

## Events & Conferences Manager

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| Team                 | Events & Conferences Manager   |
| Position summary     | <p>The Events &amp; Conferences Manager oversees the strategy, planning, and execution of all Presentation Guild events, including conferences, webinars, and social events, collaborating heavily with the Membership &amp; Community team, Education &amp; Certification team, and all other volunteer staff and other stakeholders as needed to align with the association's purpose, mission, and strategic priorities.</p>  |
| Key responsibilities | <ul style="list-style-type: none"><li>• Lead the Events &amp; Conferences team, fostering a collaborative environment that encourages innovation and continuous improvement.</li><li>• Set performance targets, regularly evaluating and providing feedback to team members to ensure the team meets its objectives.</li><li>• Support the evolution of the team, encouraging informed decision making, collegial collaboration, and accountability.</li><li>• Recruit and retain skilled volunteers to join the team and plan for future team leader succession.</li></ul> <p><b>Strategy, Planning, and Execution</b></p> <ul style="list-style-type: none"><li>• Develop and implement a comprehensive event strategy that aligns with the association's purpose, mission, and strategic priorities.</li><li>• Develop and implement strategies to enhance the attendee experience, including networking opportunities, interactive sessions, and personalized experiences.</li><li>• Ensure events are designed to meet the needs and expectations of the association's diverse audiences.</li><li>• Plan and execute a variety of educational, social, and industry events that deliver both career and business value and a satisfying experience for participants.</li><li>• Oversee all event planning logistics to ensure excellent execution and high-quality experiences for attendees.</li><li>• Prepare host kits and manage contact with speakers, panelists, or other hosts.</li><li>• Manage and evaluate event platforms for optimal user experience by volunteer staff and participants, ensuring the availability and usability of features such as AI tools, recordings, breakout rooms, chat and Q&amp;A capabilities, polls, etc.</li></ul> <p><b>Innovation and Continuous Improvement</b></p> <ul style="list-style-type: none"><li>• Identify opportunities for innovation and continuous improvement in event design, execution, and attendee engagement.</li><li>• Experiment with new formats, technologies, and approaches to enhance the impact and reach of association events.</li><li>• Stay current with industry trends, best practices, and emerging technologies in event management.</li></ul> |

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**Stakeholder Collaboration**

- Collaborate with internal teams, industry experts, and stakeholders to identify event topics, themes, and content that resonate with the association's members and other identified target audiences.
- Establish and maintain relationships with vendors, sponsors, speakers, and industry partners.

**Budgeting and Financial Oversight**

- Manage event budgets, ensuring cost-effective delivery while achieving the organization's financial and strategic goals.
- Identify opportunities for leveraging paid events as a revenue stream.

**Marketing and Promotion**

- Work closely with the Communications & Marketing team to develop and execute event marketing campaigns and the production of promotional materials.
- Promote events via all appropriate channels, including our website and online community in collaboration with the Communications & Marketing team, Membership & Community team, and all other fellow volunteer staff and other stakeholders.

**Post-Event Analysis**

- Track and report on event metrics such as registrations, participation, engagement, feedback and reviews, etc.
- Monitor and analyze event registration and attendance metrics, adjusting marketing strategies as needed to maximize participation.
- Conduct post-event evaluations, including collecting feedback from attendees, sponsors, and stakeholders.
- Prepare detailed reports on event performance, including financial outcomes, attendance data, and participant satisfaction.
- Regularly evaluate the impact and effectiveness of events, using insights gained from the analysis to refine and improve future events.

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**Qualifications**

- Experience in event planning and management, with a proven track record in a leadership role.
  - Proven experience in managing virtual, hybrid, and in-person events, including proficiency with virtual and hybrid event platforms and event management software.
  - Excellent leadership, communication, and interpersonal skills.
  - Ability to manage multiple projects and deadlines simultaneously.
  - Passionate about providing effective, meaningful, and satisfying solutions for presentation enthusiasts that will support them in their career and business journey.
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Time commitment

- Occasionally attend board meetings on request to report team progress to the board of directors; meetings are held monthly.
  - Plan and lead monthly team meetings, plus weekly or biweekly recurring check-ins, cross-team, workgroup, and committee meetings as needed.
  - Work an average of 5-10 hours per week on organizational activities.
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