Job Description – Event Director

McDonald Butler Associates (MBA), a fully integrated B2B marketing agency in London is looking for a creative, outgoing, results-driven, and commercially astute Event Director who wants to thrive and flourish in the Technology sector and play a pivotal part in the ambitions of the agency.

As our Event Director you will be accountable for the growth, development and management of MBA’s event department. This includes full accountability for event sales, event services, event campaign, event performance and event profitability, whilst also maintaining a high level of client and team satisfaction.

As an expert in the B2B events industry, you should have an excellent understanding of the role and value of events in supporting lead generation, nurture and sales enablement programmes. Your awareness, knowledge and insight of the latest event trends and innovations will be critical to success, alongside your recommendations on how these factors could impact or improve client programmes and the MBA event department offering.

The role also encompasses a strong people/team management capability, involving the line management of Event Managers, Event Executives and Delegate Managers.

Key Responsibilities:

Business Management and Strategy

- To take integral responsibility for defining and developing the MBA Event department growth plan for strengthening sales and services and client excellence – including identification of key commercial objectives, strategy, tactics, potential risks, industry opportunities and measureable KPIs.
- To drive the MBA Event strategy and take lead responsibility for the retention and growth of client account(s) to reach quarterly and annual revenue and margin targets
- To uphold accurate and regular tracking, trend identification and trimming of department model to drive greater efficiencies, smarter working practices and effective resource allocation
- To produce and monitor financial forecasting, billing and processes, including firm control of department spend and reconciliation
- Ensure adherence to all company payment procedures
- Review pricing policies and suggest ideas that drive higher revenue

Sales and Relationships

- Take the lead role in developing a new MBA events value-proposition showcasing our suite of event services, pricing model and competitive advantage. Suggest new ideas and technical innovations that improve the proposition.
- Create a new suite of sales tools to help sell the proposition – video showreels, credentials, case studies, website page, blogs, social content etc
- Work alongside MBA’s Sales Director to market and present our new proposition to prospects and customers to generate interest and new business opportunities. This includes the development and launch of an engaging lead generation campaign in 2015.
- Take a lead role in presenting our new event credentials in a confident, clear and persuasive way, and advise on how aspects of MBA’s integrated proposition (including digital, social and content) can be deployed alongside events to achieve clients’ business objectives
- Take the lead in event-related RFP and pitch opportunities (with support from key MBA colleagues)
- Participate in annual/ bi-annual procurement, client and campaign reviews (when required)
- Build strong working relationships with key client contacts at a senior and strategic level to earn more about their event needs and challenges, gaining mutual trust and respect
- Develop mutually beneficial relationships with complimentary partners in UK, EMEA and the USA to offer a wider range of
event services

- Lead our network and relationships with hotels and unique venues across London and the major UK cities, have well-tested experience with Speaker Bureaus, DMCs, AV, staging, entertainment, caters etc
- Able to negotiate discounted rates with key suppliers to improve campaign margins, and teach this discipline to the events team
- Network regularly at industry events and associations

**Team Direction and Efficiency**

- Oversee the direction and management of your event team as they deliver event campaigns, ensuring they deliver on brief, budget, deadlines, and to the highest quality
- Proactively look for new/smarter ways to improve department processes and procedures to deliver a faster, more efficient service to clients
- Ensure all event documents and paperwork is accurate and in place, including event running order, delivery schedules, staff briefing sheets, speaker briefing sheets etc
- Coach, mentor and lead your team with clear direction and focus on their roles and responsibilities set to achieve the MBA event business plan and associated targets and metrics
- Show a driven, hands-on management style that guides event best practice, raises account team performance and upholds the general vitality of the agency/client relationship
- Communicate regularly with the team keep them updated on strategic and tactical department news, developments and results (advisable weekly or fortnightly team meetings)
- Consistently affirm team worth (where deserved) and proactively train team skills, knowledge and confidence – helping where necessary but allowing them freedom to develop and achieve success
- Empower team synergy and positive team spirit to ensure your team feels supported, and ensure all challenges or conflict is dealt with in a positive manner with minimum fuss
- Consistently demonstrate tact, diplomacy, maturity and professionalism in relating and interacting with your team at all levels
- Be accountable for the team, complying with all internal processes to ensure quality standards and service propositions are being met
- Interviewing and hiring of new event team members as required, or freelancer/temp staff during peak periods
- Review and track workload capacity, assisting the team as required
- Create team performance plans and manage the MBA review and appraisal process. Carry out disciplinary procedures in relation to poor performance when needed.

**Other elements to the role**

- Risk management and environmental policy implementation/support with Operations Director
- Be accountable to the board of directors that all actions of the team are done in good faith and with the core company values in-mind.
- Participation in leadership, people management and performance management courses/training
- Participate in, and report to, to the MBA senior management team, providing regular input on all account-related activity on a monthly basis

**Key Experience and Skills**

- 7+ years successful event management experience, planning and running mid-large B2B corporate events – conferences, breakfast briefings, VIP dinners, exhibitions, roadshows
- 7+ years successful delegate management experience with a proven record in registration management and registration confirmation processes
- Excellent understanding of event marketing and audience engagement with C'Level, LOB and IT decision makers. Ideally using integrated comms involving digital and social media pre-event and on-site
• Solid understanding of the best and latest event technologies
• Exceptional project direction and management skills, ability to manage multiple timelines, deadlines, actions in a collaborative extremely fast-paced environment
• Strong experience in creating and designing event programmes, including event themes, messaging, branding, content out the box ideas and creative approaches to improving audience engagement and interaction
• Excellent client management experiences, confident in building relationships and pitching new ideas to senior stakeholders
• Excellent problem-solving skills, able to come up with solutions and overcome obstacles
• Strong collaboration and leadership skills
• Proven effectiveness in contract negotiations
• Self-motivation, initiative and high energy
• Has high personal standards and promotes them in others
• Clear and confident decision making
• Excellent presentation and articulation skills
• Team leadership, team synergy and motivation
• Flexible, versatile and copes well under pressure
• Open, honest and direct – is comfortable in giving and receiving constructive feedback
• Passionate about achieving business success and driving account improvement.