

Curriculum Vitae

STEVEN M. BRINKMAN

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PROFESSIONAL DEVELOPMENT

Event Manager, Entertainment Events, Consultant, Event Management Instructor, Entertainment Management Instructor, Director of Sales, Regional Sales Manager, Director of Tourism Marketing, Vice President of Business Development, Music Director, Recycling/Commercial Growth

Resourceful instructor with expertise in events, tourism sales, marketing, entertainment, communications, management, website design, content/promotional writing, consulting, analytics, digital marketing, recycling, and business development. Proven record of impacting bottom line by devising innovative sales, marketing, and business plans. Advanced communicator, speaker, and writer with ability to effectively interact and instruct at all levels.

CORE COMPETENCIES

Instruction • Management • B2B and B2C Sales (Inside/Outside Sales) • Marketing Leadership • Communications • Strategic/Tactical Planning • SWOT and GAP Analysis • Market and Competitive Analysis • Team Building • New Product Launch • Client Relations • Event Planning • Motivational Speaking • Customized Advertising • Budget Management • Product Management • Contract Negotiations • Business Plans • Design Studies • Website Design/Content Writing • Edit & Create Original Content & Existing Content • Professional Writer/Blogger • Analytics • Event & Entertainment Management

EDUCATION

Master of Music Education (4.0 GPA)

ILLINOIS STATE UNIVERSITY, Normal Illinois

August 1986

Thesis: Nonverbal Communicative Behavior of Wind Ensemble and Band Conductors

Emphasis: Teaching/Instructing

Bachelor of Music Education (3.86 GPA Major; 3.72 GPA Overall – Cum Laude)

ILLINOIS STATE UNIVERSITY, Normal, Illinois

May 1982; Emphasis: Teaching/Instructing

TEACHING EXPERIENCE

The University of Central Florida – *Rosen College of Hospitality Management*
Tourism, Events & Attractions
Orlando, Florida

Instructor (1,800+ students)

August 2018 - present

The Event Industry (HFT 2750)

- Provide a comprehensive overview of meetings, conventions, special events and exhibitions.
- Provide an overview of the roles of organizations and people involved in the businesses that comprise the event industry.
- Build foundational success in higher education through a structured event industry curriculum.
- Recognize efforts through high measures of accountability.
- Expand students' knowledge through an event industry research paper.
- Mentor and coach students to attain high academic achievement.
- Invite industry professionals to speak in class in order to provide inspiration and expand networking opportunities for students.

Event Promotions (HFT 3512)

- Provide a comprehensive overview of the marketing and promotions efforts for events.
- Differentiate among a variety of marketing and promotional strategies utilized within the event industry.
- Expand students' knowledge on the effectiveness of event promotional strategies.
- Provide an overview of why effective event marketing has become so important to event producers.
- Coach students to assess market opportunities.
- Assist students to develop marketing strategies and promotional plans for a variety of events by means of a situational analysis group project.

Event Services (HFT 3519)

- Provide a comprehensive overview of the supply side of the event industry and the acquisition and management of services integral to the success of events.
- Coach students on how to write a Request for Proposal from a planner's perspective.
- Expand students' knowledge on the various business models employed by event suppliers.
- Assist students in comparing and contrasting the event service offered by a variety of venues and businesses.
- Invite alumni and industry professionals to speak in class in order to provide inspiration and expand networking opportunities for students.
- Mentor and coach students to attain high academic achievement.
- Encourage participation in study abroad, academic clubs and volunteerism.

Event Sales (HFT 3523)

- Provide an in-depth look at the sales process for events.
- Instruct students on the critical sales skills incorporating the seven steps of event selling both in theory and real-life situations.
- Assist students in critically evaluating a Request for Proposal and how to respond to one.
- Coach and mentor students to create a team solutions presentation defending their event property based on their written Request for Proposal.
- Coach students on how to professionally speak and incorporate effective nonverbal communication behavior during presentations.
- Instruct students on how to critically plan a sales trip targeting meeting planners.
- Assist students in defining “Service Commitment” through self-reflection activities and role-playing exercises.
- Invite alumni and industry professionals to speak in class in order to provide inspiration and expand networking opportunities for students.

