

**FLOW DIRECTOR & SHOWCALLER**

# **FREYA BURBMAN**

**My playground**

Sequence control • Direction schedule • Flow coordination  
Advice & Support • Content creation • Planning & Execution

**Say hi!**

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# ABOUT ME

Born and raised in the heart of Cologne. While my 'Kölsch' dialect may not always be perfect, I am bilingual in both German and English

My career began in 2011, at a TV production company. I completed a two-year internship with various externships, including one at the Hamburg School of Journalism, focusing on dramaturgy, editing, and camera

Later, I worked as an editor for various TV formats, from creating treatments to final editing.

However, my fascination with event shows soon took precedence, so I decided to do a traditional apprenticeship as an event manager and then went on to get my event management qualification

As a freelancer, I worked as a stage manager for various show directors and as an event manager specialising in pitch and content creation, moving to showcalling of small events which included back-to-back formats for globally renowned companies such as VW and BMW. I learnt my craft from the ground up

Today, my comprehensive understanding of smooth on-stage operations, underlying project management and creative design allow me to take a holistic view in my work as an event director. I work with my clients from conception through to successful realization on-site

I believe this holistic view enables me to ensure that everything runs smoothly and to coordinate the various interfaces. Both technically and with the speakers on stage - because they need to feel comfortable to perform at their best and have confidence that we will implement the technical framework perfectly

Curious? Reach out, and let's make it happen!



# REFERENCES - EXTRACT

Liqui Moly	Business Achievement Celebration	2025 Live
Bayer	HV - general meeting	2025 Live
GroupM	Nextm – Technology conference	2025 Live
Daiichi Sankyo Europe GmbH	Kick-off event	2025 Live
VW	Leadership Forum	2025 Live
SAP	MEE	2025 Live
Novartis Deutschland	Kick-off event	2025 Live
REWE West	Kick-off event	2025 Live
Carglass	Roadshow	2024 Live
Allianz	Gala night	2024 Live
VW	Executive Forum	2024 Live
Strauss Deutschland	Opening- Alea Resort	2024 Live
Porsche	Porsche Golf Cup	2024 Live
SAP	Partner Summit	2024 Live
Vodafone	Kick-off event	2024 Live
Penny	Roadshow-Symposium	2024 Live
ALSO	Anniversary event format conception	2024
REWE	RETAIL MEDIA XPERIENCE	2024 Live

# REFERENCES - EXTRACT

Deka Bank	Roadshow-Symposium	2024 Live
Danone Deutschland	Kick-off conference	2022, 2023, 2024 Digital (Studio)
Bausparkasse Schwäbisch Hall	Roadshow Kick-off Conference	2024 Live
GroupM	Nextm – Technology conference	2021 Digital, 2023 & 2024 Live
BrandEx	Young Talent Award	2023 Live
KfW Bank	75 Years KfW	2023 Live
Allianz	Gala night	2023 Live
Meta	Company site opening	2023 Live
Deka Bank	The Future Conference - Deka NXT	2023 Live
Rewe Group	REWE RETAIL MEDIA XPERIENCE	2023 Live
Sonepar	Leadership Conference	2023 Live
prostep ivip Verein	prostep ivip symposium	2023, 2024 Live
Penny	Roadshow	2022 Live, 2024 Live
DB Netz	Kick-off event	2022 Live
Bayer	Innovation Forum	2021, 2022, 2023 Greenscreenproduction
KPMG	Kick-off event	2022 Digital (Studio)
Johnson&Johnson	Value based healthcare	2022 Hybrid
R+V Versicherungen	100 Years R+V	2022 Live