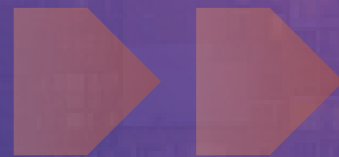


Dina's Event Planning

For JP Morgan



About Me

CORE CAPABILITIES

- End-to-end event delivery: concept → agenda → logistics → execution
- Strong B2B relationship management from years in finance & advisory roles
- Stakeholder engagement across multiple levels (analysts → MDs → external partners)
- Expertise in structured planning, data-driven decision-making & process improvement
- Vendor negotiation, budget oversight & compliance alignment
- Skilled across Excel, CRM systems, Cvent-style event tools & operational frameworks
- Experience coordinating multi-region workflows across EMEA-style teams

MY MISSION AND GOALS

I'm focused on delivering events that strengthen client confidence and support long-term growth. My mission is to translate strategy into experiences that feel clear, purposeful, and forward-looking. I aim to create moments that connect stakeholders, highlight JPMorgan's leadership, and move business goals into real outcomes through thoughtful planning and precise execution.

VALUES THAT DRIVE ME

I'm driven by integrity, clarity, and a commitment to meaningful impact. I value collaboration, disciplined execution, and building experiences that reflect the strength and standards of the firm. I believe in staying curious, thinking ahead, and creating work that supports colleagues, serves clients, and contributes to sustained, responsible growth.

Sustainability Event Example:



Flagship External Event (for clients, partners, industry)

Audience: CEOs, institutional investors, regulators, climate-tech founders.

Purpose: Position JPM as a leader in financing climate transition.

Features:

- Immersive keynote on climate risk and global capital flows
- Signature sustainability illusion demonstrating regeneration and resilience
- Launch of the JP Morgan Sustainability Mandate for new and scaling businesses
- Breakout sessions and a curated Deal Room connecting investors with climate-tech innovators

08:00 — Immersive Arrival Experience

Guests walk through a dynamic environmental installation. LED ripples reacting to footsteps, representing individual climate impact.

09:00 — Opening Keynote: “The Transition We Choose”

A powerful, cinematic opening video created from JPM research data visualised like a living map of climate risk + capital flows.

10:00 — THE MOMENT: Sustainability Illusion

Concept: Megan Swan to perform; cuts a long rope into pieces (representing deforestation) — visibly destroying it — but with one quick flourish, the ropes fuse back together into a single, seamless strand. Message: regeneration is possible when the right capital steps in. And a few more and the final reveal.

10:30 — Introducing the JP Morgan Sustainability Mandate

A strategic offer for new or scaling businesses to embed sustainability into their financing structures from day one.

11:00 — Breakout Tracks (3 Streams)

1. Green Capital & New Markets
2. Climate-Tech Innovation Lab
3. Risk & Regulation Roundtable

12:30 — Networking Lunch

Menu designed around regenerative ingredients + carbon-neutral suppliers.

14:00 — Stakeholder Power Panels

Moderated panels with Fortune 500 leaders, climate scientists, and impact investors.

15:30 — JPM “Deal Room for Good”

Invite-only sessions where investors meet vetted impact startups curated by JPM.

17:00 — Closing Experience: “The World We Create”

Lights dim, the room lights up with a projected Earth.

Participants’ actions from the day (pledges, commitments, interactions) appear in real time as glowing points.

Internal Employee Event (for intern, analysts, associates, VP, ED, MD)

Audience: JPM employees

Purpose: Empower staff with practical, role-focused sustainability habits and engage teams in driving firmwide environmental goals.

Features:

- Interactive footprint wall and opening sustainability talk
- Megan Swan micro-illusion to demonstrate collective impact
- Practical workshops tailored to daily roles and departments
- Team sustainability challenge and digital pledge wall

08:30 — Welcome & Interactive Footprint Wall

Employees tap their badges to reveal their personalised carbon footprint on a live digital wall and receive small prompts on how their department can reduce impact.

09:00 — Opening Talk: “Sustainability Starts With Us”

Short, energising intro from senior leadership on JPM’s sustainability commitments and how everyday employee actions support firmwide goals.

