



POSITION DESCRIPTION

Position title: Regional Conference Producer

Reporting to: Group Managing Director

Aim of Position

- To contribute to Lighthouse's profitability by producing fantastic events which achieve their targeted delegate revenue numbers and delight our audiences and sponsors
- To manage a set of events and take full responsibility for all aspects of each event:
 - Content – produce events which the target audiences find truly compelling
 - Delegate marketing – work with the marketing team to maximise DS revenue
 - Delegate sales (DS) – work with the DS team to maximise DS revenue
 - Sponsorship & Exhibition sales (SPEX) – work with the SPEX team to maximise SPEX revenue
 - Curation & Logistics – work with the Events Services team to maximise delegate experience within set budgets
- To perform at a high level, take on additional responsibility and get promoted into a more senior role

Key Result Areas

- Content / Production
- Delegate Marketing
- Delegate Sales (DS)
- Sponsorship & Exhibition Sales (SPEX)
- Curation & Logistics
- Product Development & Innovation
- Reporting

Key Performance Indicators

Content / Production

For conference events

- Topics compelling VP
- Speaker acquisition
- Speaker management & liaison

For awards events

- Award categories
- Jury acquisition

- Delegate Marketing**
- Write the first draft of the marketing plan and present it to the marketing team
 - Provide copywriting to the marketing team when necessary
 - Provide all speaker portraits, bios and company logos to the marketing team
 - Proof and approve each piece of marketing collateral before it is sent out
 - Ensure the marketing plan is carried out on time and on budget
 - Track DS revenue progress to target making adjustments to the marketing plan and solving problems as they arise when required in order to maximise DS revenue
 - Ensure delegate revenue targets for each event is achieved
- Delegate Sales (DS)**
- Write the first draft of the DS script and present it to the DS team
 - For each event, ensure relevant members of the DS team fully understand why it is crucial that the target audience attends the event
 - For each event, ensure relevant members of the DS team are motivated and excited about the event and stay motivated and excited throughout the DS campaign
 - Track DS revenue progress to target making adjustments to the DS plan and solving problems as they arise when required in order to maximise DS revenue
 - Ensure delegate revenue targets for each event is achieved
- Sponsorship & Exhibition Sales (SPEX)**
- Provide the SPEX team with a list of relevant prospective sponsors & exhibitors
 - Work with the SPEX team to make adjustments to the event agenda and/or format as required to accommodate sponsors
 - Track SPEX revenue progress to target
 - Ensure SPEX revenue targets for each event is achieved
- Curation & Logistics**
- For each event, provide the Events Services team with all required data surrounding the event and provide guidance on format and curation to ensure delegate experience targets are achieved on budget
 - Provide the Events Services team with attendee information as required
 - Work with the Event Services team to solve logistics problems as they arise
- Product Development & Innovation**
- Continually think up and implement ways to improve existing events – more DS revenue, more SPEX revenue, higher delegate experience scores, etc
 - Continually think up and pitch new events to senior management
 - Continually scour the globe for world best practice versions of Lighthouse's events and share great ideas with the team

Required SkillsTechnology skills

- Microsoft Office
- Google Drive
- Wordpress or similar CMS system
- Adobe Creative Suite
- Swiftpage ACT or similar CRM system

Research & production skills

- Desk research skills
- Qualitative telephone research skills
- Strong verbal communication skills and the ability to persuade
- Industry knowledge
- Competitor knowledge

Marketing Skills

- Strong written English communications skills
- Excellent copywriting skills

Teambuilding Skills

- Communication skills
- Planning skills
- Motivational skills
- Time management and prioritisation skills

Personal Attributes

- Trustworthy, honest and professional
- Genuine team player and team leader
- Enthusiastic, ambitious and motivated with a positive attitude
- Committed and responsible with a strong work ethic
- Organised time manager with a meticulous eye for detail
- Lots of common sense and initiative
- Confident and outgoing
- Sense of humour

Qualifications

- Communications or similar degree from a reputable university

Required Experience

- Two years experience in B2B media or events content