

Asif Ijaz

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Award winning Events Expert | Multi-industry Mastery | Creative Innovator | Brand Architect

‘Hands-on creative stewardship of end to end event strategy, design and implementation, delivering through trust-based partnerships with stakeholders and leading dynamic high-performing cross-disciplined events teams.

Creative event entrepreneur, accomplished in the seamless delivery of event strategies for physical, virtual and hybrid events. Invests in impactful relationships with internal and external stakeholders to align vision. Implements project management, communication and marketing strategies to execute deliverables, including development of storytelling and creative content whilst leveraging cutting-edge technology and AI for unforgettable experiences. With strong commercial acumen, develops strategies that scale business development, enhance audience engagement and deliver revenue growth that follows business, brand, and reputational objectives.

Key Skills

- Global Event Strategies & Planning
- Marketing & Activation
- Project & Operational Management
- Creative Requirement Analysis
- Sustainability Strategies
- Brand & Digital Strategies
- Risk Management & Assessments
- Corporate Communication Strategies
- Budget & Cost Control Management
- Data Analysis & Event/Trend Insights
- Stakeholder & Team Management
- Supplier & Agency Management

Career Recognitions & Highlights

- Conference and Incentive Travel Award Winner 2023 with Shell International.
- Visionary for sustainability framework and carbon offset strategy for all Tier 1 events at Shell.
- Commercial pioneer, saving the Shell Group 10Mn USD in 2023 through demand generation and business development.
- Inclusion champion, implementing ‘Women in Leadership and Business’ globally to meet Aramco D&I strategic vision 2030.
- Strategic input to Shell’s F1 & Motorsports, Aramco’s Global Exhibition Program and HSBC’s Digital AI Experiences.
- Brand ambassador, leading the team that won the ‘LinkedIn MENA Employer Brand of the Year’ award at Aramco.

Career History

Global Events Lead: Shell International | URL: www.shell.co.uk 02/2022 – 10/2024

- Strategic, experiential and digital delivery of global Shell events, including needs analysis, strategy alignment, innovative event design, stakeholder partnerships, project management and execution.
- Led a global team of project managers and a global tier 1 agency roster for best-in-class event delivery.
- Managed teams across multi-faceted event platforms including live, virtual, gamification and high-profile collaborations.
- Initiated live marketing campaigns by harnessing brand strategy guidelines/HSSE frameworks at all Shell event experiences.
- Prioritised sustainable practices by influencing business partners to trace their carbon footprint for events.

Recent Shell Accomplishments:

- ✓ Spearheaded the strategy and delivery of the first-ever Shell Global Metaverse event program.
- ✓ Led the Shell Events Team that won the ‘Conference and Incentive Travel Award’ in 2023.
- ✓ Developed creative integration of Shell’s Global app-based game to support the Shell Eco Marathon. ([Link](#))
- ✓ Introduced the first-ever event sustainability framework and related performance metrics for the Global Events Team.
- ✓ Delivered a Global RFP to engage and onboard new agencies to diversify Shell’s global event roster in 2022.

Additional Roles

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|---|--------------------------------|-------------------|
| Senior Events Lead: | HSBC | 09/2021 – 02/2022 |
| <ul style="list-style-type: none">• End to end design and delivery of a portfolio of events, including trade shows and conferences, such as WEF and COP.• Event project management, including management of onsite support, external vendors/suppliers and agencies to ensure high-quality and impactful delivery that aligns with strategic and commercial outcomes.• A key driver in delivering digital, marketing and event campaigns for the organisation's climate change commitment. | | |
| Global Event and Partnership Lead: | Advisian Management Consulting | 05/2019 – 09/2020 |
| <ul style="list-style-type: none">• Conceived innovative digital solutions, such as virtual reality, gamification and webcasts to deliver internal/external events.• Led brand enhancement strategy at Dubai Expo through partnership with Australian Department of Trade and Industry.• Led strategy for the annual ADIPEC event, which led to a 15% increase in new customer acquisition.• Launched an internal event management platform that increased stakeholder engagement across global business by 50%. | | |
| Global Events and Digital Lead: | Aramco | 05/2015 – 04/2019 |
| <ul style="list-style-type: none">• Events and marketing strategy lead, managing a team of experts to design and deliver transformative event experiences.• Subject matter events expert in the oil and gas industry, sharing market trends on renewables, sustainability, and technology.• Managed partnerships to enhance brand at events including COP 26, Offshore Tech Conference and Annual Tech Conference.• Accountable for multi-million deals with Havas and AIA as key agencies in managing media and advertising for events. | | |

Earlier Career History

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|----------------------------------|----------------|-------------------|
| Head of Events & Communications: | Concept Events | 12/2012 – 05/2015 |
| Communications & Events Lead: | UBM Live | 01/2009 – 12/2012 |

Education

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| Postgraduate Diploma in Event Management: | Event School for Hotel & Tourism |
| BA (Hons) in Media & Event Management: | Middlesex University |

Professional Certifications

- Strategic Management & Leadership Certificate
- LQP Leadership Programme
- Creative Thinking & Mind-Mapping
- Shell Internal HSE Programme
- DISC Situational Self-Leadership
- Introduction to Lean Thinking & Lean in Practise

Software Proficiencies

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| Software: | Microsoft Office, Project, SharePoint, Google Workplace, Keynote. |
| Events & Conferencing: | Nimble, Aventry, Eventbrite, Go Virtual Conference, On24, Cvent Advance, Procim. |
| Project Communication: | CRM Databases, Client Specific Platforms, Slack, Asana, Outlook, Teams, Zoom. |

Technical & Compliance Proficiencies

- Health, Safety, Security & Environment (HSSE), Sustainability. GDPR, Risks, Assumptions, Issues & Dependencies Reporting.
- Statement of Work (SoW), Data Asset Management (DAM), Agile Methodologies.
- Standard Operating Procedures (SOP), Project Management Operations (PMO), Project Lifecycle Methodologies.

Additional Information

Full UK Driving Licence | Willing to Travel | Remote & Hybrid Work | Availability: Immediate