



## Senior Commercial Producer – Content

### Job Purpose

The Senior Commercial Producer – Content’s responsibility is to deliver all aspects of assigned projects, as the lead owner of content, the product, and relationships within the industry, including all aspects of the programme lifecycle. Vital to success is managing commercial success through delegate sales management, relationship management with key industry bellwethers, sponsors, influencers, CEO’s and ministers. Equally important will be fostering strong internal customer relationships with sales, marketing, operations departments and also showcasing your strong leadership and enthusiasm mentoring fellow colleagues towards our mission of producing meaningful and successful world class events.

The role requires someone who thrives on being challenged with an appetite to be stretched as each event edition requires a comprehensive review of the conference content and structure of the programme to anticipate and ensure the conference is aligned to, and reflects, the rapidly changing industry trends across the sector. Vital to success is a commitment to production of content that is both relevant and attractive commercially to delegates, sponsors and helps to bring a quality audience to the exposition.

### Typical Responsibilities

#### Conference Production

- Liaising with Conference Chair/s and Governing Body members
- Organising and running Governing Body meetings to determine conference themes, topics, session chairs, and speakers
- Conducting telephone and in-person research with potential attendees in the target market to develop programme agendas
- Leading sales calls and meetings with existing and potential clients for conference sponsor or delegate
- Ensuring that the conference agenda is at the highest level of commercial viability for both sponsorship and delegate sales
- Recruiting highly esteemed leading experts, industry representatives, regulators, government representatives, and other relevant speakers to your programme faculty
- Researching and providing strategic information required to market and sell conferences to the marketing and sales functions

- Attending conferences to promote the conference, gather market intelligence, and to network with potential speakers and delegates to establish and maintain relationships pre- and post- conference

### **Conference – commercial**

- Oversee commercial strategy for delegate sales on assigned conferences, manage sales resources, and lead commercial discussion with key industry and C-level influences
- Work closely with Content Director to develop event strategy and conference programming that is relevant to industry and meaningful
- Preparing and sending weekly / monthly reports, as appropriate
- Working closely with the operations team to ensure delivery of a first-class onsite conference experience for attendees

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

- Excellent networking and information gathering abilities
- Engaging, professional, and diplomatic demeanour
- Comfortable conducting regular phone calls, video/zoom calls and face-to-face meetings with industry figures
- Strong teamwork skills to ensure the efficient running of the event team across content, marketing, sales and operations
- Self-Disciplined and able to work both independently and as part of a team
- Problem solver with the ability to break down complex concepts, make logical comparisons, and identify underlying patterns and connections
- Agile learner with the ability to develop in-depth technical knowledge on diverse topics and an understanding of key commercial drivers underlying your products

### **You'll be...**

- You will be passionate, dedicated, and knowledgeable about developing smart, profitable, and industry-leading conferences and have proven and comprehensive experience of applying efficient and effective processes to your own successful conference portfolio.
- You will demonstrate the ability to simultaneously manage a portfolio of international event products
- You will show how you are able to create leading-edge marketing and sales campaigns

### **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 dmgevents.

Interested candidates can submit an application here:

<https://www.dmgevents.com/jobapplication/?hashcode=dmgevents&id=3698125>