09:30 — Megan Swan Micro-Illusion: “Balance in Action”

She performs a short rope restoration + balance illusion to show how small actions, when combined, create stability and regeneration. Message: collective impact matters.

10:00 — Practical Workshops

1. Sustainable Habits at Work
2. ESG in Your Role
3. Green Office Innovation Lab

12:00 — Lunch & Networking

13:30 — Department Breakouts

Short sessions led by internal sustainability champions:

1. Operations: greener processes
2. Tech: cloud efficiency + low-energy workflows
3. HR: embedding sustainability in culture & onboarding
4. Analysts: integrating ESG lenses into research and reporting

15:00 — Team Sustainability Challenge

Teams complete a short challenge (e.g., designing a carbon-light workflow).

16:00 — Closing Reflection: “The Ripple Effect”

Employees write one sustainability pledge on a digital interface; the pledges animate on the screen as glowing ripples forming a collective pattern.

16:30 — Wrap-Up & Internal Impact Report Snapshot Live dashboard summarising the day’s engagement

DIVERSITY & INCLUSION EVENT EXAMPLE:



FLAGSHIP EXTERNAL EVENT

08:00 — Immersive Identity Walk-In Experience

Guests enter through a silhouette hallway where motion-triggered projections reveal words like “Innovation,” “Talent,” “Voice,” “Equity.” Symbolism: Every identity shapes global markets.

09:00 — Opening Keynote: “Inclusive Finance = Stronger Markets”

Attracts institutional partners wanting DE&I-aligned investment frameworks.

10:00 — “The Invisible Talent Pool” Illusion

The magician shuffles blank cards (representing overlooked talent). The cards reveal faces, industries, and innovations. Message: When visibility meets opportunity, talent multiplies.

- JPM tie-in: Introduction of the JPM “Inclusive Growth Capital Framework” for companies investing in diverse leadership.

10:20 — Launch of JPM’s Inclusive Growth Capital Framework

A strategic offer that embeds DE&I metrics into capital allocation models.

- Encourages clients to adopt inclusive investment structures → increases advisory, analytics, and financing opportunities for J.P. Morgan.

11:00 — Breakout Tracks (3 Parallel Labs)

1. Inclusive Leadership Lab
2. Capital & Equity Roundtable
3. Workforce Reinvention Workshop

12:30 — Networking Lunch

Diverse chefs curate dishes from underrepresented communities.

14:00 — Women in Leadership Power Panels

15:30 — “Deal Room for Equity”
Invite-only matchmaking sessions between:

- Diverse founders
- Impact investors
- Corporate venture teams
- JPM relationship managers

17:00 — Closing Experience: “The World We Lead”

Live visualisation of commitments made throughout the day.. inclusive hiring pledges, partnerships formed, founders funded, building a glowing “inclusion map” on screen.



INTERNAL EMPLOYEE EVENT

08:30 — Strength Spectrum Entry Portal

Employees walk through a personalised LED arch that highlights their strengths and role contributions.

09:00 — Welcome Talk: “Inclusion Starts With Every Voice”

A senior leader sets the tone: culture, belonging, talent mobility. Celebratory stories from different departments.

09:30 — Illusion: “The Unseen Potential”

Where blank tiles transform into a mosaic of diverse faces. When every voice is recognised, teams transform.

10:00 — Breakout Workshops

1. Inclusive Communication in Teams
 2. Career Mobility for Underrepresented Talent
 3. Leading With Empathy (VP+ version)
 4. Building Bias-Resilient Workflows
- Employees choose sessions based on role.

12:00 — Global Street Food Lunch Market

Stands run by local minority-owned vendors; each dish linked to a QR story.

13:30 — Department Dialogues

Small groups discuss how to embed inclusion into day-to-day work. Led by internal DE&I champions.

15:00 — The Culture Challenge

Teams complete a short, game-like challenge about inclusive decision-making. Winning team gets spotlighted in internal comms.

