

HILARY SCHERER
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EXPERIENCE

Bank Policy Institute (formerly The Clearing House Association), New York, NY

June 2018-September 2023

Vice President and Director of Events

- Oversaw and managed all of BPI's internal company events and external client facing and c-suite level events including our General Counsel, Chief Risk Officer, Chief Financial Officer, and Chief Compliance officer forums. External client facing events ranged in size from 25-2500 people.
- Coordinated and executed The Clearing House + Bank Policy Institute's first Annual Conference, which is the largest event that BPI runs convening 1000 people in New York. The event is now in its 11th year.
- Managed and ran all logistics pre- and post- event for BPI's Fintech Ideas Festival, convening over 2000 exclusive CEO-level attendees, held for three days in San Francisco.
- Negotiated contracts for large scale events with over two-million-dollar budgets.
- Attended and assisted with company run and sponsored tradeshow including SIBOS with over 2000 attendees; provided speakers, sponsors, and attendees with information and assistance.
- Organized and monitored event timelines and budgets and ensure deadlines are met and costs are within budget.
- Secured high-level sponsorships for our larger events and managed the client relationships throughout the event process.
- Assisted with conference agenda development, securing sponsors, panelists, moderators, and keynote speakers for larger events.
- Arranged airline, flight, and ground transportation travel for both groups and individuals attending BPI events.
- Conducted research and site visits across New York City and Washington, DC to leverage relationships with local banquet halls, restaurants, and hotels.
- Set up internal meetings with executive staff to keep them up to date on all event-related activities and ensure an open line of communication.
- Prepared nametags, notebooks, registrations lists, seating cards, and all relevant materials for all meetings and events.
- Assisted with negotiations for space contracts, arranged food and beverage, order audio visual equipment, make travel arrangements, and ensure appropriate décor (florals, linens backdrops, etc.) to meet the quality expectations of BPI.
- Implemented important and effective marketing techniques and social media strategies to our member banks and partner law firms.

The Clearing House Association, Financial Services, New York, NY

June 2011-June 2018

Vice President, Event Planning and Management (August 2013-June 2018)

Assistant Vice President, Event Planning and Management (April 2012-August 2013)

Events Specialist (June 2011-April 2012)

- Managed between 30-40 annual client conferences, summits, meetings, dinners, and internal events for The Clearing House Association.
- Conducted The Clearing House's First Annual Conference now in its tenth consecutive year which convenes over 500 C-suite level executives and legal professionals.
- Oversaw all aspects of event production and development to ensure successful completion of conference and events including registration and attendee tracking, travel arrangements, hotel rooming lists, presentation materials, and pre- and post-event evaluations.
- Worked with hotels, restaurants, printers, designers, and all event vendors to conduct successful and orderly events for The Clearing House and The Clearing House Brand.

American Conference Institute, New York, NY

June 2009-June 2011

Event Coordinator

- Organized and prepared conference materials for events; arranged the Legal Marketing Association's Annual Conference for two consecutive years which included servicing over 1000 people.
- Coordinated audio/visual presentation materials, menus, room set-up, travel arrangements, speakers, and sponsors for all events.

Merrill Lynch, New York, NY

June 2007-August 2007, June 2008-August 2008

Meeting Planning Intern

- Coordinated company meetings, programs, and conferences throughout the country.
- Booked hotels, travel arrangements, restaurants and activities for company meetings and conferences.

EDUCATION

University of Michigan, Ann Arbor, MI

September 2005-May 2009

College of Literature, Science, and the Arts

Bachelor of Arts Degree

- **Honors:** Dean's List, The University of Michigan Honors

ACTIVITIES

American Cancer Society Hope Lodge Jerome L. Greene Family Center, New York, NY

June 2017-Ongoing

Volunteer/Event Coordinator

- Organized and ran 5000+ person fundraisers to raise money for the American Cancer society. This included managing all logistics pre-and-post event.
- Provide information about the New York City area including new restaurants, upcoming events and activities, tours, and shows to those living at Hope Lodge.

ADDITIONAL

- Proficient in Microsoft Word, Excel, PowerPoint, Outlook, SharePoint, Cvent, and Salesforce and skilled in various social media portals.