

Terri Sweeney

Campaign Manager, Event Manager

Portfolio: Highlights

Please note this portfolio is a **selection of highlights** from some of the plethora BBC projects I have led - from mass public events to large scale media campaigns broadcast on TV, Radio, Online, Red Button and mobile.

Please see my CV for a full résumé of my previous roles and responsibilities.

Contact:

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Produced BBC **Summer of Wildlife** for BBC Learning.

Commissioned design of all **assets** for print, online and TV on **Springwatch**, **CBBC Wild!**, **The Burrowers**, **Urban Jungle** and **Countryfile**.

Project managed a **UK tour** raising awareness of endangered UK species
196,000 people attended these events including **CBBC Live!** in Leeds.

Recruited high profile BBC TV **Presenters**, wildlife partners and local authorities.

Created bespoke challenge **handbook** and **wall chart** for audience distribution.

Worked with **Radio Times** to create an insert, created online PDFs, posters and other resources in English and Welsh.

Commissioned a **Stage Show** - managed freelance producers and produced the show on at the **Edinburgh Festival**.

RESOURCES I COMMISSIONED/MANAGED

Summer of Wildlife
Challenge Handbook:
Activities and progress
chart



Distributed: 86,875
Downloaded: 44,456

Radio Times
Endangered Species
Poster and Pull out



Distributed: 1 million

Garden BioBlitz
Online PDF
Download



Downloaded: 24,448

And many others
including the
butterflies from
the branding for
use at all the BBC
events in the tour.



Event Management

Main Skills

- Creating Strategic Vision for Experiential Events
- Producing content for events
- Engaging Diverse audiences
- Leadership of production teams
- Managing tendering process
- Budget management (up to £2.2m)
- Managing partnerships, commissioning designers, event companies, AV units and all logistical aspects
- Health and safety including Safety Advisory Groups with emergency services.



BBC
Summer of
Wildlife





Produced **Stargazing Live** event for BBC Learning at Tatton Park in 2012. (28,000 ticket requests).

Promoted event via **Social Media, marketing and PR** with external partners.

Wrote and commissioned **e-flyers** and **posters**.

Established 28 **partnerships** (and legal agreements) with organisations to attend the event with experiential activities for families.

Managed all **logistics, AV, parking services,** and hired catering options.

Produced a **stage show for audiences** and commissioned **talent** to attend the event.

Promoted the event on local radio and TV. The event was well received with thousands of audience enjoying a (freezing) night discovering meteorites through to seeing stars though amazing telescopes.





Set up World War 1 At Home BBC event in Liverpool as part of the Centenary events.

Created a newspaper template and wrote authentic news stories from the time for families to tailor with a headline and by-line and to take home with them.

Established partnerships with individuals and organisations, publicised the event on air & produced an authentic First World War 'school lesson' for thousands of audiences.

Name your paper
The nation's predominant daily newspaper. Largest sales in the United Kingdom.

For 1918. SATURDAY, MAY 8th 1918. ONE HALFPENNY.

LUSITANIA SUNK!

From Our Home Desk:
Insert your name here

A German submarine has torpedoed the steamship Lusitania with 2070 people on board. Latest reports indicate the loss of 1890 souls - including as many as 120 citizens of the United States of America. The U-boat came up from the depths of the sea yesterday and, without warning, hit the sea-military passenger ship twice - once near the bow and once near the engine room.



Devastation occurs as German U-boat sinks Lusitania

There were 1214 passengers and a crew of 514 on board the ship, as it

Survivors
Some of the survivors are being taken to naval and military hospital and cable messages are still being received in London and Liverpool naming the survivors - an awful time for distressed relatives who are waiting anxiously for news of their loved ones.

International Crisis?
The President of the United States, Woodrow Wilson is said to be "shocked" and the US Government in Washington "deeply stirred" at the devastating loss of American lives. It is

Gleaned of the Sun
These warships, first mentioned

Name your paper
The nation's predominant daily newspaper. Largest sales in the United Kingdom.

For 1918. MONDAY, NOVEMBER 11th, 1918. ONE HALFPENNY.

