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## **NickersonPR hires Richards as managing director of event management**

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NickersonPR has added Carrie Richards as the managing director of event management. Richards brings over 10 years of experience in the event management industry to the rapidly growing NickersonPR team. In addition to overseeing event planning and execution, Richards will foster strategic partnerships with new clients, vendors and the community. Furthermore, her experience will benefit the expanding firm by offering additional services to the current client base.

For the past nine years, Richards served as the corporate event planner at Baker's Best, a Needham based catering company. At Baker's Best, Richards expanded her career in event management and simultaneously embraced her love of cooking. Throughout her career, Richards has planned hundreds of events for both corporate and non-profit clients ranging in size from a handful of guests to thousands attendees.

Notably, Richards was selected to plan private fundraisers for President Barack Obama's re-election campaign; to orchestrate the complete transformation of an airline hanger for a corporate holiday party; and to create celebrations for some of Boston's most prominent residents. As past president of the Culinary Guild of New England, Richards crafted a winning event proposal, sourced sponsors and led the Culinary Guild team to cook at the esteemed James Beard House in New York City.

"Carrie is a great addition to the event management team and the firm as a whole," said Lisa Nickerson, principal of NickersonPR. "I look forward to watching her lead and further develop the event management division as the Nickerson brand continues to evolve."

Richards prides herself on being actively involved in every step of planning an event, from brainstorming to day-of execution. Her experience has allowed her to perfect her skills in event planning, contract negotiation, site selection, communication skills, brand development and identity, market research and presentation skills.

"I am excited to further develop the event management division which will enable NickersonPR to become a more fully integrated people relations firm," said Richards. "As we continue to expand our clients will benefit from having all of their graphic, marketing and PR services available from the same team."

Richards is a member at large in International Special Events Society (ISES), and Les Dames d'Esoffier. She holds a patisserie certificate from Le Cordon Bleu in Portland, Oregon. Originally from Charlotte, NC, Richards graduated from Appalachian State University and now resides in Melrose, MA with her wife and their son, Thomas Henry. In her spare time, Richards enjoys cooking, running, reading and traveling.