



Job Posting

About the CFPC

Representing more than 40,000 members across the country, the College of Family Physicians of Canada (CFPC) is the professional organization responsible for establishing standards for the training, certification and lifelong education of family physicians and for advocating on behalf of the specialty of family medicine, family physicians and their patients. The CFPC accredits postgraduate family medicine training in Canada's 17 medical schools.

Our Mission: Leading family medicine to improve the health of all people in Canada—by setting standards for education, certifying and supporting family physicians, championing advocacy and research, and honouring the patient-physician relationship as being core to our profession.

Our Vision: Leading family medicine. Improving lives.

Our Values: Caring; Learning; Collaboration; Responsiveness; Respect; Integrity; and Commitment to excellence.

We are recruiting for a Family Medicine Forum Coordinator – Exhibits Lead

Posting #:	2021-31
Department:	Conferences & Events
Division:	Corporate Services
Reports to:	Manager, Family Medicine Forum
Classification:	Support Staff
Job Family:	Professional/Knowledge Worker
Status:	Permanent
*FTE:	1.0
Level:	4

Summary:

This position will support the Manager, FMF in the preparation and execution of the CFPC's annual conference Family Medicine Forum (FMF). The ideal candidate should be an enthusiastic team member who is willing to work on many aspects of the conference including exhibit sales, client acquisition, retention, customer service and administrative tasks as required.

Responsibilities:

Essential duties include:

- Build relationships, solicit business and be the lead contact with all exhibitors, sponsors, and prospects
- Develop prospect lists of new exhibitors through research, market survey and similar organizations
- Monitor and maintain accurate master list of leads in accordance with any CFPC policies
- Actively market and sell exhibit space, ads, and sponsorships to generate revenue for FMF
- Coordinate booth reservations and guide clients through the pre- and post-exhibit experience
- Prepare monthly e-blasts to prospects and exhibitors in consultation with the FMF Coordinator - Marketing Lead
- Maintain records of sales and revenue and provide company information to accounting upon creation
- Supply invoicing information to accounting using internal accounting templates in a timely manner
- Review all contract categories with FMF manager and submit through proper CFPC channels
- Follow-up with exhibitors on payments and assist with collections as required
- Adhere and uphold all PCI compliance and additional CFPC compliance standards
- Maintain exhibitor history including databases, mailing lists and files
- Update the Exhibit Hall Governing Policies and Sponsor document for annual FMFC review
- Annual updates of the Prospectus, Application, and Policies & Guidelines
- Collect, proof, compile and prepare booth descriptions for guides and promotions,
- Prepare and set up online Exhibitor Survey well in advance for distribution during FMF
- Coordinate exhibit wrap-up including thank-you package and settlement of outstanding accounts
- Support and fulfill sponsor deliverables and prepare sponsor specific final reports as needed
- Contribute to the goals of excellence in service delivery for the Conferences & Events Team
- Attend meetings as required, contribute, and provide feedback and solutions

For In-person Events:

- Liaise with contractors and suppliers to create and maintain pre-event and onsite set up schedule
- Gather, review, evaluate and post all supplier forms on the website, collect, and follow up
- Supply initial list and ongoing exhibitor updates on a weekly basis to required suppliers
- Prepare onsite exhibitors' information kit; and oversee material distribution onsite
- Prepare digital or print daily communications for all exhibitors to build connections each morning
- Work with the FMF Manager as floor manager to ensure smooth running of the Exhibit Hall
- Train additional support staff for exhibit hall floor management
- Take inventory and store exhibit and other conference materials (post conference)

- Create and manage exhibit hall floor plans and assign booth assignments on floor plan

For Virtual Events:

- Oversee the creation of the virtual exhibit hall and sponsor deliverables within the virtual platform
- Provide training for exhibitors, in a group and individualized to maximize their virtual experience
- Prepare digital daily communications for all exhibitors to build connections each morning

Related Duties:

- Ensure effective and professional communications with all internal/external contacts
- Develop and maintain collaborative relationships at all levels of the organization
- Work in accordance with all CFPC policies, procedures and processes, and all applicable legislation
- Work in accordance with all health and safety requirements
- Demonstrate behaviours aligned with the CFPC Values
- Demonstrate competencies aligned with the CFPC Competency Framework
- Contribute to delivering on the overall work plan of the department and strategic goals of the CFPC
- Participate on special projects as required
- Participate on internal staff committees or working groups as required
- Assist with the onboarding of new team members as required
- Support the team and collaborate with colleagues to ensure department needs are met including absence coverage and cross-training as required

Requirements:

- College diploma, preferably in conference and event planning
- Minimum 3 years of experience in events, preferably with exhibit sales experience
- Above average organizational abilities, attention to detail and ability to multi-task
- Able to cope with pressure, meet deadlines, self-direct and work independently
- Above average knowledge of Microsoft Office software (Word, Excel, and Outlook)
- Experience with maintaining an Excel database
- Ability to learn new applications
- An enthusiastic team player who is keen to learn new skills
- Excellent interpersonal customer service skills
- Basic accounting knowledge
- Superior verbal and written communication skills, with ability to express ideas and opinions clearly and effectively in English; French is an asset

Working Conditions:

- Open concept office environment
- Travel is required during FMF
- Willingness to work overtime hours, if required and approved, leading up to and including FMF
- 8:00 a.m. – 4:00 p.m. or 8:30 a.m. – 4:30 p.m. or 9:00 a.m. – 5:00 p.m. Monday to Friday

If you share our passion, and are committed to living our CFPC Values

please submit a cover letter and your résumé referencing the posting #2021-31 to: careers@cfpc.ca

Important Note: On April 9, 2021, our Executive Team approved our interim relocation guidelines and advised that while we are in Phase 1 of our Return to Office pandemic plan, all employees will continue to work remotely. We are in the process of examining our future New Way of Working model, including the possibility of a fully remote or hybrid remote workplace. Until that decision has been made, and otherwise communicated, our head office continues to be 2630 Skymark Avenue in Mississauga, Ontario. Except for identified senior-level positions, all new employees and internal employees who apply for new positions will be expected to commute to our office in Mississauga at their own expense if required to do so.

The CFPC is committed to fostering a healthy and positive work environment. In accordance with the Accessibility for Ontarians with Disabilities Act, 2005 and the Ontario Human Rights Code, The CFPC encourages applications from all qualified candidates and will accommodate applicants' needs throughout all stages of the recruitment and selection process. If selected to participate in the recruitment and selection process, please inform Human Resources of any accommodation(s) that you may require to ensure your equal participation.

We thank all those who apply but only those selected for further consideration will be contacted.

**Full-Time Equivalent*

