

## Events Director

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Team	Events and Conferences
Position summary	The Events Director oversees the strategy, planning, and execution of all Presentation Guild events, including conferences, webinars, and social events, collaborating heavily with the Membership and Community team, Education and Certification team, and all other Guild volunteer staff and other stakeholders as needed to align with the association's purpose, mission, and strategic priorities.
Key responsibilities	<ul style="list-style-type: none"><li>• Lead the Events and Conferences team, fostering a collaborative environment that encourages innovation and continuous improvement.</li><li>• Set performance targets, regularly evaluating and providing feedback to team members to ensure the team meets its objectives.</li><li>• Develop and implement a comprehensive event strategy that aligns with the association's purpose, mission, and strategic priorities.</li><li>• Plan and execute a variety of educational, social, and industry events that deliver both career and business value and a satisfying experience for participants. Regularly evaluate the impact and effectiveness of events, keeping an eye on industry and society trends and changes to drive future event innovation and evolution.</li><li>• Collaborate with internal teams, industry experts, and stakeholders to identify event topics, themes, and content that resonate with the association's members and other identified target audiences.</li><li>• Manage and evaluate event platforms for optimal user experience by volunteer staff and participants, ensuring the availability and usability of features such as AI tools, recordings, breakout rooms, chat and Q&amp;A capabilities, polls, etc.</li><li>• Oversee all event planning logistics to ensure excellent execution and a high-quality experience for attendees.</li><li>• Track and report on event metrics such as registrations, participation, engagement, feedback and reviews, etc. Monitor and analyze event registration and attendance metrics, adjusting marketing strategies as needed to maximize participation.</li><li>• Develop and implement strategies to enhance the attendee experience, including networking opportunities, interactive sessions, and personalized experiences.</li><li>• Gather and analyze attendee feedback to continuously improve future events.</li><li>• Ensure events are designed to meet the needs and expectations of the association's diverse membership base.</li><li>• Prepare host kits and manages contact with speakers, panelists, or other hosts.</li><li>• Promote events via all appropriate channels, including our website and online community in collaboration with the Communications and Marketing team, Membership and Community team, and all other fellow volunteer staff and other stakeholders.</li><li>• Manage event budgets, ensuring cost-effective delivery while achieving the organization's financial and strategic goals.</li><li>• Establish and maintain relationships with vendors, sponsors, speakers, and industry partners.</li><li>• Work closely with the Communications and Marketing team to develop and execute event marketing campaigns and the production of promotional materials.</li><li>• Conduct post-event evaluations, including collecting feedback from attendees, sponsors, and stakeholders.</li></ul>

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- Prepare detailed reports on event performance, including financial outcomes, attendance data, and participant satisfaction.
  - Use insights gained from post-event analysis to refine and improve future events.
  - Stay current with industry trends, best practices, and emerging technologies in event management.
  - Identify opportunities for innovation and continuous improvement in event design, execution, and attendee engagement.
  - Experiment with new formats, technologies, and approaches to enhance the impact and reach of association events.

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Qualifications

- Experience in event planning and management, with a proven track record in a leadership role.
- Proven experience in managing virtual, hybrid, and in-person events, including proficiency with virtual and hybrid event platforms and event management software.
- Excellent leadership, communication, and interpersonal skills.
- Ability to manage multiple projects and deadlines simultaneously.
- Passionate about providing effective, meaningful, and satisfying solutions for presentation enthusiasts that will support them in their career and business journey.

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Time commitment

- Attend monthly board meetings. A minimum of 75% attendance is required.
  - Plan and lead monthly team meetings, plus recurring check-ins, cross-team, workgroup, and committee meetings as needed.
  - Work an average of 5-10 hours per week on organizational activities.
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