WAR IS OVER

From Our Home Desk:
Insert your name here

IN FLANDERS FIELDS where red poppies are growing near the graves of fallen soldiers from Britain and our allies, the guns have stopped firing. Britain is no longer at war with Germany.



Growth celebrating the past news in England Square 1918

There are joyous scenes across the country and London's Piccadilly Circus is at a standstill due to the celebrations. On this, the 11th day of the 11th month of the 11th year of the 11th century the allied victory in Europe is still

and revolutionaries have taken over the German capital, Berlin. The great settlement seems are likely to take months to be agreed, but the key terms are finalisation.

Shipping Crisis
Over 40 million men were mobilized by both sides in the war. Now that the war is finally over it is hard to confirm how many people have lost their lives, however initial estimates are that 10 million men lost their lives on the battlefield and another 20 million are wounded. Of the population of 40 million, Great Britain has lost an estimated

Name your paper
The nation's predominant daily newspaper. Largest sales in the United Kingdom.

For 1918. WEDNESDAY, OCTOBER 24th, 1918. ONE HALFPENNY.

ZEPPELIN STRIKES LONDON

From Our Home Desk:
Insert your name here

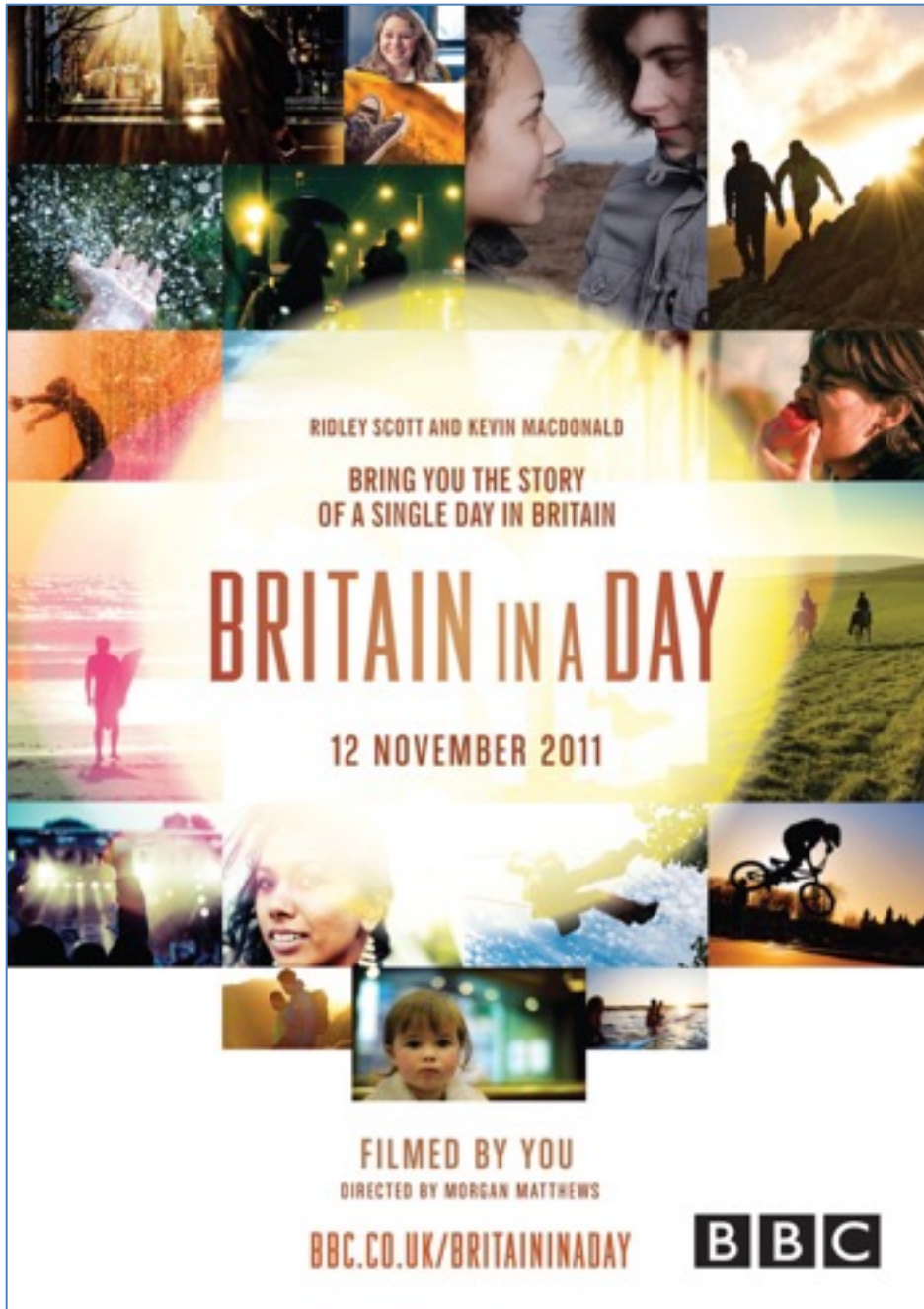
A terrifying raid by five German Zeppelin airships has killed 71 people and injured a further 123. Bombs fell from a height of 3,000 metres across the suburbs of London, causing damage and frightening a host of a German invasion.



