

Conference Producer

Reporting to Head of Content/Production
Job Specification

Purpose of the Job

- To provide key industry Sectors with business-to-business information through the forum of conferences
- To develop a breadth of understanding within specific industry of strategic and commercial issues through speaking to industry representatives, reading trade journals and press releases and web-based research
- To develop ideas into quality two day on –target revenue generating events
- To deliver a full or half day interactive workshop on a complimentary subject to the conference
- To pass leads/ideas to Telesales, Marketing, Sponsorship, and other Producers within your team

Key Tasks

- To research, write & produce a minimum of 9 business conferences per annum
- To produce each event to the highest quality possible within 27 days, working to the specifications outlined and adhering to the requirements of the production schedule (see separate details)
- To produce a minimum of one workshop in association with each conference, detailing a subject introduced in the main event (a minimum of 9 workshops must be produced per annum)
- To set up and carry through at least two meetings with industry/military personnel per event
- To invite a minimum of 80 potential speakers per event (all invitees must be relevant and have received written details of the conference)
- To ensure data is requested and received from all speakers and workshop leaders and added to the SMi database daily
- To secure 16 speakers and 2 chairs and be in receipt of their confirmation forms by the end of the 27-day production cycle
- To ensure deadlines are met and production targets achieved and exceeded
- To keep the Content Manager fully informed and aware of the progress of each conference and any problems
- To maximise event profitability (not paying speakers fees, keeping speakers' expenses to a minimum)
- To work with Sponsorship, passing on leads and suggesting potential sponsors and finally following up any leads passed on
- To work with Telesales, passing on leads and, where necessary, researching additional leads
- To work with Marketing, checking all marketing material relevant to your conferences, advising them on how best to attract potential delegates, making suggestions of associations, societies, and journals suitable for external marketing activity. Provide a mid-production marketing brief to add any developments or refinements to the initial research brief
- To add additional value to the conference programme wherever possible
- To complete all aspects of conference administration (confirmation faxes, expense forms, guest place forms and handovers) accurately and on time
- To ensure the conference information is displayed on the web site and that the material is correct and up to date
- To ensure replacement speakers are found for existing conference programmes and that Marketing, Telesales, Sponsorship, the Conference Executive, Client Services and Website Support are aware of the changes
- To contribute to the list competition
- To attend and open conferences, bringing workshops and future events to the attention of speakers and delegates
- To network with speakers and delegates to get new ideas for conferences, feedback, and secure speakers for future events

- Maintain confidentiality
- Related duties as required

Key Requirements

- The ability to assimilate information quickly and effectively
- A tenacious and enthusiastic approach
- Good time management capabilities and a can-do approach
- A commercial outlook on industry
- The ability to deal with senior ranking directors and public sector individuals on a one-to-one basis whether face to face or by telephone
- Excellent one to one communication and team skills
- Knowledge of Microsoft Word, Access, and Outlook

Monitoring Progress

- Progress will be monitored daily and reported to the team in weekly Sector meetings
- All producers will have monthly appraisals with their Content Manager during their 4-month probationary period, followed by quarterly appraisals following signage of a permanent contract

To be considered:

- The quality and timeliness of each completed conference
- Adherence to the requirements of the Production Schedule
- Adherence to the criteria laid out by the research brief
- Call rates
- The revenue generated by each conference produced
- Pulled and cancelled conferences unless entirely due to external factors
- Attitude, enthusiasm, and contribution to the team

The above is not an exhaustive list of duties and you will be expected to perform different tasks as necessitated by your changing role within the organisation and the overall business objectives of the organisation.

Job description approved by:

Yasmin Alsadoon 9th March 2022
 ***Date:***

Employee Signed:

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Employer Signed:

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