



---

## Role Profile

Job Title: Business Development Manager  
Reporting to: Director - Exhibition  
Contract: Permanent

## Job Purpose

Reporting to the Director - Exhibition, you will seek and secure new business for IBC. The key products include:

- IBC Expo and IBC Content Everywhere
- IBC365
- The IBC Content Programme.

The Business Development Manager will work closely with the IBC team to develop value propositions that meet the needs of new customers from IBC's core market and adjacent markets including gaming and adtech.

Using IBC's CRM and dashboard, the successful candidate will build a pipeline of new business to ensure that IBC continues to grow and meets its 3YP objectives. You will work closely within the sales and account management team to ensure the seamless delivery of new business.

## Responsibilities

- Generate “net new” exhibition space revenue from adjacent and emerging technology sectors eg Gaming, esports, Ad Tech, AI/Machine Learning, VR/AR., Virtual Production.
- To work alongside Director – Exhibition and the Marketing Department to identify and target key events, conferences, websites and publishing platforms that currently house these tech companies from adjacent sectors.
- Working with the Director – Exhibition, to lead the creation and development of product value propositions that demonstrate ROI to these new target companies.
- To focus on all Exhibition Space related products – Space Only, Shell Scheme, Content Everywhere, Outside Exhibits, Meeting Space.
- To structure and manage prospect lists through the CRM – by Technology area, by Region etc.
- To maintain and report on ongoing pipeline of prospects.
- To ensure effective handover of each sale to the relevant Account Manager.
- To work with the wider SAM team to ensure effective communications on target lists, prospects and converted business.
- To continuously look for efficiencies in how to cover targeted companies as effectively as possible.
- To identify wider sponsorship sales opportunities from all prospects and converted customers.
- To work alongside the sponsorship sales team to maximise and expand each sales opportunity.
- Develop specific plans to identify and convert priority areas and growth opportunities from the identified target areas.

## Person Specification

- A good relationship builder at C level globally including working with a variety of cultures
- Passionate about sales
- Externally focused
- Market focused
- Proven track record in generating new business within international exhibition sales
- High energy, self-motivated
- Excellent formal presentation skills

## Skills and experience

- A minimum of 7 years of related experience in Exhibition Sales ideally or Media Sales
- A strong track record in relationship selling
- Ability & willingness for worldwide travel, coupled with a ‘get the job done’ attitude
- Ideally experience in the Broadcast/Media Entertainment sector or related technology sector
- A proven track record in understanding market dynamics.