

# IAEE

**Exhibitions and Events Mean Business**

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*Washington DC Chapter*

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# **Get the right butts in the right seats – creating dynamic and collaborative teams.**

Kara Dao, Chief Operating Officer  
JDC Events

# Sourcing

- Tasks
- Fit
- Diversity

## JDC EVENTS

JDC Events is seeking a results-driven **Project Manager** to join our team. The Project Manager will primarily manage programs for government contracts. This is a full-time position reporting to the Chief Operating Officer. Travel is required.

### What You'll Do

- Provide government contract oversight on larger projects.
- Develop client-specific objectives, implement creative solutions, and manage meeting and event details to meet client objectives
- Digital event component sourcing and management – fully virtual and/or hybrid
- Manage client projects ranging in size from 10-10,000 attendees.
- Manage all aspects of site selection including site research, visits, contract review/negotiation.
- Draft timelines, work plans and budgets; develop meeting minutes, evaluations and final reports
- Participate in client meetings and new business development (e.g., building budgets, conducting research, participating in presentations and proposal writing)
- Source suppliers and service providers for client events; manage supplier team
- Onsite management of client activities

### What You've Done

- Minimum of 4 years' experience managing client programs in a leadership role required.
- Bachelor's degree in hospitality, communications, or related field required.
- Experience managing government meetings and events required.
- Possess understanding of per diems and FAR clauses.
- Proven ability to review and negotiate hotel contracts.
- Exceptional written and verbal communications skills
- Proficient in Microsoft Office Suite; strong PowerPoint and Excel skills
- Working knowledge of online registration systems, social media, and other event planning technologies.
- CMP and/or CGMP required.
- NIH meeting planning experience is a definite plus.

### What You're Like:

- Thrive on autonomy and excel in collaboration.
- Exceptional customer service skills; client-first approach
- Exceptional written and verbal communications skills
- Passionate about your work; event industry
- Proactive, self-starter
- Authentic and accountable

# Tasks



Everyone has specific role.

Everyone is accountable to everyone else.

Everyone leads.

Everyone supports.

# Fit

Can work autonomously.

Can work collaboratively.

Structured but flexible.

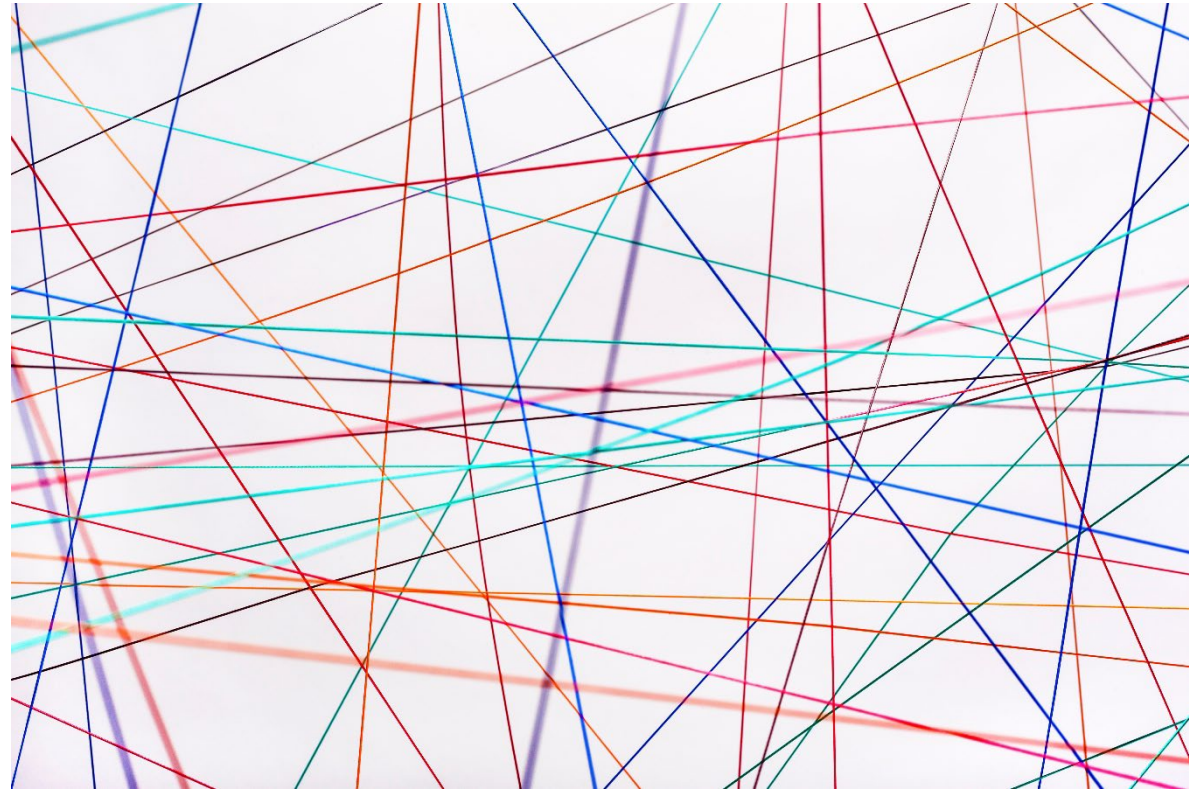
Direct.

