

1. **Family name:** SITNIKOVA
2. **First name:** Ekaterina
3. **Date of birth:** 15 March 1975
4. **Nationality:** Belgian
5. **Civil status:** Single
6. **Education:**

Institution	Degree(s) or Diploma(s) obtained:
Moscow State Institute of International Relations (University), MGIMO, Russia September 1992 – June 1997	Honours Masters Degree in International Relations
European University, Brussels, Belgium September 1995 – June 1996	Certificate for Bachelor of Business Administration (BBA) Programme
Nijenrode Universiteit, Breukelen, the Netherlands, 1993	Dutch language courses diploma

7. **Language skills:** Indicate competence on a scale of 1 to 5 (1 - excellent; 5 - basic)

Language	Reading	Speaking	Writing
Russian	Mother tongue	Mother tongue	Mother tongue
English	1	1	1
French	1	1	2
Dutch	1	2	3
Italian	3	3	4

8. **Membership of professional bodies:** n/a
9. **Other skills:** International Health Care Business Integrity Course certificate; Full computer literacy, including Photoshop; Strong budget management skills and full driver's license;
10. **Present position:** Freelance **communications & events consultant**
11. **Years within the firm:** 16 years
12. **Key qualifications:**

- **Communications:** 16 years of experience of **design & management of top-end pan-European public policy communication campaigns for public administration bodies**, coordinating pan European **communications and editorial activities** and supporting teams of international & local experts; **Including campaign identification and design, best communications strategy identification and devising a set of measures for achieving best campaign results (i.e. print and production, audio visual material design and production, etc.)**
- **Events:** 16 years of **excellence & significant expertise in 360 degrees A>Z high level publicity events planning, production and management on various levels mainly for public administration**. Including: event identification, target audience definition and outreach, hands on 360 degrees event planning, i.e. registration, hotels, transport, meeting AV and other technical requirements, programme, booklets, protocol, **promotional items and other event related material production, visual identity design and implementation, stand design and production, media relations, speakers liaison and training, technical team coordination, logistical and promotional activities and event follow up** (reporting, participants follow up, event website update, etc.)
- **Management & organisation:** Significant experience in **building relationships between various partners of pan-European EC-funded communications projects and coordinating teams of international experts and project management**. Very strong client liaison & reporting skills. Very strong analytical, strategic planning, management, interpersonal and administrative skills. **Native Russian speaker with mother tongue level of English**

13. **Specific experience in the region:**

Country	Date from - Date to
Chisinau, Moldova	September 2013 – present (<i>not full time</i>)
Baku, Azerbaijan	January 2013 – present (<i>not full time</i>)
Belarus, Minsk	February 2012 – present (<i>not full time</i>)
Kiev, Ukraine	November 2009 – August 2012
Kuala-Lumpur, Malaysia	May 2010
Santiago, Chile	May 2009
Kosovo / Macedonia	Sept 2006 – May/2009
Kazakhstan	July 1999
Moldova, Ukraine, Romania, Poland	January – March 2003
Russia	Numerous assignments throughout 1997-2002

