

FRANZISKA EICHLER

Event & Project Management · Show Calling

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[LinkedIn Profile](#)

Focus: show calling, on-site coordination, and project management for corporate events, conferences, and award shows. 20 years of experience.

My strength: bringing clarity to complex processes and driving reliable execution, even when things need to move fast.

PROFESSIONAL SKILLS

Project & Event Management

From planning to on-site lead: budgets, vendors, contracts, hotels, logistics, attendee and VIP management.

Show Calling

Run-of-show and cue sheets, rehearsals, and show calling (DE/EN) for launches, award shows, and conferences.

AI in Project Work

AI-supported research, planning, documentation, and content creation; since 2026 I run my own workshops for creatives and project managers.

Operations & Tools

Process design and software implementation; fluent in German & English; Microsoft 365, Google Workspace, Asana.

PROFESSIONAL EXPERIENCE

Event & Project Manager · Show Caller (freelance)

2017 – Present

- Show direction, project lead or project management for corporate conferences, product launches, award shows, and large-scale live productions.
- Responsible for budgets, timelines, vendor management, and on-site direction — as part of a production team or with full end-to-end responsibility.

Booking Agent · Managing Partner (Extend Artist Agency GmbH)

2013 – 2017

- Co-founded and ran a global booking and event production agency: contracts, artist booking, event production and coordination, and logistics.

Project Manager (EM3 Inc., Richie Hawtin)

2007 – 2012

- Managed key business operations for techno icon Richie Hawtin, including contracts, finance, press & PR, tour production, own events, and international collaborations.

→ See Portfolio on pages 2 & 3 for full project history.

EDUCATION & CERTIFICATIONS

Bachelor Professional of Business (CCI)

Aug 2021

Change Management (IHK) Certification

May 2024

PSM I Scrum Master Certification

May 2020

AEVO Ausbilderschein

March 2024

EVENT & PROJECT MANAGEMENT

BYD Dolphin G Product Launch	REALIZE GmbH	May 2026
Garbicz Festival (Budget Admin)	Holzmarkt 25 EG	2024 & 2026
Conference Hotel Research	Nexus Deutschland GmbH	2023 – 2026
SAP Now AI Tour, Berlin	insglück Markeninszenierung GmbH	Feb – May 2025
SAP GTM Kick-Off CS+CSD 2025	insglück Markeninszenierung GmbH	Nov 2024 – Jan 2025
SAP Finance Innovation Day	insglück Markeninszenierung GmbH	Nov 2024
eBay Top Seller Event	insglück Markeninszenierung GmbH	Jul – Oct 2024
Subway DACH Convention	Wunderland GmbH	Oct 2023
100 Jahre, 100 Stunden THF Flughafen	We Are Makers GmbH	Aug – Oct 2023
Pure & Crafted Festival	flora&faunavisions GmbH	Jul 2023
25 Jahre GÖRG	Das Kartell GmbH	Jun 2023
Wenz Katalog Photoshoot HW23	Penkwitt Produktionsstudio	Jun 2023
TikTok #ForYouFest	Das Kartell GmbH	Mar – Apr 2023
Axel Springer Fest	Pacific Connects GmbH	Jun 2022
Charles Colby Photoshoot HW22	Penkwitt Produktionsstudio	May 2022
E.Go Product Launch	Easy Peasy Makers Club	May 2022
Pop-Kultur Festival	Musicboard Berlin GmbH	Mar – Sep 2022
Future Of Festivals	Easy Peasy Makers Club	Nov 2021
Flotte! Exhibition Stand	Vimcar GmbH	Sep 2021
Private Summer Party	Vimcar GmbH	Sep 2021
Head of Event Department	Fish Club GmbH	Jan – Mar 2020
IMA International Music Awards	Pacific Connects GmbH	Nov 2019
30 Years Fall Of Berlin Wall	be.safe.berlin	Nov 2019
ADE Cookery School & Conference Talks	Native Instruments GmbH	Sep – Oct 2019
VAI Campus Workshop	StudioNOW GmbH	Sep 2019
TOA Tech Open Air	Tech Open GmbH	Jun – Jul 2019
Time Warp Festival	Cosmopop GmbH	Apr 2019
Connect Festival	Awakenings & Cosmopop	Oct 2018
ADE Artist Meetings	Native Instruments GmbH	Sep – Oct 2018
Sonus Festival	Cosmopop GmbH	Aug 2018
Love Family Park	Cosmopop GmbH	Jul 2018
DJ Workshop	Native Instruments GmbH	May 2018
Time Warp Festival	Cosmopop GmbH	Apr 2018
Private Industry Dinners	Native Instruments GmbH	2017 / 2018
CNTRL: A College Campus Tour	EM3 Inc. (Richie Hawtin)	Feb – Apr 2015
Love Family Park	Cosmopop GmbH	Jul 2013
CNTRL: Beyond EDM (Bus Tour)	EM3 Inc. (Richie Hawtin)	Sep – Nov 2012
SAP Sapphire & TechEd	Astor Consulting	2011 / 2012
Skrillex: The Mothership Tour (EU Leg)	Sensory Sync LLC	Nov – Dec 2011
Plastikman Live (World Tour)	EM3 Inc. (Richie Hawtin)	2009 – 2011
CONTACT World Tour	Minus Multimedia GmbH	May – Dec 2008

