

## Sales career path

**LVL1**

### Sales Executive

A position usually occupied by a graduate or someone with 2-3 years sales experience.

Selling one small show, almost exclusively by telephone, or selling a section of a larger show. You would report to a show manager.

**LVL2**

### Senior Sales Executive

A step up from Sales Executive, once experience and skills had been developed. Selling small to medium sized shows by telephone and face to-face, or a large section of a big show. You would take on some budget responsibility and involvement with the marketing of the show/section.

**LVL3**

### Sales Manager/Senior Sales Manager

You would have overall responsibility for the sales of a medium/large show, or a number of small shows. You may have a sales team reporting in for you to delegate to effectively.

You are responsible for some key account sales and delivering the show on budget.

**LVL4**

### Head of Sales / Sales Director

You would be responsible for a group of shows and have a level 3 employee reporting in. You are responsible for managing the bottom line, performance delivery and peoples development.

#### Key traits for Sales:

Competitive, sociable, tenacious, outgoing, target driven, strong organisational skills, relationship building, effective listener, negotiator, good market knowledge, enthusiastic, ability to take ownership and accountability, communicator

## Content producer career path

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## Operations career path

### LVL1

#### Ops Coordinator/Exec

Responsible for one small show or a section of a larger show from conception to completion.

Aid in the management of show floorplans and support the Ops. team in all that they do, including arranging travel and accommodation.

Manage the administration of speaker logistics and requirements to ensure their attendance runs smoothly.

### LVL2

#### Senior Ops Coordinator/Exec

Operations responsibility for a medium sized show or a number of small shows. You will have some budget responsibility and take on a share of contractor negotiations.

You will manage the show floorplans and take full responsibility for the production and communication of technical information to exhibitors. Organise exhibitors and sponsors logistics, bringing method and process to all that you do.

### LVL3

#### Ops. Manager/ Snr Ops. Manager

Manage the operational delivery of a number of events from conception to completion. Work closely with Portfolio Directors and team members to set and manage potential risks and opportunities. Demonstrate effective communication of ideas and processes, with the ability to identify and assist management with improvement and implementation of best practice.

### LVL4

#### Operations Director

Responsible for the whole operations department with a number of operation managers reporting in.

Responsible for all contractors and hall negotiations. Responsibility for the bottom line, performance delivery and people development.

#### Key traits for Operations:

Methodical, calm under pressure, adaptable, strong organisational skills, good communicator, project management, forward planner, attention to detail, budget management, willing to work weekends, problem solver, deadline driven

## Marketing career path

**LVL1**

### Marketing Executive

Marketing one small show or a section of a larger show. Largely office based, you will support the Marketing team with admin, data base updates, research and list building. You will create and implement social media campaigns across all platforms, as well as copy write and proof read marketing collateral – invites, brochures, emails and website.

**LVL2**

### Senior Marketing Executive

Build relationships and day to day liaison with creative design, research, web, registration and database management agencies.

You will assist with the PR activity, researching material for press releases, building relationships with relevant press and partners.

Take responsibility for proofreading all marketing collateral and maintaining and updating conference websites.

**LVL3**

### Senior/Marketing Manager

Create and manage campaigns schedules, contributing to the benefit of the entire portfolio. As manager – you will organise promotional activities, ensuring they are carried out efficiently and within agreed budgets, including presence at other events.

Define success criteria in association with the Senior Manager/Event Director, and agree how they will be measured.

**LVL4**

### Marketing Director

Responsible for the marketing of a group of shows with a number of marketing managers and executives reporting in. Responsible for bottom line, performance delivery and people development.

#### Key traits for marketing:

Strong writing skills, excellent project management, interpersonal skills, effective organiser, good communicator, creative, social media buff, team player, lateral thinker, able to work independently, attention to detail, numerate.

## Event management career path

**LVL1**

### Event Manager

This is usually a position that you would progress into from a sales or marketing role.

You will be a key point of contact for all members of the show team and responsible for the day to day running and financial performance of an event, including P&L ownership. You will develop and maintain excellent relationships with exhibitors, sponsors, partners and your team, keeping abreast of market developments, identifying and researching new growth areas.

You will have an awareness of all relevant Health & Safety issues relating to both the floorplan and events as a whole – supporting the operations team with floorplan management and allocation of stand space.

**LVL2**

### Event Director

The top co-ordinating role to which senior managers report from across the business. A strategic planner, with overall responsibility for a group of exhibitions.

You will be expected to represent as a face of the company in a professional manner at all times.

Through research, analysis, relationships and market intelligence develop strategies and initiatives to ensure the ongoing growth and sustainability of the events portfolio.

To produce a coherent brand strategy for the events to maintain and increase relevance to market, meeting both delegate and exhibitor expectations.

Develop an understanding of the company's objectives and goals.

#### Key traits for events management:

Leadership skills, motivational, relationship builder, inspirational, assertive, creative, confident, visionary, opportunistic, fair, target driven, calm under pressure, problem solver, budget management, attention to detail, approachable.

## Content creation career path

**LVL1**

### Junior Content Producer

Work with wider team to develop, implement and produce content plans. You will conduct research keeping up to date with important topics and industry trends ensuring relevant content is produced while recruiting relevant speakers. Work closely with marketing to ensure marketability of programs.

**LVL2**

### Content Producer

Work with wider team to develop, implement and produce content plans for both established and new events. Conducting in-depth, market research to identify potential topics, current trends, possible speakers. Propose ideas for and deliver a variety of content marketing pieces to support the promotion of your events. Sponsor liaison, ensuring quality of speakers provided suits event needs.

**LVL3**

### Senior Content Producer

All of the above, as well as management of budgets including speakers fees and expenses. Build your network of future speakers. Write comprehensive, market-driven agendas. Proof reading of all marketing materials related to the event making necessary amendments. Ensure timely delivery of all event content and create new formats and features. Travel to events to manage and provide on-site support in a professional, customer service-oriented manner.

**LVL4**

### Content Director / Head of Content

Lead and manage the content teams as they plan, develop and deliver on brief, budget and deadlines. Ensure all collateral is in place and accurate. Coach, mentor and lead your team with clear direction ensuring targets and deadlines are met. Liaise and collaborate closely with other divisions within the business to execute efficiently on the content development, audience development, promotion and successful implementation of the event.

#### Key traits for content creation roles:

Strong communication skills, curiosity, distinctive tone of voice, analytical skills, understanding of demographics, creativity, social media buff, research skills, knowledge of branding, technical skills, attention to detail.