



Birgit Walraet
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Belgium

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Born on the 3d of January 1969 in Leuven, Belgium

Married to Bart Vanderstukken
Mum of daughter Kaat (°2004) and son Dries (°2006)

Belgian driver's license B

Languages

Dutch	Mother tongue
French	Fluent (spoken and written)
English	Fluent (spoken and written)
German	Good (spoken and written)

Computers

Good knowledge of PC and peripherals

Good knowledge of Microsoft Office (Word, Excel, Access, PowerPoint)

Basic notions of Photoshop

Basic notions of Dreamweaver & HTML

Professional experience

2009 – ...

Freelance Event Manager / Event Marketing Consultant / Event Producer

- Preproduction & production of events for the clients of different event agencies & companies such as Acticom, Boris Agency, Créaction, Daily Bread, DDMC, De Otter Creators, De Vries & Partners, D-Side Group, Duval Union, Enzyme, In The Spotlights, New Balls Please, New World, Ofcores Events, Planon Software, Pracsis, Push To Talk, Sculptivate, Sylvester Productions, The Oval Office, Valor Events, VO Communication, VO Europe, ... and institutions/charities such as ACC, BESA, Event Confederation, Fondation Mons2015, VizeitBrussels, International Yehudi Menuhin Foundation, IGEMO, Stad Antwerpen, VRT, ...
- Co-founder of the Freelancers Workgroup of BESA (Belgian Event Suppliers Association)

2017

ANTWERP GRAND PRIX // Public event

Event Manager

- Preproduction & production of the UIM Powerboat F2 world championship in Antwerp.

2015 – 2016

THE TALL SHIPS RACES ANTWERP 2016 // Public event

Hospitality Manager

- Preproduction & production of hospitality during the 2016 Antwerp edition of the Tall Ships Races event, for different companies & partners of the event and for participating sailors.

2013 – 2014

MOBISTAR // Telecom operator
Freelance Event Manager

- Project management & production of Mobistar events, working with Mobistar's chosen event agencies.

2012

BNP PARIBAS FORTIS // Bank
Event Manager Delta 2013

- Preproduction & production of a series of events for the BNP PBF employees to communicate about structural changes in the business organization of the bank (Project Delta 2013), with emphasis on the event for 10.000 employees of the bank agency network, broadcasted live nationwide at 7 venues simultaneously.

2012

DRAGONE MACAU LIMITED // Show production
Company Manager / Production Coordinator

- Artist production for about 40 artists during the 2012 cast change over preparation and training for The House of Dancing Water, the show produced in 2008-2010 for the City of Dreams Theatre & casino resort in Macau.
- Production and logistics during the cast change over training phase of the show at Alfacam in Lint

2008 – 2010

PRODUCTIONS DU DRAGON (DRAGONE) // Show production
Company Manager / Production Coordinator

- Artist production for about 100 artists during the preparation and training for The House of Dancing Water, a new show produced for the City of Dreams Theatre & Casino resort in Macau.
- Production and logistics during the training phase and preparation phase of the show at Alfacam in Lint

2008 – 2009

D-SIDE GROUP // Event agency

Account Manager

- Sales of events for the new Antwerp business unit of D-Side Group (start-up).
- Creative roll out, project management & production of corporate events (Transport Mervielde, Siemens, European Commission, Coca-Cola Cooler Services, Toerisme Vlaanderen, Exxon Mobil, ...).

2004 - 2008

ATOMIK STUDIOS // Multimedia

Account Manager

- Sales of multimedia projects (websites, presentations, CD-roms, etc. ...).
- Project Management: management and follow up of multimedia projects, budget & concept, for advertising agencies and marketing departments of companies (Bobbejaanland, Viyo, Coca-Cola, Atos Origin, Kimbo Caffè, EML, Ello Mobile, Stichting Tegen Kanker, Studio 100, Akzo Nobel, Uncle Ben's, Campina, VRT Line Extensions, L'Oréal Professionnel, ...).

2001 – 2004

JAZZTRONAUT ENTERTAINMENT // Concert promoter & organizer

Media & Events Coordinator

- Management and follow up in situ of event solutions for sponsor presence, for the partners of Jazztronaut Entertainment's festivals (I.e. D'Ieteren, Vins de Pays, Studio Brussel, De Standaard, Seat, Joepie, Proximus, Camel, ...).
- Management and follow up of sponsor deals for Jazztronaut Entertainment's festivals (VW Spring Sessions, Brussels Jazz Marathon, Seat Beach Rock, Audi Jazz Festival, Pay&Go Groove City, Pepsi Top).
- Management and follow up of media deals and media campaigns for these festivals.
- Project management of the first Belgian gaming event Futuris Powerplay, concept & budget (making deals with partners of the event, conceptual thinking about the content and the future of the event, follow up of communication for the event I.e. media & free publicity).
- Sales, management and follow up of corporate events, budget & concept (I.e. D'Ieteren, Star Alliance, Lufthansa, ...).

