



NICOLE JABRE – The Impactful Orchestrator

Manager
Exhibition Strategy & Management

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Nicole Jabre is a Certified Trade Show Marketer with near 10 years of specialization in exhibitions management and experiential marketing, rooted in a decade of experience in corporate and marketing communications. She has orchestrated world-class presence at over 100 exhibitions in Europe, the Middle East, Africa, and the U.S.

« It is my responsibility to manage your exhibition strategy and yearly exhibition programs all the way down to the tiniest detail, from helping you set objectives, plan, and manage the project, to negotiating for optimal solutions that help you get the best out of your investment. It is my passion, however, to transform your exhibition presence to leave long-lasting impressions and create unforgettable experiences. »

I believe that exhibition management is a form of art in experiential marketing, orchestrating a wide variety of tasks and ensuring all pieces of the process synergize. I understand the ins and outs of exhibition planning and management. Even for the smallest of events, I am committed to staying true to a company’s vision and creating a professional medium/platform to generate conversation and meet your exhibition objectives. Exhibitions give companies the opportunity to build strong team relationships, start deep conversations with customers, and attract new leads. As such, it is critical that they are executed flawlessly with every detail accounted for.

My aim is to enable customers to focus on their core business with full confidence that we will handle the A-Z to ensure that they have world-class presence at tradeshow and events.

ABOUT NICOLE

Nicole launched her career at INDEVCO in Online Customer Support in 2005. Her career progressed as she specialized further in communications, taking on the role of Senior Marketing Communications Specialist. For a decade she fine-tuned her strategic communications skills, working on corporate, product, and other online communications. In 2015, Nicole took responsibility for Exhibitions Management across the multinational group, managing to date over 100 shows in over 8 sectors in Germany, Italy, Lebanon, Spain, Switzerland, Saudi Arabia, UAE, Egypt and the U.S.

Throughout her career, she has enabled the group to vertically integrate across different divisions, in order to effectively and jointly exhibit at leading international exhibitions. She has empowered business units to generate quality leads through pre-show training for delegates and a focus on cross-selling. She has helped business units launch new products at events in Germany, UAE, and the U.S. She has also put into place a proper reporting mechanism to measure performance and ROI.

Over the years, Nicole has built strong strategic planning experience and project management expertise from initial conceptualization to management through execution and final reporting. Throughout her career, she has built a global network of relationships and suppliers in the exhibition industry in Europe, the Middle East, Africa and the U.S.

QUALIFICATIONS

Education

MBA Specialized in International Business, Dual Degree Notre Dame University - Louaize (NDU) Lebanon and Bordeaux Business School France, 2006

BBA Specialized in Marketing, Dual Degree Lebanese Canadian University - Aintoura (LCU) and Université de Québec a Montréal (UQAM), 2004

Professional Certifications

Certified in Exhibition Management (CEM) designation, International Association of Exhibitions & Events (IAEE), in progress Certified Trade Show Marketer (CTSM), ExhibitorLive & University of Northern Illinois, USA, 2017

Certificate in Creative Strategy, Columbia Business School Executive Education, USA, 2019

Inbound Marketing Certification, HubSpot Academy, 2010

EXPERTISE

- Strategic Planning
- Project Management
- Communication Strategy
- Creative Conceptualizing
- Exhibition Research
- Supplier Qualification & Negotiation
- Performance Reporting
- Budgeting
- Integrated Marketing Campaigns Strategy Planning & Execution
- Inbound Marketing