



JUDY STERN

EVENT PLANNER • AOE

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Background:

Judy is a marketing and event professional with more than 30 years' experience in B2B and B2C marketing, communications, public relations and event planning. She is a Certified Meeting Professional (CMP) with experience in both the corporate, association and not-for-profit sectors. Judy helps the clients she works for achieve proven results through ROI, budget management and client/customer satisfaction.

Her Role at AOE:

Within the AOE Team Judy supports the Post-Tensioning Institute (PTI) as well as the American Society of Concrete Contractors (ASCC) as an event planner. She plans, organizes and executes PTI's Certification weeks, supports the Executive Committee's meeting as well as other events.

For ASCC, Judy plans and executes the Concrete Executive Leadership Forum (CELF), the Annual Conference, manages their World of Concrete trade show booths as well as several other yearly events.

Her Skills Include:

- Event planning and management
- Trade show planning and management
- Marketing
- Public relations
- Strategic planning
- Business development
- Logistics
- Vendor relations
- Budget management
- Organization
- Problem solving
- Attention to detail

Education and Designations:

- Certified Meeting Professional, Convention Industry Council – 2007
- B.A. in Communications, Michigan State University – 1987