1996 – 2001

VARIETY // Advertising & event agency

Media & Events Coordinator

- Management and follow up in situ of event solutions for sponsor presence, for the partners of Variety's festivals (i.e. D'leteren, Vins de Pays, De Standaard, Renault, Seat, Joepie, Lee Jeans, ...).
- Management and follow up of sponsor deals for Variety's own music festivals (VW Spring Sessions, Brussels Jazz Marathon, Axion Beach Rock, Audi Jazz Festival, Pay&Go Groove City, Pepsi Pop).
- Management and follow up of media deals and media campaigns for these festivals.

Account Manager Events

- Sales, management and follow up of (corporate) events, budget & concept (i.e. D'leteren, Duracell, Dexia, Pepsi-Cola Belgium, ...).
- Management and follow up in situ of event solutions for sponsor presence, for the partners of Variety's festivals (bvb. D'leteren, Vins de Pays, De Standaard, Renault, Seat, Joepie, Lee Jeans, ...).

Account Executive Agency

- Project management: management and follow up of advertising campaigns, budget & concept (i.e. Generale Bank, Euromic, Pepsi-Cola Belgium, Masterfoods//Twix, Marly, Alken-Maes, Sony tapes, ...).

Mediaplanner

- Management and follow up of media campaigns for Variety's clients (i.e. Generale Bank, Pepsi-Cola Belgium, ...).

1990 – 1996

CITY ADVERTISING // Outdoor advertising (advertising on street furniture)

Commercial Assistant

- Follow up of planning for advertising campaigns on street furniture.
- Management of the Sales Executives' agenda.
- Follow up of accounts: commercial letters, telephone contacts, ...
- Set up of a PR & events program.

Education

1991 – 1996

Vrije Universiteit Brussel (VUB) // Master Communication Science
Master degree

1987 – 1990

Hoger Instituut voor Grafisch Onderwijs (HIGRO) // Graphic Engineer, option
Corporate Management
No degree

1980 – 1987

Heilig-Hartcollege Tervuren // ASO, Science
High School Degree

Extra schooling

2020

TheaterArtLife & Cue2Cue // Masterclass Show Calling for Events
Certificate

2020

The Square Meter Group // Crowd safety training: Understanding human behaviours to
enhance crowd safety
Certificate

2020

Google Digitaal Atelier & IAB // De Basisprincipes van Online Marketing
Certificate

2020

TheaterArtLife & Cue2Cue // Masterclasses Stage Management for Corporate Events,
Conferences and Award Shows & Production Stage Management for Large Scale Events
and Ceremonies
Certificate

2007

Cevora (Education Center of the ANPCB) // Adobe Photoshop: initiation
Certificate

2006

Cevora (Education Center of the ANPCB) // Macromedia Dreamweaver: initiation Certificate

1995 – 1997

High School for Mediaplanning (HSM) // Mediaplanning Certificate

1994

HSM // Cursus Experienced Microsoft Word Certificate

1994

HSM // Basic Principles Microsoft Access Certificate

1985 – 1987

Goëthe Institut – Deutsche Schule Brüssel // Deutsch als Fremdsprache Certificate “Deutsch als Fremdsprache” – Mittelstufe

1984 & 1985

EF // English (Torquay, United Kingdom)
Certificate English Level 2 and 3 (experienced) 5

Leisure

I love culture in the broader sense of the word (film, music – classical as well as more alternative things – and dance, theater, circus, art, ...). You'll regularly find me with a (e-)book in my hands – fiction and non fiction alike – and my (virtual) book shelves are overflowing.

I'm a LARP fan (Live Action Role Play). A few times a year my dress sense gets Victorian, with or without cloak & latex daggers. I was set dresser and props maker for one of Flanders' biggest LARP events and I also wrote scenarios and character profiles for another one (see www.oneiros.be).

My camera is my friend and most of my friends consider me the photographer on duty. My Flickr Pro account is well stuffed.

I'm an enthusiastic eater and ditto cook (the figure shows). I am a member of the local Food Team (www.voedselteam.be) focusing on organic and locally grown food.

I relax in my little garden (even if getting your hands dirty doesn't sound cool to everyone). Surprisingly, being a country girl I love the city very much (although I must admit that having a park right in front of my front door helps) and even coming from a village near Brussels I really appreciate Antwerp.

I love cats and adopted four fine beasts from the animal shelter.

I also love crime series, castles, urban fantasy, all things Swedish (including the food), fairy tales, etc.

In my younger years I was active in several youth organizations.