

Job Description

1. JOB DETAILS:

Job Title:	Event Director
Reports to:	Senior Vice President - Canada
Department:	Management

2. JOB PURPOSE: Summarize job role

The Event Director will report to the Senior Vice President and will work closely with the Sales, Operations, Conference and Marketing teams to organize, coordinate, and manage upcoming events.

You will be responsible for all aspects of your assigned events, so the ideal candidate will be both analytical and creative and have the ability to successfully deliver against multiple projects throughout the year – efficiently and effectively following a plan to meet targets and ensure a great customer experience. You are an ambitious yet sociable individual who wants to grow in a role alongside an energetic, entrepreneurial, and vibrant team.

- Create and drive the vision for the events, including developing show themes, exhibition, features, promotions, advertising and sponsorship opportunities.
- In conjunction with Operations, Marketing, Sales and Finance develop event budgets, monthly forecasts, P & L's, and maintain financial controls.
- Develop and monitor show business plans to ensure alignment with the business vision.
- Promote consistent communications with departments and ensure consistent practices across the group and broader business.
- Establish relationships throughout the industry in order to become aware of new business opportunities and maintain and develop governmental and ministerial relationships.
- Keep abreast of current sales practices in industry and make recommendations based on gained knowledge.
- Manage exhibitor communications and relationships, including conflict resolution and difficult account receivables situations.
- Manage floor plans, while looking for ways to improve floor plan yield and improve traffic flow.
- Actively participate in the sale of stakeholder packages, sponsorship, advertising, and exhibit space.
- Be knowledgeable in all aspects of the energy industry.
- Meet regularly (face to face) with key service & supply companies and energy producers to improve relationships between our events and our customers.
- Develop, analyze and interpret significant developments and/or trends in the energy industry and initiate change when necessary.
- Act as the media spokesperson for the events, this becoming the 'face' of the events.
- Participate in outside events that will promote the company as a critical member of the industry and community.
- Visit related exhibitions in order to make contact with current clients and develop relations with potential clients.
- Conduct regular project meetings with event team to ensure all departments are following critical paths, budgets, and up to date on each event.
- Communicate and manage dmG events customer care philosophy and programs internally and to clients and prospects.

- Assist in providing ongoing training and familiarization of staff with dmG events' standard policies, practices, services, and use of research data

3. KEY ACCOUNTABILITIES: Specify the output required from the job. Identify not more than 8 Key Accountabilities & their performance indicators. NB-Focus on outcomes not tasks

Description	Performance Indicators
Event Strategy	
<ul style="list-style-type: none"> • Creating short to long term strategic direction and vision for our events (exhibition and conference). Responsible for developing the events themes, features, promotions, and revenue earning opportunities. • With department heads, create clear event plan, approved by SVP Energy, in line with the overall event vision • Developing and monitoring event plan to ensure alignment with the business vision. • Building and developing key stakeholder relationships. • Maximising revenues and commercial opportunities through the positioning of the event. • Being responsible for the entire event process including the preparation/development of event budgets, sales strategies, business plans, critical paths, profit and losses, and maintaining financial controls. 	<ul style="list-style-type: none"> • Measures: Deliver event in line with event plan •
Sales	
<ul style="list-style-type: none"> • Delivering on the overall event sales revenues (Exhibition / Sponsorship / Delegate) and key account management. • Working with Sales Director to draw up a comprehensive Sales Plan to ensure Exhibition and Sponsorship sales team are working effectively to deliver maximum revenue growth in line with event vision, covering team structure, resource allocation, focus, exprom plan, KPIs, performance. • Build relationships with key accounts and co-hosts • Oversee delivery of the Sales Plan with Sales Director • Working with SVP and Director of Content to draw up a comprehensive Delegate Sales Plan to ensure revenue growth in line with event vision 	<ul style="list-style-type: none"> • Measure: Design and implement a strategy in conjunction with the Director of DS, marketing, content and data team to ensure that commercial activity and sales campaigns can succeed to budgets. •