14. Professional experience

Dates	Location	Company	Position	Description
12/2013 – present <i>(not full time)</i>	Belgium	EuroTrends	Quality Controller	Quality Controller of “ Mid-term evaluaton of ENPI Regional Communication programme ” project. Main objectives of the assignment <ul style="list-style-type: none"> Evaluate the appropriateness of the specific Programme’s objectives and areas of intervention, taking into account the constantly evolving environment in partner countries especially in the light of the events in the Southern Mediterranean which unfolded after the Arab spring and on-going democratisation process in the Eastern Neighbourhood. Review the Programme’s approach and methodology and assess its appropriateness and relevance for achieving the Programme’s objectives; Review design of the programme, and the logical link and the coherence between its various components in order to achieve the objectives of the programme.
12/2013 – present <i>(not full time)</i>	Belarus	Particip	Team Leader	The overall objective of project is to raise Belarusians` awareness of the EU-funded assistance to Belarus and to put the EU higher into media agenda; Range of provided services: <ul style="list-style-type: none"> Media trips to EU-funded projects Information events to publicize the EU-funded assistance Training and briefing sessions for EU-funded project teams Public diplomacy events Production and dissemination of an electronic newsletter Production of multimedia and visual presentations (video film, roll-ups, etc.) Production of EU branded promo materials Development and implementation of a Search Engine Optimisation (SEO) Conduct impact assessment of communications tools used by the Delegation
09/2013 – present <i>(not full time)</i>	Chisinau, Moldova	Safege	Team Leader	World Bank project on “ Communication consultancy to support the implementation of an awareness raising campaign for the Ajutor Social and heating allowance programs”. Client: Ministry of Labour, Social Protection and Family . Range of provided services per target audience: <ul style="list-style-type: none"> Political elite: National conferences, TV talk show, Radio talk show, NCC meetings, Heads of rayon meetings Social Assistants: SA brand establishment, Annual conference, Legislative guide, Training sessions, Communications training Civil society: Discussion clubs, Workshops about social assistance, Print articles Media: Training for media, Study tour abroad, Mass media contest, Press conferences, Media monitoring General population: Radio spots, Video spots, Newspaper articles, Billboards, Posters, Flyers, Info boards
10/2012 – present <i>(not full time)</i>	All EU members states, Croatia and Canada	MOSTRA	Senior events consultant	Managing and overseeing a number of high level pan-European events for DG Regio, DG Research, EEAS, FPI, DEVCO and others, such as <ul style="list-style-type: none"> “EU Centres World Meeting”, a third networking meeting of EU Centres co-organised by EEAS and FPI, bringing together the 37 existing Centres from 11 different countries and territories (<i>October 2012, Brussels, Belgium</i>) “1st & 2nd Annual Forum of the EU Strategy for the Danube Region” (EUSDR) (with participation of German Chancellor Angela Merkel, 2 Commissioners, Prime Minister of Romania, all Foreign Ministers of the Danube region countries) for DG REGIO (<i>November 2012, Regensburg, Germany and October 2013, Bucharest, Romania</i>) Institutional HR Strategy Group meetings for DG RESEARCH (<i>Brussels & Leuven, Belgium; Warsaw, Poland; Lisbon, Portugal</i>) Going Green conference for FPI / EEAS with participation of State ministers and other high level officials (<i>March 2013, Montreal, Canada</i>) Cross Border Business seminars series organised by DG Enterprise in <i>all EU Member States and Croatia</i> within the framework of an EU-wide information campaign regarding credit and claims management. Total of 28 seminars over 2 years, on average every two weeks. Closing conference & exhibition of the Roma inclusion pilot project "From pilots to outcomes" for DG REGIO (<i>March 2013, Brussels, Belgium</i>) European Seminar on Sustainable Urban Rural Partnerships for DG REGIO (<i>April 2013, Warsaw, Poland</i>) High-Level Conference on Education and Development for DG DEVCO (<i>May 2013, Brussels, Belgium</i>) European Union Sustainable Energy Week (EUSEW) – (<i>Brussels, Belgium, June 2013</i>) Conference on Anti-Fraud and Anti-Corruption measures in relation to the use of European Structural and Investment Funds (November 2013, Brussels, Belgium) Telling the story 2.0 – Communicating Cohesion policy conference in collaboration with DG REGIO, DG EMPL, DG AGRI and DG MARE with participation of 4 Commissioners (<i>December 2013, Brussels, Belgium</i>) Adriatic-Ionian Forum 2014 (EUSAIR), (<i>February 2014, Athens, Greece</i>) CITIES. Cities of Tomorrow: Investing in Europe (<i>February 2014, Brussels, Belgium</i>)
03/2013 – present <i>(not full time)</i>	Azerbaijan	Particip	Team Leader	TL for FWC "Implementation of large scale visibility activities for the EU Delegation to Azerbaijan" project aimed at organization and implementation of large scale visibility activities for the EU in Azerbaijan, more specifically: <ul style="list-style-type: none"> Two large-scale, open to the public, two-day, open air events of about 5,000 participants each for the 2013 and 2014 Europe Days (09/05). The events