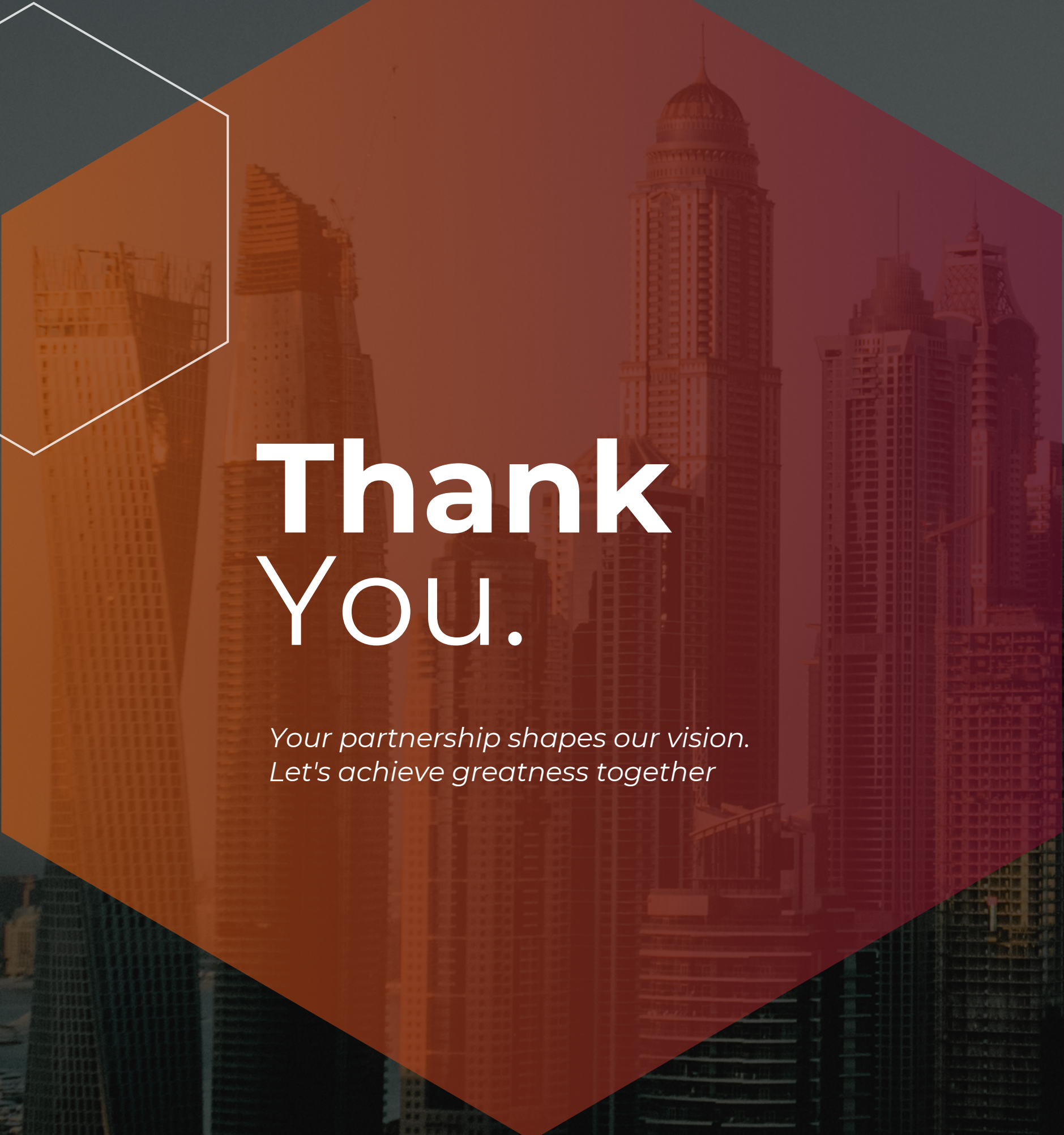
16:00 — Closing Moment: “The JPM Voices Wall”

Employees submit one statement about the kind of workplace they want to help build.

These animate into a digital collage displayed in the atrium.

7-Week Event Planning Calendar Example:





Thank You.

*Your partnership shapes our vision.
Let's achieve greatness together*

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