Fun.



# Diversity

- How
- Benefit



# Exercise One

- List Tasks
- List corresponding skills to each task
- List personality fit
- List a step to diverse sourcing

# Understand High Performers

## You're Hired Interview

- What are you expecting?
- How will you collaborate?
- What do you need to make it happen?

Document the above:

- Top 3 things
- 30/60/90 plan





# Keep High Performers

## Stay Interview

- What's misaligned?
- Are they challenged?
- Collaboration recalibration



# Exercise Two

- What are you expecting?
- How will you collaborate?
- What do you need to make it happen?
- What's misaligned?
- Are they challenged?
- Collaboration recalibration.

# The “Org” Way

## Statement of the “way”



### CLIENT MANAGEMENT | STANDARD OPERATING PROCEDURES

The JDC Way - Our Clients Come First

We understand our clients' goals and desired outcomes. We put our clients' needs above all else. Our clients' mission is our mission. We work with and in support of our clients to achieve their goals.

To maintain the highest quality of service, JDC Events handles each client with a similar management protocol. Please carefully review the client management handbook. If you have any questions or concerns, contact JDC's Chief Operating Officer, Kara Dao, at [kara@jdc-events.com](mailto:kara@jdc-events.com).

# The “Org” Way

Road map of the way.  
(JDC Client-first approach)

- Roles & Responsibilities.
- Scope of Work (level of effort)
- Communicating.
- Documenting.



# The “Org” Way

Handling rock blocks.

Templates, blueprints

Lean on the team



# Exercise Three

Write a statement that represents your “org” way.

- Keep this simple and broad.

What does success look like?

- Outline a few steps to get desired outcomes.

# Fostering Collaboration

Understand communications styles

1. Emailer
2. Automater
3. Communicator
4. Chatter



# Fostering Collaboration

## Lead or Support?

- Developing leadership qualities
- Willingness to support





# Fostering Collaboration

## Build Trust

- Acknowledge failure happens.
- Create dependencies.