Event Operations (HFT 4394)

- Instruct students on how to plan and implement a live event (career fair).
- Assist students in identifying the various components that go into planning and implementing a live event.
- Instruct the students on how to develop goals and objectives for an event.
- Coach students on drafting a budget for the career fair.
- Assist students in identifying basic event needs including décor, food and beverage, operations, marketing and promotions, training and development, and procurement.
- Coach students on writing a risk/crisis management plan and post event report.
- Coach students on presentation success when holding a pre-con and post-con meeting.
- Instruct students on how to evaluate the career fair.
- Organize field trips to Freeman, Hello Florida and the Orange County Convention Center.
- Invite alumni and industry professionals to class in order to provide inspiration and expand networking opportunities for students.

Entertainment Arts and Events (HFT 4795)

- Provide students with a comprehensive look at entertainment events and how to create and produce them.
- Instruct students on show development, event production, the creative process, music, video production, technology, casting, costuming, staffing, marketing/promotions, and evaluation.
- Instruct students on how to produce an entertainment event via a seven-step group project.
- Coach students on presenting each phase of their production to the class.
- Instruct students on how to act as an investor group to a pitching group as part of the group project.
- Instruct students on how to evaluate an entertainment event.
- Teach students about writing a risk/crisis management plan.

Visiting Instructor (333 students)

August 2017 – August 2018

- Classes instructed included: The Event Industry (HFT 2750), Event Promotions (HFT 3512), Event Services (HFT 3519), Event Sales (HFT 3523), and Event Operations (HFT 4394).
- Certified in IDL 6543 for faculty teaching in lecture, mixed mode, and online courses.

Adjunct Instructor (74 students)

August 2014 – December 2016

- Instructed Event Sales (HFT 3523)
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**HONORS & AWARDS – ROSEN COLLEGE OF HOSPITALITY
MANAGEMENT**

- Faculty Member of the Year Award 2022 - 2023 – August 2023
 - Rosen College Pineapple Prince Award – December 2022
 - Rosen College Dean’s Star Award – 2020
 - Peer Outreach Mentoring Program Leadership and Service Award - 2019
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**CERTIFICATIONS AND INVOLVEMENT – UNIVERSITY OF CENTRAL
FLORIDA**

- IDL6543 – Online Course Development
 - UCF Diversity Training Certification
 - Annual Employee Code of Conduct Certification
 - FERPA Certification
 - Ransomware Certification
 - Phishing Fundamentals Certification
 - Security Awareness Certification
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PUBLICATIONS – ROSEN COLLEGE OF HOSPITALITY MANAGEMENT

Book Chapter

Fyall, A., and S. Brinkman. 2023. In Press. Destination Management Companies (Chapter 7). *Meetings, Expositions, Events, & Conventions: An Introduction to the Industry* (7th Edition). Fenich, G. G. Pearson Prentice Hall: Upper Saddle River, NJ.

SERVICE TO ROSEN COLLEGE OF HOSPITALITY MANAGEMENT

College Service

Scholarship Committee (2018 – present)

- Review of hundreds of scholarship applications and resumes

Planning & Advisory Committee (2018 – 2020; 2022-present)

- Review of college plans and advising

Wedding Event Design Students Organization (WEDS – *formerly the Association of Bridal Consultants - ABC*) (2020 – present)

- Sole Advisor for this organization

Department Service

Entertainment Management Search Committee (2022 – 2023)

- Reviewed 80+ applications, interviewed candidates and arrived at four candidates for the dean's approval.

Entertainment Management Advisory Board Lead (2022 - 2023)

- Led the Spring 2023 Advisory Board meeting via Zoom.

Event Advisory Board Co-Lead (2022)

- Co-led the Event Advisory Board – led meetings in-person and on Zoom.

Event Management Lecturer Search Committee (2018 - 2019)

- Reviewed 40+ applications, interviewed candidates and recommended two for the dean's approval.

