



CURRICULUM VITAE

Birgit Walraet
Sint-Bernardsesteenweg 260
2020 Antwerpen
Belgium

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www.walraet.org

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)
Swedish	Notions

Computers

Good knowledge of PC and peripherals
Good knowledge of Microsoft Office (Word, Excel, Access, PowerPoint)
Basic notions of Adobe Photoshop

Professional experience

2009 – now

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, Mediamixer, New Balls Please, New World, Ofcores Events, Planon Software, Pracsis, Push To Talk, Sculptivate, Sylvester Events, The Oval Office, Valor Events, VO

Communication, VO Europe, Wasserman Benelux, ... and institutions & charities such as ACC, BESA, Event Confederation, Fondation Mons2015, VIZITBrussels, International Yehudi Menuhin Foundation, IGEMO, Stad Antwerpen, VRT, ...

Co-founder of the Freelancers Workgroup of BESA (Belgian Event Suppliers Association) & board member of BESA.

Some references (more on www.walraet.org):

- Sociaalwerkconferentie (Sylvester Events, 2022)
- Opening event KMSKA Antwerpen (Sylvester Events, 2022)
- Coca-Cola Wonderland Milan (DDMC, 2022)
- Warmste Week Partner nights (VRT, 2022)
- VRTRN Weeks – inspirations sessions (VRT, 2022-2023)
- Telenet Younite Festival (Mediamixer, 2023)
- Just Do It Day (Nike, 2023)
- Opening festival & show Belgian Presidency in Mechelen (Sylvester Events, 2024)
- Pussycat Club – CEO goodbye party (VAR, 2024)

2017

BORIS AGENCY - ANTWERP GRAND PRIX // Public event

Event Manager

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

2015 – 2016

SYLVESTER EVENTS/PUSH TO TALK - 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'leteren, 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'leteren, 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 (l.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 (l.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 (l.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

2023

AP Hogeschool Antwerpen - Veiligheidsinstituut // Basic Elements of Safety SCC
Certificate

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’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).

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

I relax in my little city garden (nothing beats growing tomatoes yourself!).

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

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

In my younger years I was active in several youth organizations. Yes, I’m a girl scout forever :-)