				<p>organised as a 'Euro-village' in a prominent public space, with stands for Member States, information booths, games and other events, including a stage for performers and an entertainment programme. The events to serve to highlight EU involvement in Azerbaijan.</p> <ul style="list-style-type: none"> • Mobile EU Information Centre (e.g. through an itinerating caravan) to bring EU related information to communities around the country • Design and production of information and promotion materials elements to be used by the EU Mobile Information Centre and at the large scale events. • Provide appropriate media outreach to ensure media coverage of the events
03/2013 – present (not full time)	Belarus	Particip	Team Leader	<p>TL for FWC "PR support for EU-funded assistance in Belarus". The objective of this project is to raise awareness of EU-funded assistance to Belarus by communicating positive results of individual EU-funded projects and attracting new applicants and partners.</p> <p>Project activities include:</p> <ul style="list-style-type: none"> • Organisation of press visits to sites of EU-funded projects - over 10 field visits, at least 10-15 journalists each • Organisation of programme/project information events - over 6 events, min 60 participants each
03/2012 – 03/2013	Belarus	JCP srl	Team Leader	<p>TL for FWC "PR support for EU-funded assistance and cooperation programmes in Belarus". The objective of this project is to raise awareness of EU-funded assistance to Belarus by communicating positive results of individual EU-funded projects and attracting new applicants and partners.</p> <p>Project activities included:</p> <ul style="list-style-type: none"> • Over 6 press tours to EU-funded project sites • Over 7 info sessions for journalists on obtaining official information on EU, EU-Belarus relations, and EU-funded assistance to Belarus; • Over 4 information day events publicizing EU-funded assistance for the total of over 300 people
09/2012	Belgium	VO Communications	Event producer and stage manager	<p>The two-day Forum was held in Sept 2012 in Liege and was aimed at boosting candidacy of Liege to become a host of International Exhibition 2017. Prepared a comprehensive script and running order of the day, providing on site assistance and support to the congress speakers, that included the top level government officials from Belgium and various international organisations (Belgian Prime Minister Elio DI RUPO, President of the Walloon region Rudy DEMOTTE, General Director of UNESCO Irina BOKOVA, etc.)</p>
08-10/2012	Belgium	Steinbeis GmbH	Short Term Senior PR Expert	<p>Within the framework of Technical Assistance project "The Europe China Research and Advice Network (ECRAN)" carried out complete range of media relations, publicity, PR, communications and media monitoring activities for the 15th EU-China Summit that took place in Brussels in September 2012 - last high-level summit attended by the Chinese Premier Wen Jiabao before an expected major leadership transition in China in October. The EU was represented by European Council President Herman Van Rompuy and EU Commission President Jose-Manuel Barroso.</p>