Peer Outreach Mentoring Program (POMP) (2019 - present)

- Served as the featured guest speaker (April 5, 2019) and supporter for POMP students and events.

Open House Orientation (2017 – present)

- Served as a speaker and trade show liaison representing the Tourism, Events and Attractions Department for parents and students welcoming them to the college.

Profession and Community Service

Meeting Professionals International (2021 – 2022)

- Served on Budget Committee

Metavivor – Metastatic Breast Cancer Event (2018 – 2019)

- Served on the Event Committee (creation of the event)

Best Buddies of Central Florida (2017 – 2021)

- Served as a volunteer for Best Buddies of Central Florida at Olympia High School.
- Served as a co-lead of the parent’s organization for Best Buddies of Central Florida

Clean the World (2017 – 2018)

- Served as a volunteer sending soap, shampoo & conditioners to underprivileged countries.

Leadership, Professional Development and Support of College Initiatives, Workshops, etc.

Production of the Rosen College Career Fair (2018 – present)

- Instruct the class like a business and interview students for Event Lead and Co-Lead, then divide the class up into departments including Marketing/Promotions, Operations/Exhibition Services, Décor/Food & Beverage, Procurement and Training/Monitoring. The students create the event in 10 weeks each fall and spring semester.
- *Key Achievement:* Consistently increasing profits for the college by means of creating and implementing the career fair in the fall and spring semesters. Highest profit \$ 31,000.00 in the Spring 2023 semester. **Total Profit from 2018 through Spring 2023 - \$163,916.17.**

Serve as Faculty Advisor for the Wedding Event Design Students (WEDS) (2020 – present)

- Advisor to the organization. Formerly the Association of Bridal Consultants (ABC).
- *Key Achievement:* Assisted in marketing and promoting the organization on campus and main campus. We have seen a 200% increase in membership (40 members in 2020 to 120 members in 2023) during my time with the organization.

Instructed two courses/workshops to two Saudi Arabian Cohorts (2022)

- Event Services (HFT 3519 – both cohorts)
- Two Site Inspections to Freeman (one per cohort)

Instructed two courses/workshops to the Japan Tourism Agency (JTA) (2021)

- Luxury Travel Sales and Lead Generation (6-hour course)
- Luxury Destinations (6-hour course)

Facilitate participation in college clubs through ongoing promotion in my courses.

- As part of my first day of class each semester, I inform the students of the many clubs/organizations we have at Rosen College and encourage participation.

Regularly refer and write 50 + letters of recommendation for students each year.

- Letters of Recommendation for students applying for scholarships, internships, jobs, study abroad, and graduate school.

Attended Meeting Professionals International World Education Conference in Toronto, Canada (2019)

- Attended sales and marketing seminars/workshops to enhance my knowledge of the latest trends in the event industry.

Mentoring, Coaching, Advising

- Facilitated employment and internships for 200+ past and present students with many organizations including Freeman, Hello Destination Services, Access Destination Services, 360 Destination Services, Visit Orlando, DNA Events, Ethos Event Collective, Marriott Voyage Program, Maritz Travel, Cvent, Orange County Convention Center, International Association of Amusement Parks and Attractions, Drury Inns, Entertainment Technology Partners, Universal Orlando, Walt Disney World Company, SeaWorld, Biltmore Estate, Georgia World Congress Center, Hotel Interactive and more.
- Utilize my professional network to connect Rosen College students and colleagues with potential professional and/or academic opportunities.
- Identified as a Rosen College resource by many of the above-mentioned organizations.
- Provided ongoing mentorship and coaching for Management in Training hires (Rosen students) at many of the above-mentioned organizations.

Site Visits

Freeman (General Service Contractor) (2018 – 2023)

- Lead the Event Operations class (HFT 4394) each fall and spring semester on a tour of Freeman's warehouse and offices.
- Facilitate experiential learning by having students interact with Freeman's leaders.
- Led two Saudi Arabian cohorts on a tour of Freeman in 2022.
- Developed professional connections for students deepening job candidacy.

