

<b>Award</b>	Unsung Hero
<b>Name of Event</b>	Holly Wildish-Jones
<b>Organisation</b>	Universities UK (UUK)
<b>Location</b>	LONDON
<b>Did you use an external event agency for this event?</b>	No
<b>Can we announce your company has entered awards?</b>	Yes
<b>Entry ID</b>	75
<b>Entered By</b>	Rachael Firth
<b>Email</b>	rachael.firth@universitiesuk.ac.uk
<b>Introduce your Rising Star and outline their role</b>	<p>Holly Wildish Jones - Our amazing Events and Marketing assistant. Holly's role is split in two; events administration, which is supporting the entire team in various tasks and leading on our marketing output. In terms of administration she looks after our booking pages, our delegate enquires, she produces our event documentation, books travel and does the invaluable yet loathsome job of typing evaluations forms (and before you judge, we have tried online and we do not get as much or as useful data from our guests so we do it on site in hard copy) Our marketing function was in a bit of delicate state when Holly took over and in 9 months she has completely turned that around. She has changed how we construct our marketing campaigns, she plans, adapts, reacts and assesses the effectiveness of our output. Not always in that order. She is responsible for organising each of our event marketing campaigns, managing all channels such as direct emails, hard copy letters, websites social media and working with media partners. We are keen to keep developing Holly and she is now managing some of our smaller events, she is managing various logistical aspects of our larger conference and is now branching out into venue acquisition. The support she offers the team has quickly become invaluable. I am not sure we could live without her...in fact, I am not sure why we are letting anyone know about her, I hope we don't regret this.</p>
<b>Give details of one significant activity or project undertaken by them which contributed significantly to a specific event or to the overall functioning of your team.</b>	<p>As mentioned above Holly has done wonders with our comms and marketing which, before she joined us, was enough to get by but was not excelling. The one thing she has taken hold of and worked on is marketing analytics. Now, before you nod off, as I know the word analytics rarely stirs excitement, let me tell you that Holly has made sure this section of our marketing is loved by us all because quite frankly it is BRILLIANT. She has systematically looked at our outputs, what we send, when we send it, who looks at it, what makes them look at it, what do they click, what words to they like. All things that help you make effective choices and decisions on your marketing. She works with all the data she can find, pieces it together to help inform our work. She is a wizard. As a small team of 4 with finite resource the impact of having someone looking so intently and precisely at this makes us so much more efficient and effective. We can do more with less and for that we are eternally grateful!</p>

**What do you believe gives that person star quality?**

Holly's ability to understand almost anything at super speed is a star quality that I genuinely haven't seen in someone so early on in their career. From understanding the organisations tone of voice in marketing copy to understanding where we fit into the wider sector, our target market, the blockages in a process, Holly gets it and gets it quickly. The ability to not only be the back of house, getting things done super star she is but also wonderful with guests and from her very first day has had the confidence to put them at ease and make them feel welcome is a rare combination. Not only is she brimming with ideas and enthusiasm she still has the ability to get things done, she never takes her eye off the ball. If you ask Holly to do something you know it will get done, it will get done well and it will get done at super speed. I call her the admin pac man as she literally eats it up. I am not sure it's a nickname she likes, but she deals with it well. Oh and she is vegan which has opened up a new vein of excitement in the wider comms team with (almost) endless questions about snacking and eating choices. Holly, although I am sure finds quite tiresome, is always happy to chat about. In fact while typing this paragraph someone has asked her if popchips have milk in them (they do, not all flavours but some are out of bounds for vegans) She is everything you want in a new events professional and I cannot believe I got so lucky to be working with someone as talented as Holly. I honestly can't wait to see her fly in the rest of her events career. But not for a few years yet!

**If your company is shortlisted is it OK for our editor to summarize the submission and for us to publish on the night?**

Yes

**If yes, please upload a team photo or email to support@ice-awards.com**

The Team and Holly\_7c6eacafed.pdf