01/2012 – 07/2012 (not full time)	Ukraine	JCP srl	Team Leader	<p>TL for FWC "Production and distribution of "Success Stories" in Ukraine. The scope of the project covers the following elements:</p> <ul style="list-style-type: none"> • Production of Success Story Folder with 20 project fiches, each dedicated to some of the top Cooperation projects • Production of seven 3-min long films about the top Cooperation projects. <p>For each of the above activities, the team, in coordination with the Delegation, carried out the content generation (joint selection of the projects, fact checks, etc.), interviews, design, printing, filming, packing and distribution</p>
04/2011 – present	EU	Europacolon	Event and Speakers manager	<p>Providing speaker support services (content, logistics, etc) and venue coordination (a/v, transport, etc.) for the First & Second Colorectal Cancer Patient Conference in Barcelona – 2 days event, 200+ participants, 40 speakers – providing communication, planning and coordination for speakers and onsite event production</p>
06/2002 - present	Belgium	Sitnikova sprl	Managing Director	<ul style="list-style-type: none"> • Event & protocol management and communications consultant for institutions and corporate clients (European Commission, European Parliament, etc.); <p>Events & conferences: event design and creation (managing invitations and registration process, recruitment and briefing of speakers and other content related activities, logistics management, venue hire, etc.)</p> <ul style="list-style-type: none"> • Public policy communications consultancy – all aspects of communications mix, strategy drafting, implementation, media relations, decision makers' liaison. • Websites (Internet and intranet) project management
10/2009 – present	Belgium	Document@Work	Speakers coordinator	<p>Speakers support for Document@Work annual congress – 1 day event, 200+ participants, 20 speakers – providing communication, planning and coordination for speakers and onsite event production</p>
October 2012	Belgium	Belgian government	Elections observer	<p>Acted as an election observer during Belgian provincial and municipal elections of 2012</p>
08/2011-05/2012	Belgium	Abbott Vascular	External Contractor for MarCom	<p>Providing ad-hoc support to EMEA Marketing and Communications team during the transitional phase by supervising production of various print, audio visual and exhibition and trade show material – covering a wide range of medium (product fiches, patient testimonials, booklets, promotional videos, websites, etc.)</p>
10/2009 – 12/2011	Ukraine	Safege	Long Term Expert events	<p>LTE for an award winning project* "Women and children's rights in Ukraine - communication component (6 mil euro)" – over a period of 2 years running one of the largest project components – including design and implementation of series of large scale national events for the government of Ukraine: conferences, press launches, viral campaign, direct mailings, industry awards, TV actions, media relations, promotional videos, print and production, etc.</p> <ul style="list-style-type: none"> • Created the concept and implemented & implemented the first ever cross-Ukrainian national competition for Best Employer in the field of Gender Equality reaching out to 10.000 Ukrainian employers throughout all industries. Designed and managed communications campaign, competition implementation, media relations, website, jury activities and high level red carpet award ceremony with government officials participation