Hello Florida Destination Management (Destination Management Company) (2020 – 2023)

- Lead the Event Operations class (HFT 4394) each fall and spring semester on a tour and presentation of Hello Florida Destination Services.
- Facilitate experiential learning by having students interact with the many leaders of each department within Hello Florida.
- Developed professional connections for students deepening job candidacy.

Orange County Convention Center (OCCC) (2022 – 2023)

- Lead the Event Operations class (HFT 4394) each fall and spring on a tour of the Orange County Convention Center.
- Fall 2022 – Toured International Association of Amusement Parks and Attractions.
- Spring 2023 – Toured Healthcare and Pharmaceutical event.
- Developed professional connections for students deepening job candidacy.

Hyatt Regency Orlando (2022)

- Led the Event Operations class (HFT 4394) in the spring of 2022 on a tour of the convention facilities at the Hyatt Regency Orlando Resort. Set up was occurring of an event at this time.

INDUSTRY EXPERIENCE

Modspace, Inc., Orlando, Florida

Regional Sales Manager, Florida-Georgia (Southeast)

April 2017 to July 2017

- Managed and coached 11 territory sales managers.
- Developed growth in the Florida/Georgia Southeast Region.
- Conducted assessments of each territory.
- Monitored Salesforce Customer Relationship Management program on a daily basis.
- Forecasted quarterly profits.
- Drove profitable growth within each region.

Republic Services of Orlando, Inc., Orlando, Florida

Commercial/Industrial Growth Manager

June 2016 to April 2017

- Responded to all Requests for Proposals/Bids to drive market growth and revenue.
- Sales calls to commercial/industrial growth and recycling prospects.
- Maximized sales volume and drove targeted profitable growth.
- Monitored Salesforce Customer Relationship Management program on a daily basis.
- Identified viable leads, managed prospects, and acquired new, profitable commercial, industrial, and recycling business to meet and exceed monthly established targeted revenue goals.

- Created a Marketplace Analysis and Competitive Analysis of the Commercial/Industrial Growth sector in Orlando.

Key Achievements:

- Won \$1.2 million bid with the Greater Orlando Aviation Authority (Orlando International Airport).
- Won \$450,000 bid with Valencia Community College.

Sales Supervisor

November 2014 to June 2016

- Planned, organized, directed, and coordinated the activities of the sales function for the Orlando division/business unit.
- Created field sales leadership program to implement and execute business strategies and marketing plans.
- Supervised a staff of six sales professionals and participated in hiring, training, coaching and performance management.
- Supervised sales personnel in the effective implementation of the Company's pricing initiatives; partners with leadership to ensure that budgeted pricing metrics were being achieved.
- Met regularly with sales personnel and management to review sales activity funnel (Salesforce Customer Relationship Management Program), customer retention and relationship activities, reviewed sales performance compared to goal and production.
- Ensured the sales professionals' effective use of the company's customer relationship management tool to develop robust information profiles on prospective customers and facilitate acquisition of new customers.
- Maintained an awareness of market behavior and competitive trends in the Orlando market to anticipate changing customer needs, proactively managed customer base.
- Coaching/Training/Lecturing/Discussion on sales topics at weekly sales meetings.

Key Achievement:

- Maximized sales volume, drove targeted profitable growth, and was awarded the Top 5 Company Sales Division in the U.S. in 2014.

Independent Contractor, Orlando, Florida

Sales & Marketing Consultant/Communications

October 2009 to November 2014

- Performed extensive research in designing, writing, and creating content for multiple tourism websites.
- Created sales and marketing plans for multiple clients.
- Customized group sales and marketing programs for multiple suppliers.
- Tracked sales performance and maximized sales volume driving profitable growth for each client.

- Created the U.S.'s first commission-free group travel website. (www.grouptravelodyssey.com).

