



Role Profile

Job Title: Business Development Manager
Reporting to: Director – Expo /SAM Team Manager

Job Purpose

To work as part of the Sales team to deliver or exceed IBC's target revenue and pipeline growth.

To provide an additional new business support role in order to maintain momentum in key specified tech areas. Notably AI, VR/XR/AR and Cloud Services whilst retaining a clearly defined remit of account management and renewal revenue of Future Tech Hall 14.

To work with the Sales Manager and Director - Expo to identify and review all prospects and deliver effective value propositions.

To continue to work with the Sales Manager to identify expansion revenue opportunities across the portfolio of IBC products, eg Content Sponsorship opportunities.

To work with the Sales Manager to identify expansion revenue opportunities and convert specific sponsorship opportunities.

Responsibilities

- To be responsible for researching, developing and converting a pipeline of new business prospects. This pipeline should focus on companies operating within and around AI, Machine Learning, Virtual Production, Cloud Services and Telecommunications.
- To be responsible for new business sales throughout Hall 14 (Future Tech Hall).
- To be responsible for the revenue generation of all outstanding renewal revenue from the Future Tech Hall in 2026 and 2027.
- To ensure effective handover to Sales Account Manager for that hall to ensure seamless customer journey experience.
 - Build and maintain a robust new business pipeline through market research, event attendance, and outbound prospecting.
 - Develop and manage structured prospect lists within CRM, segmented by technology, sector, and region, with clear pipeline tracking and forecasting.
 - Provide detailed weekly reporting on sales activity, pipeline, and revenue forecasts.
 - Collaborate closely with Marketing, Operations, Finance, and Client Success teams to ensure accurate handover and delivery of all sales commitments.
 - Work with the New Business Development, Tech Support and Marketing teams to identify key events, platforms, and channels where target companies are active.
- To escalate specific commercial opportunities and expansion revenue opportunities to the Sales Manager where appropriate.
- To facilitate effective exhibitor communication regarding space allocation, space negotiation, space acceptances, space queries, space cancellations and exhibition support.
- To promote commercial opportunities such as content sponsorship and IBC365 plus all exhibition related revenue lines to drive revenue for the business.
- To support the business with activities and tasks, even if not in direct remit.

Skills/competencies

- Excellent sales presentation skills.
- An ability to pitch new concepts and value propositions to new and existing prospects.
- Excellent Customer Care Skills.
- Strong commercial acumen.
- Excellent time management and organisation skills.
- Ability to work under pressure and prioritise key tasks.
- Strong IT skills including strong experience with multiple CRM platforms.



- Good collaboration skills across departments – a real team player.
- Good attention to detail.

Person specification

- A good relationship builder and negotiator both internally and externally.
- Empathetic to customer needs and colleagues' objectives.
- Presentable, outgoing and a good communicator.
- Customer centric attitude and able to deal with customers in a professional, patient and calm manner
- Ability & willingness for worldwide travel, coupled with a 'get the job done' attitude and a commitment to work long hours/weekends as and when necessary.

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