Disasterland/Struck
The airships arrived without warning, with the first bombs falling on the Lyceum Theatre and the corner of Finsbury and Whitechapel Streets.

Named after a German count, Ferdinand von Zeppelin, the first airships flew in 1900, but the gasbags that once housed inflated passenger cars carry thousands of pounds of bombs, which strike some areas of London.

Where will they strike next?
The first German air raid struck on 19th January 1915. Two Zeppelins, which were among the Humberbridge in the North East of England was destroyed by strong winds and dropped their bombs in Great Yarmouth and King's Lynn instead, over 100 miles further down the East coast.



Produced **Britain in a Day** for BBC Learning - a feature film of audience clips edited by Ridley Scott for BBC 2.

Created and wrote **online** presence and TV **programme** website to encourage people to film their day.

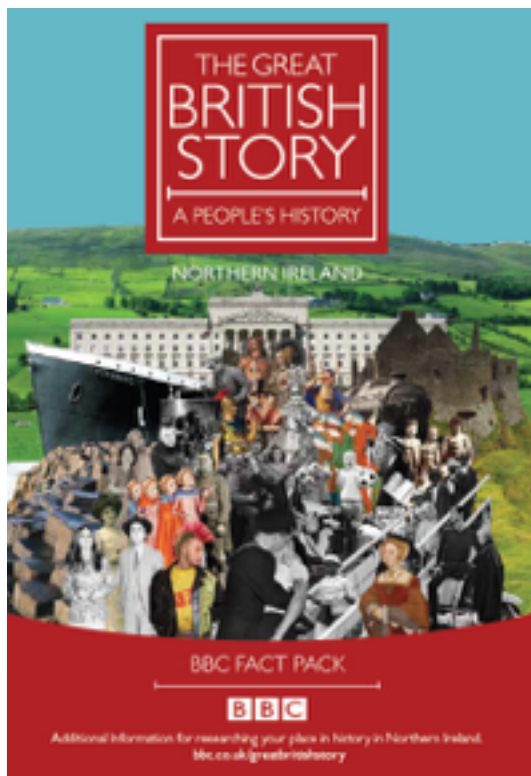
Commissioned a **booklet** with a how to film guide for public.

Established and ran **Social Media** Strategy to promote the initiative.

Worked with **YouTube** to create a new BBC channel for films to be submit from audience.

Commissioned designers to create all the **assets** for the look and feel across print, online and TV on **BBC TWO** for the feature length documentary.

Established a BBC **archive** of clips.



Produced **The Great British Story: A People's History** campaign for BBC Learning - an 8 part series for BBC TWO presented by Michael Wood/Maya Vision.

Managed large team in Salford and 15 dispersed UK staff to deliver an engaging **tour of BBC History events** across England, Wales, Scotland and N. Ireland.

Briefed and commissioned designers to create all the **assets** for the look and feel across print, online and TV on **BBC TWO** for the full series.