Clients Included:

- *Group Travel Odyssey LLC*: Created first tourism commission-free group travel website; social media (2011 – 2014)
- *Kaleidoscope Adventures, Inc.*: Marketing, new website design, published articles, managed sales team, public relations, and promotions (2009 – 2014) (W2 for four months; 1099 the remainder of the years)
- *Old Town Shopping, Dining & Entertainment Center*: Created group tourism sales programs and performed sales calls (2009 – 2010)
- *OrlandoFest, Inc.*: Content writing for tourism music festival website, creative advertising, and festival operations (2011 – 2012)

Key Achievements:

- Increased lead to Kaleidoscope Adventures by 150% via lead generation submission forms on website.
- Increased sales for Kaleidoscope Adventures by 30% in one year.
- Increased group sales visitation to Old Town by 41% in one year.

Kissimmee Convention & Visitors Bureau, Kissimmee, Florida

Director of Tourism Marketing

October 2011 to February 2012

- Developed and managed a \$6 million tourism marketing, communications, and promotions budget.
- Directed a marketing staff of seven.
- Created and coordinated tourism marketing plans and programs by means of targeting domestic and international markets, developing the message, identifying media (print, digital, etc.), and designating calls to action.
- Measured, monitored, and reported on tourism marketing programs to Executive Director and the Board of County Commissioners of Osceola County.
- Managed the overall direction of digital and print media both in-house and with a creative ad agency.
- Directed the selection committee for a new DMO website.
- Worked with area stakeholders to obtain feedback on Bureau performance and to improve communication of Bureau marketing efforts and goals.

Key Achievements:

- Contracted and planned a new 100+ page website.
- Strategic planning for the destination helped to increase visitation by 10% from 2011 to 2012.

**Sunsational Receptive Tours/MyGroup Now Destination Management Company,
Orlando, Florida**

Vice President of Marketing/Business Development

February 2006 to February 2009

- Devised results-oriented business, marketing, and angel investor plans for mygrouponow.com, the first DMC commission-based domestic group travel website in the U.S.
- Assisted in designing four Central Florida group travel destination websites.
- Created and implemented the discovery and requirements gathering phase using project and systems life cycle management for each tourism website.
- Established Business Development relationships and sponsorships with major brands such as Disney, Universal Theme Parks, Choice Hotels and IHG Hotels.

Key Achievements:

- Netted \$150K+ in seed/participation money for websites.
- Assisted in developing prototype demonstration and registration beta sites.
- Gained business support by creating outstanding population and participation plans.

Director of Special Projects

- Developed customized and targeted group tourism marketing/communications programs that included advertising, graphic design, public relations and selling ad space for a yearly 100-page catalog.
- Applied adept writing skills to construct tourism business plans, strategic/tactical plans, and design studies.
- Conducted numerous SWOT and GAP analyses.
- Managed staff of five employees with a \$500K budget.

Key Achievement:

- Secured \$100K+ in advertising sales for My Group Escort catalog.

Belz Enterprises, Orlando, Florida

Director of Tourism Marketing

January 2003 to November 2005

- Performed extensive and comprehensive research to design and implement tourism marketing programs for three Orlando malls: Festival Bay Mall, Belz Factory Outlet World and Belz Designer Outlet Center (total of 2.1 million sq. ft.).
- Developed tourism management B2B and B2C programs for convention markets, Social, Military, Educational, Reunion, and Fraternal (SMERF) markets including leisure tour and travel (domestic and international), motor coach, sports, church, reunion, and hotel guest services.
- Interfaced with tour operators and meeting planners to bring groups, conventions, and individual travelers to malls.
- Coordinated all advertising and public relations for each mall with advertising agency.

- Coordinated all tourism event management including events such as The Amazing Race Auditions with CBS, Miss Hawaiian Tropic, Central Florida Ballet and more.
- Responsible for budget management, product development, branding, tourism presentations and entertainment management.

Key Achievements:

- Increased motor coach tour arrivals from 300 (2003) to 1,000+ (2005) at the three centers.
- Assisted in boosting number of customers from 1.5 million in 2003 to more than 2.5 million in 2005 by creating and implementing successful sales and marketing programs at Festival Bay Mall.
- Assisted in creating television commercials, radio commercials and an aggressive communications strategy which propelled the three malls into the most visited malls in Orlando.
- Contracted all entertainment and events for all three malls.

