



Kayleen Van Gelder

Owner, KVG Events LLC

CONTACT



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SKILLS

Event Registration
Onsite Registration Check-in
Hotel Room Block Management
Event App Implementation
Project Management
Event Logistics/Coordination
Comprehensive Data Analysis & Reporting

CERTIFICATIONS

Cvent Attendee Hub - 2025
Cvent Event Management Advanced - 2023
Cvent Event Management - 2022

EDUCATION

2013 - 2016

SPANISH COURSES

Grand Valley State University

2007

B.A. HOSPITALITY & TOURISM MANAGEMENT

Business Minor

Emphasis: Meeting & Event Planning

Grand Valley State University

PROFILE

I have over 15 years of experience in the hospitality industry where I began as a hotel front desk agent and later changed my focus to meeting planning. However, after working as a registration and housing specialist since 2011, I discovered my passion for event data and how to better utilize registration processes for successful event execution.

I have designed/implemented registration processes, websites, and timelines for over 300 registration sites using Aventri registration software with the most complex event involving 4,000+ global attendees, 23 languages, with planning teams from 14 countries. I have used various registration software over the years, such as Eventbrite and RegOnline, and most extensively Stova (Aventri), but I am also Cvent certified.

EXPERIENCE

2022-Present

KVG Events, LLC | Grand Rapids, MI

OWNER

- Design/implement registration processes, websites, and timelines: designing and implementing multi-tier online registration process for 1,000+ global attendees, involving multiple languages, utilizing Cvent and Stova (formerly known as Aventri).
- Management of accurate registration data and reports for successful implementation of event logistics including transportation, F&B, amenities, hotel rooms, activities, name badges, and other printed materials for events with up to 1,000+ global attendees.
- Onsite execution for local and international events: onsite registration, room block, and registration report management
- Event App Management/Implementation: coordination of content, management of translations, API testing, onsite content support

2021-Present

Destination Consultants | Grand Rapids, MI

EVENT TECHNOLOGIST (CONTRACT)

- Same as listed above.

2011-2020

Amway | Ada, MI

REGISTRATION & HOUSING SPECIALIST

- Designed/implemented registration processes, websites, and timelines: registration lead for Amway's 60th Anniversary in Las Vegas, designing and implementing multi-tier online registration process for 4,000+ global attendees, involving 23 languages, in partnership with teams from 14 countries to design visually creative, but functional registration process while also ensuring accurate and efficient data collection
- Management of accurate registration data and reports for successful implementation of event logistics including transportation, F&B, amenities, hotel rooms, activities, name badges, and other printed materials for events with up to 4,000+ global attendees
- Onsite execution for local and international events: onsite registration, room block, and registration report management
- Event Apps: app lead for Amway's 60th Anniversary: coordination of content, management of translations for 23 languages, API testing, onsite content support

EXPERIENCE CONTINUED

2010-2011

Amway | Ada, MI

COMMUNICATIONS SPECIALIST

- Assist manager with special projects and meeting logistics support, including hotel & other on-site and off-site meeting logistics.
- Schedule, perform preparations and logistics support, and provide feedback for instructor teachbacks and trainings.
- Create and maintain training event registration websites and provide attendance reports.
- Maintain budget and assist with logistics for National Training Recruiting events.
- Responsible for booking, setting up and managing webinars using Microsoft Live Meeting 2007.
- Create and maintain job aids and checklists for managing webinars.
- Provide contributions towards webinar promotions and arrange promotion logistics.
- Develop comprehensive webinar monthly attendance reports.
- Provide LiveMeeting technical support to facilitators (instructors) and internal staff.
- Researched and documented instances of Amway Global logo throughout online courses.

2010-2010

Amway | Ada, MI

WEBINAR COORDINATOR & ADMINISTRATIVE SUPPORT

- Assisted with set up, tear down, and registration on-site at a training even in San Jose, CA.
- Assist with set up and tear down of expos.
- Create and maintain training event registration websites and provide attendance reports.
- Maintain budget and assist with logistics for National Training Recruiting events.
- Assist area manager with special projects and administrative tasks.
- Responsible for booking, setting up and managing webinars using Microsoft Live Meeting 2007.
- Create and maintain job aids and checklists for managing webinars.
- Provide contributions towards webinar promotions and arrange promotion logistics.
- Develop comprehensive webinar monthly attendance reports.
- Provide technical support to facilitators (instructors) and internal staff.
- Schedule, perform preparations and logistics, support instructors, and provide feedback for instructor teachbacks and trainings.
- Assist with booking Instructor-led Training events throughout the United States.

2009-2009

Grand Rapids Convention & Visitors Bureau | Grand Rapids, MI

MARKETING ASSISTANT

- Managed database of participants and drafted correspondence to encourage participation in Feel the Grand Rapids Beat promotion.
- Created a task scheduling grid for critical deadlines.
- Entered and organized 6,000 contacts in preparation for direct mail marketing to association leaders.
- Arranged a four-day tour itinerary for travel writers touring Grand Rapids which involved correspondence with travel writers and tour destination contacts.
- Organized and updated critical documents for the CVB 2009 WAVE Awards program.
- Created & sent memo to Grand Rapids area hotels regarding the CVB's new Way to go! map design in the 2009 Visitor Guide.
- Created and reorganized the structure of the CVB's photo library of over 4,000 photos.

2009-2009

Grand Rapids Convention & Visitors Bureau | Grand Rapids, MI

EVENT ASSISTANT

- Responsible for management, distribution, and printing of over 150 interchanging event signs for a five-day Religious Conference Management Association (RCMA) convention throughout several downtown locations, including: three hotels, the DeVos Place, and Van Andel Arena.
- Assisted with the Meeting Planner's Concierge desk and registration duties.

2007-2009

Association for Behavior Analysis International | Kalamazoo, MI

EVENT PLANNER

- Vendor Relations: Researched vendors, sent request for proposals, conducted vendor negotiations, and coordinated on-site logistics (Audio Visual, decorator, staffing, security, photographer, florist, shipping, DVD editing & duplication, Webcasting, and signage).
- Hotel Relations: Compiled rooming lists and arranged hotel event agenda, which included room setup needs and requirements for: electricity, networking, phones, amenities, and food and beverage.
- Technology: Performed testing on web-based custom software, maintained web updates, created an Access database for marketing contacts, developed Meta tags for event web pages, researched Webcasting vendors.
- Program Management: Managed program logistics in relation to invited speakers, poster presenters, exhibitors, program book assembly and publication, development of DVD/Webcast package pricing and shipping, execution of website updates.
- On-site Event Services Management