

## **About Us – dmg events**

dmg events is an international exhibitions and publishing company. We attract more than 425,000 visitors to our global portfolio of 80 exhibitions each year. Through our global events, our aim is simple. We want to accelerate business through face-to-face events, which is why we work so hard to bring people together, creating opportunities for them to network, learn and do business.

If you have personal flair and energy, a customer focused approach to business, are committed to excellence and are interested in creating a marketplace in which leading organizations can meet clients, and share innovative ideas for business and technology, then you might be the right candidate for dmg events.

## **Job Purpose**

As Head of Content, based in Calgary Canada, this senior role is an exciting opportunity to lead strategy and growth for highly influential major exhibitions and conferences in the energy sector.

Working as part of the global dmg energy team, which comprises of conferences, exhibitions and on-line products, you will be responsible for identifying and setting the short- and long-term strategic direction and delivery of business critical, relevant and compelling content across all of our products and support all marketing and PR messaging to help position these events.

## **Key Responsibilities**

You will take a team leadership position in all aspects of the strategy and execution of our conferences including commercial structure, setting location, identifying sponsors, partners, potential hosts, programme creation and development, on-site management and speaker liaison to ensure the successful smooth running of the conference and that exceptional service is delivered to our customers and clients.

## ***Strategy***

- You are responsible for mapping the energy market value chain and existing content to enable the business to fully analyse and strategically position including for the Global Energy Show and the current and future dmg energy events and products.
- You embrace change and are able to meld a high level of creativity with strategy on a daily basis to inspire both your internal team and external markets in a dynamic and ever-evolving energy marketplace.

## ***Business***

- You will help to assess and produce a full market and product positioning plan to establish a clear strategy to support our content positioning, audience retention/acquisition and product evolution.

## ***Content Strategy Development***

- You will provide a high value, current and differentiated programmes for major exhibitions including Canada's largest business-to-business event the Global Energy Show

- You will assist in targeting key industry stakeholders (IEC's, IOC's, NOC's, Ministers, Global Leaders) to positively influence them in regards to the value / positioning of assigned events and the value that dmg energy events provides energy stakeholders.
- In addition to the programming aspect of the role, you will contribute to build the profile of the portfolio through the creation of a regular blog, featured industry articles, interviews with industry key stakeholders, seek speaking or moderating opportunities to place dmg at the heart of the energy markets.

### ***Product, Team Development and Evolution***

- Continue to lead strategic change and evolution to new audiences through expansion into growing energy verticals.
- Content positioning and delivery are at the core of our overall exhibition strategy, you will ensure that the respective events' governing bodies are representative, in a geographic, experiential and sectorial basis across the complete energy value chain.
- You will propose and implement a clear structure and process to manage the governing body members, chairing and succession planning ensuring both continuity and the originality of the programmes

### ***Commercialisation of Content***

- You will establish uniquely curated content to help retain and attract new audiences/markets, this will establish a tangible value for our customers, enabling dmg to monetise the programmes through:
  - Delegate revenues
  - Sponsorship revenue opportunities
  - Monetisation of other developmental and launch programmes: Online, Round Tables VIP, Young Global Energy Show, Diversity & Inclusion

### ***Market & Customer Insight development and execution***

- Key account management and customer relationship development will play a substantial part in the strategy to growing and establishing Global Energy Show as the leading brand and event.
- As part of the overall dmg North American account management strategy you will play an instrumental role in developing current and prospective customer insights and relationships; including Governmental, Utility Leaders, Procurement, Up-stream, Legal, Financial, IT

### ***Product & Event Management***

- Liaising with Conference Chairman and Governing Body members as well as ensuring that these advisory groups remain fresh and relevant.
- Setup meetings to determine conference theme, topics, session chairs and speakers.
- Ongoing liaison with advisory boards for production of programme – from initial meeting to full programme development and delivery.

### **You'll have....**

- A minimum of 6 years' experience in producing conferences, with some of that experience within the energy, resource or government policy conference arena
- 6+ years of experience in a senior management capacity
- Flawless writing and editing/language skills in English, other languages would be an asset

- Excellent attention to detail
  - Confidence in dealing with 'C-Level' executives in person or on the phone
  - A Willingness to travel, often long-haul, from time to time
  - Quick to understand and pick up new pitches/concepts
  - Experience in a marketing environment, including developed copywriting skills and ideally web and visual design skills
  - Strong knowledge of MS Office Suite, especially MS Word, Outlook and Excel
  - Familiarity with SalesForce would be an advantage
- Experience working in international and/or larger, longer-cycle conferences preferred

### **You'll Be...**

- A Strong leader with a collaborative approach to management
- Excellent at networking and information gathering abilities
- A self-starter, deadline- and results-oriented
- A Team player with excellent interpersonal skills
- Engaging, professional, and have a diplomatic demeanour
- An excellent communicator (spoken, written, listening)
- An Analytical and critical thinker with an ability to break down complex concepts, make logical comparisons, and identify underlying patterns and connections
- Able to rapidly develop in-depth technical knowledge on diverse topics and an understanding of key commercial drivers underlying your products
- Strong on time management and prioritization skills
- Excellently organised and have strong multi-tasking abilities
- Self-motivated and able to work both independently and as part of a team
- Creative and resourceful with an innovative approach

Interested candidates may email [daisykrais@dmgevents.com](mailto:daisykrais@dmgevents.com) with their cover letter and resume.