

Conference Producer

WHAT WE ARE LOOKING FOR:

We are looking for analytically and commercially minded candidates to join our conference production team. You will have a 2:1 (min) be equally adept at researching and understanding complex topics and markets, as well as being outgoing, professional and capable of forming strategic relationships with potential partners. Ultimately, you will be able to create and lead an event from development to completion and understand what is needed to bring the market together at a topical and profitable event.

QUALIFICATIONS AND SKILLS:

The main requirement for us is that you're smart, inquisitive, have an eye for spotting trends and interest within the industry, and that you're not afraid to be bold and challenge the status quo. We do however have a short list of requirements for this role:

- You will have at least a 2.1 degree
- You will be analytical, commercially minded and dynamic
- You will be able to articulate and present complex information in an engaging and simple way
- Exceptional organisational and time management skills, with excellent attention to detail
- Strong networking and interpersonal skills
- An interest in keeping up to date with current affairs, industry disruption a plus
- English Fluency; UK based essential

KEY RESPONSIBILITIES:

- Undertake research and analysis to determine the commercial viability of a conference
- Conduct desk research, telephone interviews and face-to-face meetings with leading market practitioners
- Write commercially viable conference programmes, determining the focus of the event and each talk
- Source and secure leading speakers from industry
- Work with the marketing campaign manager to identify appropriate marketing channels and to ensure that the correct market segments are reached
- Research competitor events and identify their strengths and weaknesses
- Identify potential sponsors and work with the sponsorship & exhibition sales manager in agreeing a sales plan and securing sponsorship
- Write copy for the website and brochure
- Work with speakers, consultants, journalists and other information providers to source and repurpose materials for content marketing
- Build the identity and create buzz around each event with the marketer in the build up to and during a conference through social media including LinkedIn and Twitter
- Liaise with the speakers both pre- and post-conference
- On site at the conference, gain feedback from all those attending the event in order to make recommendations as to the positioning, content and development of that event as well as any ideas for spin-off/related topics