, Attendees, Exhibitors, Sponsors) - Developed the stakeholder engagement framework and strategy including but not limited to: 1. Sourcing and confirming high-level speakers and session moderators (private and public sectors), 2. Developing the attendee recruitment strategy alongside the Communications Consultant and Teams, 3. Developing and executing the strategy to source and engage exhibitors for the virtual exhibition hall
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The virtual Middle Managers Conference was attended by 300+ participants

SAMPLE ACCOMPLISHMENTS – WORLD LEARNING

World Learning

Organizational Development Specialist (2011-2013)

- Managed the design, development and implementation of a Capacity Building Agenda geared towards strengthening the organizational capacity of over 45 Non-governmental Organizations and Social Enterprises (Grant Recipients) in Jamaica, the Bahamas, Trinidad & Tobago and the Eastern Caribbean to deliver programmes that targeted HIV prevention and care and the challenges that affect Most At Risk Populations (MARPs). (USAID CGSM Programme; budget US\$600,000)
- Supported and executed institutional research for all 45 entities across the Caribbean using a specialized participatory assessment methodology (Participatory Institutional Analysis - PIA)

- Designed, planned and coordinated multi-country regional workshops throughout the Caribbean in the areas of Resource Mobilization, NGO Sustainability, Media Relations, Research Methodology (data collection and analysis) and Financial Management.

SAMPLE ACCOMPLISHMENTS – JAMAICA EMPLOYERS FEDERATION (JEF)

JEF

Manager – Research and Development (2006-2009)

In the capacity of Manager - Research Development, I provided support to the implementing team for the execution of the JEF's Annual Workplace and Business Convention from 2006-2009. Support to the implementation of this flagship event included the following:

- Provided coordination and logistics support
- Contributed towards attendee engagement on the day of the event
- Coordinated and executed the event evaluation and data analytics framework