				<ul style="list-style-type: none"> Created the concept and implemented the first ever Social advertising Conference in Ukraine attended by over 200 participants from public sector, NGOS and international organisations <i>*"The best project 'Ambition 2015' for the humanitarian challenge and collective commitment"</i>
11/2006 – present	Belgium	GS1	Speakers coordinator	Speakers support for GS1 Global Forums 2007-2012 – 5 days event, 600+ participants, 80 speakers – providing communication, planning and coordination for speakers and onsite event production
01/2009 – present	Chile Malaysia France Colombia USA	GS1	Speakers coordinator	Providing speakers support for GS1 General Assembly 2009 - 2013 – 3 days event, 200+ participants, 40 speakers – planning and coordination of speakers, speakers briefing, session development, management of the organisation of the event, scenography, VIP and protocol management, management of content and organisation of administrative aspects
10-12/2011	Belgium	European Union Institute for Security Studies	Logistics coordination	ESPAS Conference on 'Global Trends 2030' - Providing assistance with participants travel arrangements (international flights & train bookings and changes), coordination of all local transfers, coordination of the hostesses' services, participants' liaison (logistics), on-site support during the conference.
05-07/2011	Belgium	Safege	Event manager for ACP Secretariat	High Level meeting on Enhancing SME financing in ACP countries - high level event, provided hands on 360 degrees event planning, i.e. website design, registration, hotels, transport, meeting AV and other technical requirements, programme, booklets, protocol, promotional items and other event related material production, visual identity design and implementation, logistical and promotional activities and event follow up
04/2011 – 07/2011	Belgium	UNiBA	Venue coordinator	Identifying and negotiating with the venues worldwide for the upcoming UNiBA congresses in April and October 2012.
03/2008 – 07/2010	Belgium	Cordis, Johnson & Johnson Medical	CCVI Online EMEA Coordinator & E-marketing EMEA Manager	<ul style="list-style-type: none"> Administered and managed creation of CCVI online website – including all launch related communications strategy around it Managed transfer of the site to the new platform (from SharePoint to Drupal) and coordinated international cross continent teams of experts carrying out the task. / Daily site management Design a e-marketing and e-communications strategy for all EMEA professional education activities
01 – 05/2009	Strasbourg, France	Smoke Free Partnership	Event coordinator	Led by the Smoke Free Partnership, launched a campaign to maintain the visibility and focus on tobacco control during the European elections 2009 and beyond. To kick start the campaign an event has been organized in the Strasbourg premises of the EP. During this event, an exhibition stand highlighting the deaths from tobacco in Europe has been exhibited and MEP candidates were invited to sign a manifesto pledge. The stand featured an original painting by a Belgian artist, Jurgen Gielen, which was designed to highlight the deadly impact of tobacco in Europe.
09/2006 – 05/2009	Kosovo / Macedonia	East West Consulting (EWC)	Project Director	Project Director of the "Technical Assistance to the Kosovo National Development Plan" the two main purposes of which were: <ul style="list-style-type: none"> To help develop a strategic policy function in the key line Ministries which are responsible for a large share of public spending Within these key line Ministries, to develop capacity to identify, plan, prioritise and budget for important future projects
03/2008 – 08/2009	Belgium	East West Consulting (EWC)	Project Director	Project Director of the "Framework contract concerning the measures recommended for implementing the specific strategies focused on health determinants, SANCO" . The main purposes of which were: <ul style="list-style-type: none"> Provision of scientific content: high quality summaries and/or scientific analyses of key areas of the strategy with such key themes as "overweight and obesity-related illnesses", "influence on eating habits", "consumer information", "product reformulation", "advertising"; "infrastructure and healthy lifestyle" or "healthy environment" Organisation and management of workshops and meetings / Updating of the Internet sites: gathering all of the materials from meetings and background documents and formatting them according to the requirements for the Europa server.
09/2006 – 04/2010	Belgium	European Consultants Organisation (ECO)	Project & Expert Relations Manager	Responsible for new business development and tender preparation for Technical Assistance and Framework Contracts in a variety of areas, i.e. institutional development and capacity building, TA to European Integration, Monitoring and evaluation, restructuring, Judicial reform, legal approximation, etc. All aspects of Technical Assistance tenders preparation (e.g. "Raising Awareness about legal reform in Russia"; "Raising awareness about disability in Romania", "ACP Newsletter", "Improving information to the Croatian business community, "Communications multiplier activities in the ENPI Region Training Network Building", "Media activities - Maximising EU presence in the ENPI regions"
05 – 10/2008	Belgium	Eucomed	MedTech Forum 2008 coordinator	360 degrees communications & event services: on behalf of Eucomed coordinating all aspects of MedTech Forum 2008 organisation and activities linked to it. 400 attendees, 70 speakers, 40 satellite events
07 – 09/2008	Belgium	Ceereal	Event coordinator	CEEREAL represents the breakfast cereal and oat milling industries towards the European institutions, industry and consumer associations as well as consumers. Organized fourth annual "Breakfast Week," - three-day event, sponsored by Avril Doyle MEP , at the European Parliament (17-18 September) and the Residence Palace (19 September). 1400 high-level officials, journalists and analysts from both national and European institutions in the Belgian capital.
01 – 10/2006	Belgium	Cordis, J&J Medical	Customer Education	As a CEP coordinator was responsible for needs analysis, planning, design and organisation of bi-weekly training seminars on new technologies and products in cardio-vascular sector (coronary stenting) attended by selected representatives of medical elite from Europe, Asia and Canada and taking place at various