# Fostering Collaboration

## Highlight the shine.

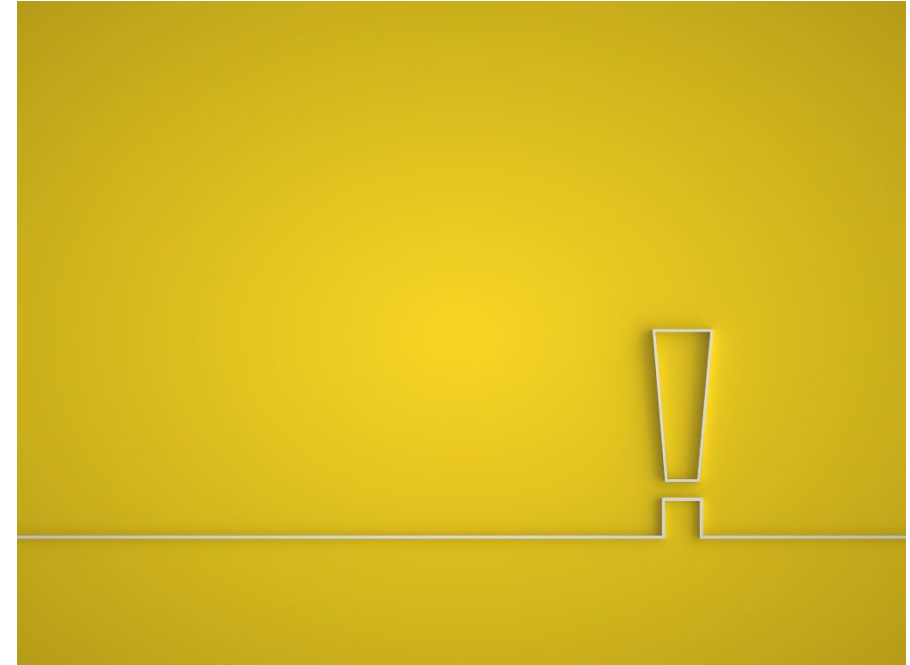
- Shine the light on success.
- Reward correct behavior.



# Fostering Collaboration

## Correct the Transgressions

- Outline mistake.
- Be direct.
- Provide solutions.



# Fostering Collaboration

## Accountability

- Say what you mean, mean what you say.
- Restate roles and responsibilities.
- Speak up when struggling.



# Exercise Four

- What types of communicators do you have on your team?
- Who are natural leaders on your team?
- Who are the supporters on your team?
- What tactic could you implement to build trust?
- What's one step you can take to showcase success?
- How will you correct the transgressions?

# Case Study – JDC Events

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## Health Action Conference/Families USA

- Lead – 1 POC, oversight
- Reg Mgmt, second - support
- Speaker manager – support
- Tech producer - support





FAMILIES USA'S  
**HEALTH ACTION  
CONFERENCE**

## Case Study – JDC Events

### Health Action Conference/Families USA

- Client management with PM, added support as went
- Shared documents for team and client
- Weekly micro topic huddles, internal and external
- Slippage on deadlines < team pitched in for resolution

# Case Study – JDC Events

- Health Action Conference/Families USA

- Staff brief
- Onsite roles
- Daily huddles

## Health Action Conference Staff Overview

Dates: Jan 25 – Jan 28 Job Code: 3029-002

Conference website: <https://familiesusa.org/our-work/health-action-conference/>

### Onsite Roles

Name	Role	Onsite Dates	Cell	Hotel Conf.--*
Brittany Jackson	Project Manager	Jan 24 – Jan 28	301-908-5980	49826194-1
Vanessa Schneider	Project Assist	Jan 24 – Jan 28	281-704-3552	N/A
Marilyn Harrington	Registration Lead	Jan 24 – Jan 27	203-219-2779	41023605-1
Nakia Wilson	General Session Oversight	Jan 26 – Jan 27	240-603-0368	10322686-1
Dee Cariglino	Virtual Monitor	Jan 26 – Jan 27	251-408-2308	N/A
Mike Schoenback	Virtual Monitor	Jan 26 – Jan 27	347-443-1863	N/A
Sara Stehle	Virtual Monitor	Jan 26 – Jan 27	814-659-3688	N/A

**\*Main communication tool will be Slack. Use cell phones, if needed. No Teams or email.**

Slack Link:

[https://join.slack.com/t/healthactionc-qcr5241/shared\\_invite/zt-1o0c3pc8g-csRrCCSwX6\\_E2q98sZfcvg](https://join.slack.com/t/healthactionc-qcr5241/shared_invite/zt-1o0c3pc8g-csRrCCSwX6_E2q98sZfcvg)

### Virtual Event Platform Information



# THANK YOU

**Questions?**

Post Luncheon:

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