

Contact

www.linkedin.com/in/shelbyparish
(LinkedIn)
www.uschamber.com (Company)
www.uschamber.com/institute
(Company)

Top Skills

Event Management
Association Management
Volunteer Management

Languages

Spanish

Certifications

Business of Meetings Certificate
Program
IOM
Certified Association Executive
(CAE)

Shelby Parish, CMP, CAE, IOM

Meetings professional with 15+ years of experience
Washington, District of Columbia, United States

Summary

Shelby is an established nonprofit meeting professional with over fifteen years of experience and knowledge in the association and nonprofit industries. Specialties include complex hotel and venue contract negotiations, food and beverage management, partnerships, city-wide housing management and fundraising.

Experience

Association of the United States Army - AUSA
5 years 3 months

Senior Meetings Manager
January 2023 - Present (3 years 7 months)
Arlington, Virginia, United States

Meetings Manager
May 2021 - January 2023 (1 year 9 months)
Arlington, Virginia, United States

DCG Communications

Meeting and Event Planner
September 2020 - May 2021 (9 months)
Washington, District of Columbia, United States

Meeting and Event Planner, Army Office of Chief of Public Affairs (OCPA)

- In house SME for virtual meetings, facilitating the 10-year anniversary celebration and responsible for converting quarterly all-hands meetings and leadership experiences to a virtual program.
- Tasked with supporting the U.S. Army OCPA office, advising Army Senior Leadership of industry best practices while strategically planning and implementing a wide variety of meetings and events.
- Facilitated a three-day virtual Warriors Corner at 2020 AUSA Annual Meeting and Exposition, enabling attendees the opportunity to view 50+ speakers in TED Talks and moderated panels.
- Designing and managing a Public Affairs lecture series that will offer monthly sessions marketed to upwards of 3,000 Army public affairs officers.

National Governors Association

Meeting Planner

April 2018 - August 2020 (2 years 5 months)

Washington D.C. Metro Area

Meeting Planner, NGA Meetings (During COVID-19)

- Enabled NGA to pivot from on-site to virtual meetings to allow for seamless support of the Governors as they led their state's coronavirus responses.
- Orchestrated a multi-day conference hosted over Zoom with coordinated break-out sessions and featured speakers.
- Researched and evaluated online meeting platforms for NGA's needs and provided recommendations to executive leadership.
- Drafted, negotiated, and enforced force majeure clauses to the satisfaction of all stakeholders.

Meeting Planner, NGA Meetings (Prior to COVID-19)

- Successfully planned, sourced, and contracted 25+ VIP events annually with an average budget around \$150k with up to 400 attendees.
- Oversaw planning and production of high-profile educational trainings attended by Governors with responsibility for budgeting, site selection, room layout, and vendor negotiations.
- Realized 16% budget savings by applying "win-win" negotiation tactics and smart sourcing to be under budget for 95% of 2019 events.
- Led cross functional teams (program departments, funders, and finance) to create budgets and events resulting in attendee and funder satisfaction.
- Lowered NGA's internal-meeting food and budget waste by creating an in-house catering guide focusing on local and sustainable vendors.
- Drafted, negotiated, and enforced force majeure clauses to the satisfaction of all stakeholders.

U.S. Chamber of Commerce

9 years 7 months

Senior Manager, Institute for Organization Management

October 2008 - April 2018 (9 years 7 months)

Washington D.C. Metro Area

- Produced five annual training programs, responsibilities included fostering hotel relationships, negotiating contracts, and managing room blocks.
- Set fiscal year budgets by analyzing prior years' financials to forecast budgets and expected revenue.
- Spearheaded Institute's fundraising campaign by strategically outlining key demographics and outreach campaigns to raise \$45,000 in FY17.

- Streamlined communications by overseeing multiple volunteer committees and working groups to shorten decision chains, increasing team productivity and time management.
- Progressed Institute's mission by managing the scholarship program to award \$60,000 annually.
- Responsible for building and deploying online registration process by liaising with registration system provider, ensuring timely and accurate implementation of all registration functions for 1,000 non-profit executives

Manager, Institute for Organization Management

October 2008 - January 2016 (7 years 4 months)

Washington D.C. Metro Area

- Logistics lead for special events; contracts, food and beverage, securing venues, and transportation.
- Supervised Institute's summer intern program; responsible for hiring, managing, and evaluation.
- Led Institute's fundraising efforts, working with volunteers on outreach to attendees and alumni.
- Managed the contact management system.

Associate Manager, Institute for Organization Management

October 2008 - February 2014 (5 years 5 months)

Washington D.C. Metro Area

Implement key logistics for five annual meetings with over 1,000 attendees.

Oversee build-out of registration platform and work as point of contact between technology company and program.

Manage pre-site logistics and relationship with outside vendors in areas of transportation, shipping, and large-scale printing, housing, and other logistics.

Create and manage relationships with like-minded societies to increase partnerships.

Coordinator, Institute for Organization Management

October 2008 - August 2011 (2 years 11 months)

Washington D.C. Metro Area

Coordinate registration and serve as point of contact for approximately 1,000 attendees each year.

Secured \$48,475 (for the 2010 Institute cycle) through sponsorship solicitation.

Education

University of Florida

BA, Political Science · (2004 - 2008)