



Alexander Shumovich

Partner of Eventum Premo

Topics for comments

Organization of events, New Year corporate parties, PR, small business, personnel management, marketing, experiential marketing

Short biography

Born in Riga in 1976, has been organizing business events in Russia and other countries for over 18 years.

In 2003, together with Alexei Berlov, he founded the company Eventum Premo. Since 2004, she has been teaching event management, conducting seminars on credit management and PR. Several thousand people from 50 regions of Russia, Kazakhstan, Ukraine and other countries took part in Alexander Shumovich's seminars.

During its work, the company has become one of the leading event-companies in Russia and the world. The company's portfolio includes many high-profile projects, including the APEC Business Council Meeting, St. Petersburg International Economic Forum, SAP Forum, Oriflame conferences and many others.

Publications

- In 2006, a book was published - "Magnificent Events. Technologies and Practice of Event Management", nominated for the Business Book of the Year award in the category "Best Book by Russian Author". The book has gone through 4 editions and was published in Ukraine.
- In 2008, together with the Sostav portal, he conducted research projects "Olympics as an Event" and "Octoberfest as Event".

- In 2009, the book “Mix, but do not shake: Recipes for organizing events” was published
- In 2016, the book “The Art of Organizing Events. Conversations of masters Bu and Shu”

Thanks to notable projects and publications, Alexander is one of the best-known representatives of the Russian event industry. He appears in the media as an author of articles and expert on such topics as entrepreneurship, small and medium-sized businesses, business services market in Russia and abroad, organization of events (including such as the Olympics, APEC, G8). He is also a regular speaker at major industry events, such as Event Congress in Yekaterinburg, Event Show of Vedomosti newspaper, etc.

Media appearances

- <http://www.youtube.com/watch?v=0TVrmAuPeR4>
- <http://www.youtube.com/watch?v=OJilGTyjwGk>
- <http://www.youtube.com/watch?v=FFUMawNV2ow>
- <http://www.profile.ru/article/kogda-rabota-%E2%80%94-prazdnik-71236>
- <http://event.ru/details/pravila-organizatsii-meropriyatiy-ot-event-guru-aleksandr-shumovich/>
- https://lenta.ru/articles/2017/01/30/digitalmarketing_china/
- <http://www.vedomosti.ru/management/articles/2015/10/14/612749-rabotodateli-zdorove>

Hobbies

He's a runner, a marathoner. Polyglot, speaks 5 languages. Loves traveling. Has climbed Gokyo Ri peak (5300, Everest massif). Entrepreneur in spirit, loves challenges and elegant solutions.

Social Media:

FB: <https://www.facebook.com/shumovich> (more than 3,300 subscribers)

Instagram: https://www.instagram.com/inside_eventumpremo/ (more than 850 subscribers)