SHOW DIRECTION

Lenovo Innovation World 2026	jn jangled nerves GmbH	Sep 2026
polisConvention 2026	JKR Events – Jens Krause	May 2026
Mercedes-Benz Product Forum 2026	JEFF Berlin GmbH	Mar 2026
Mit Vergnügungspark 2024	Mit Vergnügen GmbH	Oct 2024
Miele Partner Days 2024	Wunderland GmbH	May 2024
polisConvention 2024	JKR Events – Jens Krause	Apr 2024
APPLAUS 2023 Awards	We Are Makers GmbH	Oct 2023
100 Jahre, 100 Stunden THF Flughafen	We Are Makers GmbH	Aug – Oct 2023
Euronics Abendveranstaltung	We Are Makers GmbH	Feb 2023
APPLAUS 2022 Awards	Easy Peasy Makers Club	Nov 2022
BerlinPhotoWeek	zwzw.agency	Sep 2022
Zalando Summer Fest	zwzw.agency	Jul 2022
SIGNA Sports United – Tech Summit	zwzw.agency	Jun 2022
APPLAUS 2021 Awards (Live Stream)	Easy Peasy Makers Club	Jun 2021

OTHER EXPERIENCE (Selection)

AI Consulting for the creative industries	ai.franziskaeichler.de	since May 2026
Asana Implementation Lead	Native Instruments GmbH	Mar – Nov 2025
Campaign Manager	iZotope Inc.	Oct 2024 – Aug 2025
TRAKTOR Artist Relations Specialist	Native Instruments GmbH	May 2021 – Mar 2025
Managing Partner	Extend Artist Agency GmbH	Sep 2014 – Apr 2017
Booking Agent	EM3 Inc. (Richie Hawtin)	Nov 2013 – Apr 2017
Project Manager	EM3 Inc. (Richie Hawtin)	Apr 2007 – Apr 2011

PUBLIC SPEAKING

Workshop: AI for Creatives & Project Managers	Conscious Kiez, DE	Jun/Jul/Aug/Oct 2026
Roundtable Moderator (United We Stream)	Riverside Studios, DE	Mar 2021
Lectures “Diet & Nutrition” and “How The Mind Works”	LiftYourself Retreats, UK	Oct 2019
Lecture “On Feeling Healthy” pres. by Kickstarter & Shesaid.so	Factory Berlin, DE	Sep 2019
Publication “A Creative Person's Guide to Feeling Healthy”	The Creative Independent	Aug 2019
Panelist “Digitization & Mental Health”	The Venue Berlin, DE	Apr 2019
Panelist “Diversity and equality in music”	Take Note Conference, UK	Nov 2016
Panelist “Protect The Dance Floor”	Amsterdam Dance Event, NL	Oct 2016