<ul style="list-style-type: none"> • Manage and grow agent network 	
Industry	
<ul style="list-style-type: none"> • Establishing relationships throughout the industry and governments in order to ensure the vision of the events are relevant to the markets they serve. • Developing, analysing and interpreting significant developments and/or trends in the industry and initiating changes when necessary. • Participating in outside events that will promote the company as a critical member of the industry and community. • Visiting competitive events in order to make contact with current clients and developing relations with potential clients. 	<ul style="list-style-type: none"> • Measures: Build industry network and knowledge to ensure event maintains its position as market leader and hits growth targets
People/Talent	
<ul style="list-style-type: none"> • Build, manage and motivate a high-performance team to drive the event's growth. • Ensure that the overall sales team has appropriate current and future talent in place and that comprehensive training, development, and succession plans are implemented. 	<ul style="list-style-type: none"> • Measure:
People Management	
<ul style="list-style-type: none"> ▪ Promoting consistent communications with departments and being knowledgeable about each aspect of the event including theme, exhibition, conference and operations. ▪ Ensuring post-event meetings for each event are held and create a list of objectives and improvements for future events and ensuring those improvements are implemented. ▪ Ensuring company processes are aligned and optimised to ensure the successful delivery and performance of our events. 	<ul style="list-style-type: none"> ▪ Measure: Ensure departments work smoothly together and implement clear improvement plans for each edition
Marketing, Production, Operations	
<ul style="list-style-type: none"> • Working with heads of department and event leads to produce plan, approved by SVP Energy, designed to deliver the event vision • With head of department, ensure execution of plan is delivered on time and is consistent with the event vision • Oversee budget and ensure costs are controlled and managed effectively, including focus on cost savings 	<ul style="list-style-type: none"> ▪ Measure: Design and implement a strategy in conjunction with Marketing and Data team to ensure attendee goals are met or exceeded ▪ ▪
P&L	

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| <ul style="list-style-type: none"> • Overall responsibility for the event P&L ensuring budgeted revenue and profit are exceeded and quarterly forecasts are delivered accurately | <ul style="list-style-type: none"> ▪ Measure: Hitting Revenue and Profit numbers based on year end management accounts |
| <ul style="list-style-type: none"> ▪ Additional duties not listed may also need to be carried out. | |

4. JOB CONTEXT: Define organisational policy and other factors that have a critical impact on the job

Working in close liaison with the SVP – Canada, the Event Director will be responsible for all aspects of the event including the identification and selection of prospective hosts, locating the venue for the event, building relationships and liaison with Key stakeholders, event positioning, the creation of and implementation of the overall event plan in consultation with functional team managers (sales / marketing/ database / content / operations / digital) , budgeting (revenue / cost forecasts) and the financial performance of the event to ensure exceptional value is delivered to our key stakeholders, customers and clients.

The Event Director will be a highly experienced and influential individual with proven event director experience and business development skills, which will ensure the continued growth of assigned leading events.

Significant experience and a track record of success relating to the organisation and management of both large-scale international conferences and exhibitions and multi-disciplinary teams / projects are important pre-requisites of the role.

This is a highly challenging and varied international role that will demand intellectual autonomy, creativity, and an ability to think beyond the standard commercial exhibition / conference event.

5. QUALIFICATIONS, EXPERIENCE, & SKILLS:

- Experience working in domestic and/or international exhibitions / conferences.
- Significant large-scale exhibition and conference organising experience.
- A keen understanding of the Energy sector and the ability to build events / features around the key issues.
- A proven ability to position the exhibition and conference that attracts significant stakeholder interest.
- Knowledge and experience of Profit & Loss responsibility is desirable.
- High level of organisation skills, both personally and on a team basis.
- Ability to work under pressure with minimal supervision.
- A high attention to detail.
- A creative approach to dealing with day-to-day issues.
- Excellent communication skills required as the post involves liaising with a range of professionals including major clients, sponsors, participants, sub-contractors, suppliers and in-house management.
- Excellent networking and information gathering abilities.
- Good customer care attitude and skills.
- Excellent presentation skills.
- Advanced Microsoft Office skills essential and a familiarity with software such as Salesforce would be an advantage.

Communication and Working Relationships

- Working closely with SVP Energy to ensure the event vision is in line with the needs of the business
- Working closely with department heads to ensure the delivery of the event vision
- Encourage collaboration across departments
- Developing relationships internally across the Energy team and externally with contacts throughout the world in order to build existing and new conferences.
- Maintaining close links with senior management to ensure that they are constantly aware of the status of your events and to prepare and send weekly / monthly reports as appropriate.

Personal Attributes

- Engaging, professional, and diplomatic demeanour.
- Superior oral and written communications skills.
- Strong analytical and critical thinking skills with an ability to break down complex concepts, make logical comparisons, and identify underlying patterns and connections.
- Conceptual ability to rapidly develop in-depth technical knowledge on diverse topics and an understanding of key commercial drivers underlying your products.
- Time and priority management skills necessary to complete work within established timeframes.
- Excellent organisational skills and multi-tasking abilities.
- Deadline- and results-oriented.
- A positive, proactive, mature, flexible attitude, including initiative and common sense, with a willingness to work both independently and as part of a team.
- Enthusiastic with a strong desire to succeed.
- Ability to analyse ideas from a commercial perspective.
- Strong attention to detail.
- Creativity, resourcefulness, and an innovative approach.
- A willingness to travel around six to eight times a year – often outside of Europe and at short notice – will be essential.
- A degree of flexibility over working hours, but particularly important when onsite for events.

If interested, please email your resume to evepage@dmgevents.com