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Richard Chalmers

FREELANCE PRODUCER · TECHNICAL DIRECTOR · PRODUCTION MANAGER

> **Available for freelance bookings** — daily, weekly or fixed-term contract, on-site or remote. Contracting through my limited company, Event That Ltd (invoiced; no payroll set-up needed).

PROFILE

Senior producer and technical director with 25 years delivering live events across the UK, Europe, the Middle East and Asia Pacific, on both the agency and client side. Trained in theatre (BA Hons, Royal Central School of Speech & Drama) and commercially minded (MBA), I can pick up a project at any stage — pitch, planning, build or show — and run it from creative brief to reconciliation. Equally at home calling a show, managing a site crew or keeping a client calm. I also build event apps and AI-assisted workflows, so I can bring reporting and tech skills most freelancers can't.

WHAT YOU CAN BOOK ME FOR

Producer / Senior Producer
Full project ownership: budgets, suppliers, schedules, client management, on-site lead.

Technical Director
Staging, AV, lighting, rigging, show calling, timecode and automation, tech specs and supplier briefs.

Production Manager
Site and build management, CAD floor plans, crew scheduling, RAMS and venue liaison.

Event Strategy & Content
Concepts and pitch support, agendas, delegate journey, sponsor packages, ROI and cost-per-lead.

Event Apps & AI Tools
Event app set-up, custom-built tools, post-event reporting and data dashboards.

Cover & Overflow
Experienced senior pair of hands to step into a live project at short notice.

SELECTED CREDITS

London Blockchain Conference Bopper Media · 3 days · 7,000 attendees	Strategy, sponsor packages and speaker outreach through to creative and technical delivery; turned dense technical subjects into an engaging three-day programme. Cut production costs by 25%.
Lightseeker (musical) Resorts World Sentosa · 1,600-seat theatre	Senior Technical Manager bringing a new musical to life: automated scenery, performer flying, triggered effects and timecode-driven show control.
Halloween Horror Nights Universal Studios Singapore · 20,000+ guests daily	Ran the special events team delivering immersive mazes, shows and crowd flow, plus Easter and Christmas specials across the resort. Led a crew of 50+.
Corporate events & launches Jack Morton Worldwide, Singapore	Technical Director for KPMG, Standard Chartered, P&G and Rolls-Royce: turned creative concepts into safe, buildable, on-budget productions.
Multi-country meeting programmes Miller Tanner Associates · 51 countries	Investigator meeting series, advisory boards, C-level meetings and congresses, live and hybrid. Held an average 40% gross margin.
Roadshows, exhibitions & awards Agency and in-house · since 2000	Touring roadshows (including telecoms and multi-city series), developer conference booths and content (WeAreDevelopers), exhibition design for the V&A, and awards shows in almost every role.

EXPERIENCE

Project Manager, Life Sciences
May – Oct 2026

SpotMe · Remote, UK (EU event platform)

- Delivered EU events and webinars on the SpotMe platform: agendas, attendee email flows and post-event reporting.
- On my own initiative, built a tool that turns post-event metrics into presentation-ready infographics, and used AI to check agendas, email flows and copy accuracy.

Senior Events Producer / Team Lead
2020 – 2026

Bopper Media · London

- Produced conferences, exhibitions and events across the UK, Europe and the Middle East, including the flagship London Blockchain Conference.
- Owned sponsorship strategy, tiers and outreach, attendee and business email campaigns, and long-term community building.
- Value-engineered production to cut costs by 25%; measured ROI and cost per lead for every event.

Regional Company Director (Singapore)
2015 – 2020

Miller Tanner Associates · Singapore

- Opened and ran the APAC office for a US meetings agency; led live, virtual and hybrid delivery across 51 countries.
- Negotiated hotel and venue contracts (room blocks, meeting space, F&B); ran BEO and pre-con meetings; managed a regional supplier network.

Senior Technical Manager & Head of Special Events
2013 – 2015

Resorts World Sentosa & Universal Studios Singapore

- Technical lead on the Lightseeker theatre production, then set up and led the special events team (Halloween Horror Nights, seasonal specials, smaller resort shows).
- Responsible for crew of 50+, health and safety on public events of 20,000+, heavy machinery, staging and special effects. Reduced department costs by 6% in year one.

Technical Director
2012 – 2013

Jack Morton Worldwide · Singapore

- Technical lead on brand experiences and corporate events; final authority on build feasibility, safety and supplier delivery across APAC.

Events, Roadshows & Exhibitions
Jan 2006 – Feb 2012

Hawthorn · UK

- Event and touring roadshow production, including multi-city series; exhibition designer on a history of theatre exhibition for the V&A.

Earlier career
2000 – 2006

UK theatre · production and technical roles

PRODUCTION TOOLKIT

Show calling · Run of show & cue scripts · Timecode & automation · Staging, AV & lighting · Rigging & flying · AutoCAD · SketchUp fly-throughs · Adobe CC · RAMS & H&S · Budgets & reconciliation · Supplier & venue contracts · Crew management

EVENT TECH & AI

Event apps (SpotMe & others) · Registration & CRM · Salesforce · API integrations · Custom-built event tools · AI copy & content QA · Sentiment analysis · ROI / cost-per-lead reporting · Hybrid & virtual · GitHub · Discord communities

EVENT TYPES

Conferences & congresses · exhibitions & stands · awards · product launches · roadshows · investigator meetings · advisory boards & C-level meetings · live entertainment & theatre · theme-park events · hybrid & virtual

EDUCATION & TRAINING

MBA — University of the People, 2021
BA (Hons) Theatre Practice — Royal Central School of Speech & Drama, 2000
Level 5 Certificate in Event Planning · Contract Law Administration · Crisis Communication · GDPR · AI in Business · Team Leading (TQUK L2) · Former ABTT member; previously IPAF-certified