Created and wrote **online presence and website**.

Commissioned all **promotional and event materials** including **TV Stills**, inflatable arch, flags, booklet, E-flyers, empty belly and full posters, newspapers and T-shirts - In English and **Welsh**.

Ran tender process for an event company to work with me to deliver the **infrastructure** (tents, stages, AV, screens, generators, security etc.) for the UK events.





Managed re-launch & re-brand of Radio 1 One Life website
- seeing a **700% increase** in visitors.

Wrote and commissioned the copy and produced the website and chatrooms working with all Radio 1 programmes from **Chris Moyles** (Breakfast) and **Scott Mills** to the **Sunday Surgery** advice programme.

Ran topical and political news stories with Radio 1 **Newsbeat**.

Managed **Interactive TV** content, Chatrooms and SMS challenges.

Commissioned and storyboarded online educational **games** on subjects from money, and applying for uni to avoiding sexually transmitted infections (STIs).

BBC
RADIO



Radio 1 Roadshows

Project Manager for off air content and partnerships for events at Radio 1's 'One Big Weekend' (with 10,000 audience).

Commissioned workshops on subjects ranging from drugs to careers options and getting a music contract.

Produced digital and printed resources on sexual health, education, travel - working with The Met. Police, Foreign Office, UK charities and strategic partners.

Listen/Podcasts
DJs/Shows
Schedule

onebigweekend 2004

onebigweekendcardiff
onebigweekendmanchester
onebigweekendbirmingham

Daytime
Dance
Rock/Indie
Hip Hop / RnB
Experimental

Events
News
Messageboard
Help

BBC Switch
BBC Introducing

Contact Us
Like this page?
Send it to a friend

OBW Homepage
Dance Day
Bands Day
Derry-Londonderry Guide
R1 On The Road

vote...

Hottest artist/band on the line up?

- Faithless
- Ash
- Kelis
- The Streets
- Franz Ferdinand
- Avril Lavigne
- Keane
- The Lovebirds

Go

have your say

Radio 1 On The Road at The Nerve Centre
One Big Weekend started with an evening at Derry-Londonderry's Nerve Centre. We had events for DJs and musicians - check out the pictures by clicking on a link below:

[R1OTR Band pix](#)
[R1OTR DJ pix](#)



Producer of Jeremy Vine show (news and current affairs) sections on
'Social Action' on air

Online Campaign Producer - of Radio 2 and 6 Music 'seasons' which ran
across all output.

Online Producer of Jeremy Vine, Janice Long and other Radio 2 websites.

Live studio producer of live audience phone-ins.

Producer for **Children in Need** for Radio 2.

Established first online donation tool on a BBC website.

Established an **online auction** and **sourced lots** for **Sir Terry Wogan's**
show.

Ran Social campaigns across all output on Radio 2 and 6 Music.
Subjects included depression, kids moving on, grief, and political topics
including 'Green Days' - an environmental campaign for 6 Music.



BBC RaW - Reading and Writing

Project Manager for the BBC's biggest adult literacy campaign - a season which ran across the entire BBC and externally with Dept for Education, Public Libraries and Publishers.

Worked with **World Book Day** to create and promote RaW *Quick Reads* - books for adults - launched by **Tony Blair** - then Prime Minister.

Worked with **Supermarkets** and other **commercial organisations** to promote Quick Reads in store, on public transport and across 4000 public libraries.

Managed partnerships with **Radio 5 Live**, the **FA** and **Premiership clubs** in an initiative I managed to get people writing their '**Football Stories**'.

Managed London team, regional staff and UK wide freelancers - setting objectives and targets.

Planned, devolved and **managed over £2m budget**.

Commissioned **books** for parents to help their own reading with kids.

Worked with BBC TV programmes to get literacy storylines (and end card with helpline) on ***EastEnders***, ***Casualty***, ***Doctors*** and various daytime BBC programmes.

Ran competitions with ***Neighbours***, ***Tesco Magazine***, ***FHM*** and other publications.

CONTACT ME

This portfolio is just a flavour of some of the work I have done while at the BBC. Please see my full CV and don't hesitate to contact me.

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