Old Town Shopping, Dining & Entertainment Center, Kissimmee, Florida

Director of Tourism Sales

July 1995 to January 2003

- Hiring and contracting event entertainment for weekly events including the Friday Night Cruise and Saturday Night Cruise.
- Implemented tourism sales and marketing programs to broaden the customer base including tourists and locals.
- Performed tourism B2B and B2C sales with domestic and international tour operators.
- Managed a sales and marketing staff of three employees with a \$250,000 budget.
- Planned and facilitated events and attended tourism trade shows including the American Bus Association, National Tour Association, Student and Youth Travel Association, LaCumbre, Professional Convention Management Association, and U.S. Travel Association's POW WOW.
- Leased stores and restaurants within the center.
- Directed the Merchants Association Tourism Marketing and Planning Committee.

Key Achievements:

- Increased visitation via marketing programs touting a new rehabilitation project of center.
- Doubled visitors from 1.5 million (1995) to 3 million+ (2003) through development and implementation of highly effective sales and marketing plans.
- Increased motor coach tour arrivals from 125 (1995) to 1,000+ (2003).

The Mercado, Orlando, Florida

Director of Tourism Sales

January 1993 – July 1995

- Performed tourism group sales, Frequent Individual Traveler (FIT) sales, corporate, and convention sales to increase visitation and profitability of the center.

- Performed tourism B2B and B2C sales calls with domestic and international tour operators and meeting planners.
- Responsible for budget management, product management and client relations.
- Hired courtyard entertainment on a weekly basis and produced major events including Central Florida's Hospitality and Lodging Association's Bacchus Bash.

Key Achievements:

- Increased motor coach tour arrivals from 220 (1993) to 600+ (1995).
- Increased visitation from 2.3 million visitors (1993) to 2.6 million visitors (1995).

Sales Representative

January 1990 – December 1992

- Performed sales calls to guest service/concierge markets in the International Drive and Lake Buena Vista resort areas.
- Performed B2B and B2C sales calls with guest service companies in the Central Florida area.
- Responsible for guest service/concierge budget.

Key Achievements

- Increased visitation from 2 million visitors (1990) to 2.3 million visitors (1992).

High School Band Director, Danbury Texas, Normal Illinois and Orlando, Florida

Director of Bands

July 1982 – June 1989

- Managed daily operations of school band program.
- Instructional specialist implementing curriculum assessment, development, and scheduling.
- Conducted wind ensembles, symphonic bands, concert bands, jazz bands, marching bands, winter guards and pep bands.
- Instructed music theory classes.
- Associate Director for Suncoast Sound Drum & Bugle Corps and was one of the four founders of the Magic of Orlando Drum & Bugle Corps.

PAST COMMITTEES

International Marketing Committee Member

Visit Florida

November 2011 – March 2012

Chairman of the Executive Orientation Committee

American Bus Association

January 2006 – January 2007

Board Member of the Marketing Advisory Committee
American Bus Association
January 2005 – January 2006

Tourism Marketing Committee
Orlando/Orange County Convention & Visitors Bureau
February 2003 – February 2004

Executive Board Member
Domestic Group Travel Association
September 2000 – September 2003

Co-Chairman of the American Bus Association Marketplace Convention
American Bus Association & Kissimmee/St. Cloud CVB
January 2001 – January 2002

COMPUTER TECHNOLOGY SKILLS

Proficient on the following programs:

- Microsoft Word
 - Microsoft Excel
 - Microsoft Power Point
 - WordPress
 - Salesforce
 - Webcourses/Canvas
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ONLINE PRESENCE AND COMMUNICATION

Online Group Travel Articles

2009 to 2015

44 published group travel articles on the following online article blogs:

- Examiner.com
 - SelfGrowth.com
 - RonitRozen.com
 - ArticleContentKing.com
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- ArticlesBase.com
- GoArticles.com
- Amazines.com
- PromotionWorld.com