			Programme (CEP) Coordinator	European locations.
11/2008	Belgium	Media Consulta	Logistical support	Provided logistical support and build up during the <u>exhibition organised at the premises of the European Commission (Batiment Charlemagne)</u> . Helped liaise with the building security and organise launch cocktail
06/2008	Belgium	European Public Health Alliance	Event coordinator	Coordination of <u>media relations, press conference and debate</u> linked to the EPHA and Action For Global Health (AFGH) NGOs.
02/2007	Belgium	Mission of Croatia to the EU	Event coordinator	Provided communications, logistical support and build up during the <u>exhibition organised at the premises of the European Commission (Batiment Charlemagne)</u> .
11/2006	Belgium	TR PLUS	Event coordinator	<u>Centre for Turkey in Europe</u> : Provided communications, logistical support and build up during the exhibition organised at the premises of the European Commission (Batiment Charlemagne).
01-03/2006 & 08 – 11/2006	Belgium	GlaxoSmithKline (GSK) Biological	Event coordinator	Planning and organisation of GSK “Open Doors” communications and positioning events, held at the Rixensaert Headquarters with invitees from the Belgian economic & political elite at the ministerial level and key European decision makers and opinion leaders. The event was aimed at boosting the image of GSK Biologicals and their vaccines programme .
2002 - 2003	Belgium	Belgian Institute of Auditors	Event coordinator	Organisation of a series of events and communications surrounding it (conference, Gala dinner, etc.) linked to the 50th Anniversary of the Belgian Institute of Auditors (IRE) with the participation of high level ministerial officials. 500 Participants
05-06/2005	Belgium	European Commission	Photo exhibition coordinator	Organisation of two highly political consecutive photo exhibitions on EU projects in Western Balkans region and all activities linked to event set up, organisation and communication. Exhibition was aimed at demonstrating EU’s commitment to further development in the region and was attended by a number of high level officials, representatives of diplomatic corps and media.
03/2005	Netherlands	European Space Agency	Event manager	Organisation of a new hi-tech Phonak product launch at the premises of the ESA and in close cooperation with them. Close collaboration with ESA security services during the international heightened security alert days.
09/1997 – 09/2005	EU	Brussels International Banking Club	Event and protocol coordinator, general management	Twice a year hired as a <u>coordinator of high level 2-days long Russia - EU summits “Open Russia”</u> . Meetings are attended by representatives of the Russian Presidential administration, heads of local administration, senior representatives of the CIS and EU banks and financial authorities and European Commission. Meetings are aimed at improving legal, financial and economic cooperation between CIS and EU countries
11/2002 – 03/2003	Belgium-Moldova-Romania-Ukraine	East West Consulting	Trainer	EU Tacis Cross Border Cooperation Small Project Facility – trainer conducting a series of interactive information seminars and trainings for heads of local administrations in the cross border regions of NIS and CEC. Trainings were aimed at stimulating local cross border cooperation, boosting local capacity to work with the EU institutions, and consecutively acquiring project management skills (including PCM, Logframe, etc.)
08/2000 – 06/2002	Belgium	Euro&M	Senior Account Executive	<ul style="list-style-type: none"> > European Day of Disabled People 2000 & 2001, Round table and Award Ceremony Gala evening (300 participants) – coordinator of the pan-European project aimed at raising public awareness about the problems and issues disabled people throughout Europe have to face. > ‘Breaking Barriers Award’ – Coordinated pan-European short film competition about professional achievements of disabled people. Inauguration gala evening and awards ceremony supported by the EC and attended by top level EU and disability sector officials. > Pan-European Balloons Launch – within the framework of the European Year of Languages, supported by the EC and aimed stimulating intercultural and linguistic exchanges. Organised and coordinated 18 simultaneous balloons launches in the city centres of 18 capital cities > Out-doors information fair - within the framework of the European Year of Languages > On behalf of ESBG organised an exhibition at the EP premises (Brussels) aimed at raising awareness of importance of SCR and ESBG’s achievements in the field– 500 participants, stands at the European Parliament, cocktail reception, dinner, etc.
1997 – 2000	Belgium	Ogilvy Public Relations Worldwide (OPR)	Account Executive	<ul style="list-style-type: none"> > EU Tacis Information and Communications Programme: was a part of the team designing the communications strategy mix. Organised a number of political consultation meetings in Russia, Kazakhstan, Ukraine and Georgia for DG 1A aimed at finding consensus and establishing the priority areas for new Tacis Regulation. Attended by a number of high level CIS and EU officials. Responsible for all aspects of event preparation and onsite coordination. > Publications management: Supervised the production of more than 50 different publications (production, copy-editing, translation) for EC & NATO > Took part in the set up and inauguration of the European Commission Phare and Tacis Information Centre > European Day of Disabled People’ 1998-1999 (350 participants), organisation of a conference and training session, production of promotional items, logistics, etc. > ‘Information Society and Technology Day’ Paris, ’99 - Information Fair for DG XIII (5000 participants) – as a part of the team provided 360° events services > ‘European Initiative for Democracy Conference ’97’, DG IA (400 participants) – provided 360° events services, conference, exhibition, Gala Dinner