



## Event Manager

**LEADERS**, a subsidiary of Leaders Group LLC, is the premium event and content platform for leaders in world sport. Our purpose is to catalyse conversations which drive the industry forward by connecting the best people, sharing the best ideas and championing excellence all over the world. With physical and digital events taking place across 3 continents, as well as a series of workshops and networking opportunities, Leaders are the trusted source of insight, learning and inspiration for decision makers, on and off the field, in sport.

The candidate will have excellent interpersonal skills, be extremely well organised with fantastic attention to detail, alongside a creative vision to deliver world class experiences across all our events in London, the MENA region & North America.

Reporting to the Event Director, the Event Manager will play a crucial role in developing and delivering Leaders events that reflect our high standards of execution, deliver an industry leading attendee experience and achieve the key objectives of our partners. Delivery will be across physical, hybrid and digital events that range in size, duration and geographical location.

### **The key areas of responsibility will be;**

- ✦ Support and/or lead on project team meetings
- ✦ Work closely with the commercial team to understand partner objectives and help craft creative solutions that deliver on client goals
- ✦ Create superior attendee experiences that align to audience needs, have acute attention to detail and take inspiration from outside of sport to maximise attendance
- ✦ Support on supplier tender and appointment processes
- ✦ Build solid relationships with all third-party suppliers and confidently negotiate favourable rates over multiple years to maximise investment
- ✦ Contribute to the long-term strategy of the events by proactively coming up with ideas, concepts and ways to generate revenue through events in line with partner objectives
- ✦ Oversee all experiential elements of the events from ideation through to execution, with a focus on continually enriching the attendee experience
- ✦ Pro-actively collaborate with other departments including marketing, content and sales to maximise the success of the event at every level
- ✦ Maintain impeccable levels of production across all elements of the live event
- ✦ Source venues and attend site visits to ascertain suitability for our events
- ✦ Own the team resource plan for the running of live event days and ensure all elements of the event run to schedule
- ✦ Own the end to end online and onsite registration process with regular reporting on audience metrics
- ✦ Support on financial requirements such as raising POs and reporting on monthly budget expenditure
- ✦ Co-ordinate on the day logistics such as crowd control, seating plans, menus, dietary requirements and entertainment acts
- ✦ Support the content and marketing teams in pulling together onsite collateral, branding and signage in a timely manner
- ✦ Lead on post event surveys to determine overall satisfaction of attendees and use feedback to shape ideas for future events Identify best practise use of Microsoft tools to enhance and enable productivity and collaboration across the company

### **Who you are:**



- ✦ Accomplished industry professional with excellent knowledge and thorough comprehension of event logistics and management of events
- ✦ At least 5 years' experience in a large-scale events role, including at least 2 years as the main lead on end-to-end event delivery
- ✦ A creative, solution-focused individual with the ability to think outside the box to deliver exceptional experiences
- ✦ Able to make informed decisions in line with business needs and take action in a timely manner
- ✦ Able to spot inefficiencies and pro-actively implement new, more sustainable ways of working
- ✦ Comfortable working in a high-pressured environment
- ✦ An excellent communicator
- ✦ Strong organisational, time management and prioritisation skills
- ✦ A real people person able to build relationships with ease and a willingness to go out of your way to help your fellow team members succeed
- ✦ Curious with an active interest in monitoring industry trends and other events to inspire new ways to improve our event delivery
- ✦ Quick to absorb, process and retain large amounts of information
- ✦ Highly capable in the use of Microsoft Office (PowerPoint, Excel, and Word) Experience using Cvent, Salesforce and Approval Max is desirable but not essential

#### **What we can offer you:**

- ✦ A fast paced, dynamic environment where you will be exposed to all facets of a small-medium sized business
- ✦ Opportunity to have an impact immediately
- ✦ Flexible working
- ✦ An enhanced benefits package including;
  - Heavily subsidised gym membership
  - 26 days holiday per year + 1 additional for every 2 years' service
  - Simply Health membership
  - Cycle to work scheme
  - Interest free season travel ticket loan
- ✦ Global travel an option (in a post pandemic world!)