

## **Title: Manager of Events**

### **About GDA Speakers:**

One of the nation's top speaker bureaus representing more than 4,000 speakers and entertainers and providing clients with full speaker representation, event management, and promotional services.

### **Job Description:**

Operates under little supervision and serves as the primary point of contact for all client-related event activities with an emphasis on ensuring a flawless experience. Responsible for the integrity, quality, timeliness and accuracy of contracts, invoices, event summaries and other event-specific logistics. Serves as the primary point of contact and advocate for both clients and speakers once the contracts are signed.

### **Areas of Responsibility:**

#### *Professionalism:*

- Serve as a model of professionalism in dealing with other team members, clients, speakers, prospects, vendors, and organizations
- Uphold the goals and brand of GDA Speakers through words, actions, and appearance
- Serve as the model of attendance in arrivals and departures

#### *Teamwork:*

- Identify the touch points between your role and the other organizational roles to better understand the intersections and dependencies
- Effectively collaborate and communicate expectations and outcomes
- Offer support, when available, to help others achieve their stated goals
- Solicit support, when needed, to achieve your stated goals

#### *Business Acumen:*

- Act as the general manager of your area(s) of responsibility; own the actions and the outcomes
- Expect excellent results from yourself and your teammates; strive for excellence in all interactions
- Deliver on your commitments in a timely manner
- Treat the company finances as you would your own

#### *Productivity Tools:*

- Advanced knowledge and demonstrated ability in the following software tools:
  - Microsoft Word
  - Microsoft Excel
  - Microsoft Outlook
  - Microsoft PowerPoint
  - Microsoft Business Contact Manager (BCM)

#### *Communication Skills:*

- Strong written, verbal, and presentation skills
- Strive to over-communicate

### *Customer Service Skills:*

- Demonstrate expert-level customer service skills in all dealings with external clients such as clients and speakers and internal clients such as sales people

### *Organization Skills:*

- Able to organize large amounts of actions, activities and details
- Maintain a logical workflow for all events that can clearly be followed by others

### *Detail Orientation Skills:*

- Possess keen ability and skills in managing complex and detailed information accurately
- Demonstrate expert-level follow up skills to ensure a flawless experience

### *Multi-tasking Skills:*

- Ability to swiftly and seamlessly switch between tasks and activities to ensure that all commitments are progressing at an acceptable pace

### *Client and Speaker Relationship Management:*

- Establish self as the primary point of contact with the client and speaker once the contract has been signed
- Serve as the arbitrator of fairness with clients and speakers
- Set service level expectations with the client and speaker that outline GDA Speakers' role and responsibilities related to this event and the value and service we provide throughout the process
- Respond in a timely manner to any issues that may arise within GDA Speakers' area of responsibility
- Possess and constantly demonstrate a helpful, service-oriented attitude
- Ensure that GDA Speakers internal clients (i.e. sales people) are kept fully apprised of any issues that may arise in the event the client contacts them

### *Event Logistics:*

- Organize, manage, document, and communicate all logistics as appropriate in a timely and accurate manner. These include but are not limited to:
  - Confirmed timeline of events
  - Travel-related information (flights, hotel, ground transportation)
  - Book orders
  - Audio/visual requirements
- In the event that something occurs that impacts the established logistics, respond in a timely manner to ensure that all parties and related activities are considered and adjusted accordingly
- Ensure that GDA Speakers internal clients (i.e. sales people) are kept fully apprised of any logistic changes that materially change the event
- Ensure that all relevant information is reflected in the Event Summary document for each event

### *Pre-Conference Calls:*

- Organize and facilitate pre-conference calls between the speaker and the client, if agreed to by all parties or contractually required
- Ensure that any GDA Speaker-specific actions or activities that arise from such calls is accurately documented and followed up on in a timely manner

### *Event Summaries:*

- Create thorough and accurate event summary documents that reflect all of the major aspects and details two weeks prior to the event date
- Distribute event summary documents

### *Contracts:*

- Create accurate contracting documents in a timely manner
- Create contract revision documents when necessary in support of changes that occur after the contract is executed
- Provide proofreading support to contracts created by others to verify accuracy

### *Firm Invitations:*

- Create firm invitation documents as necessary, based on certain speaker's broker requirements
- Provide proofreading support to firm invitations created by others to verify accuracy

### *Invoices:*

- Send final invoice to client in the agreed upon timeframe
- Follow-up on all final invoices that are past due
- Track and report past due invoice information to Accounting and Sales
- Engage the support of the sales person to collect final payment if necessary

### *Post-Event Follow-up:*

- Review speakers travel invoices for accuracy
- Invoice the client for speaker's travel-related expenses
- Follow-up with the client after each event to ensure speaker feedback is captured
- Provide client feedback to team to educate them on the client/speaker experience

### *CRM Content Coordination:*

- Coordinate with Speaker Relationship Manager role to insure all necessary contract fields are accurate in internal CRM tool (BCM)

### *Documentation and Procedures:*

- Create and/or maintain detailed documentation and procedures for the major functions of this role

### *Cross-training:*

- Ensure that at least one other team member is fully trained on the major elements of your role

### **Education Requirements:**

Bachelor's Degree

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