

Job Title: Conference & Program Specialist

Position Purpose

We are seeking a dynamic and experienced Conference & Program Specialist to join our team. In this role, you will play a pivotal role in the planning and execution of conferences, special events, and educational programs that add significant value to our trade shows. Your primary objective will be to create immersive and profitable experiences for both visitors and exhibitors, while also fostering community engagement within the industries we serve.

Essential Duties and Responsibilities

The ideal candidate is an independent action oriented individual comfortable working in a multicultural team environment, with sincerity and integrity, and capable of possessing confidential information about our business and employees. Effective, pro-active and action-oriented, customer service oriented, and willing to be a change agent.

Conferences/Feature Areas:

- Create and deliver profitable conferences, special events, show floor experiences, training sessions, and educational experiences that visitors and exhibitors' value
- Create a call for papers to identify potential speakers.
- Establish and manage an Advisory Council(s) for each show.
- Develop education outlines, set schedules, and timelines
- Select, coordinate, communicate and confirm all speakers and/or collaborative partners for special feature areas
- Create session titles, and descriptions, collect photos, bios, and other necessary items for marketing purposes
- Collect and review all presentations submitted to ensure they meet MFI standards.
- Coordinate speaker/advisory council travel/registration arrangements. Provide any hotel or travel details to the Operations Manager.
- Recommend marketing and promotional strategies to the Marketing Director.
- Provide complete conference schedule, feature area descriptions/full details to the Marketing Director for signage, social media, print, digital marketing and more
- Identify and confirm the room set, AV, and food and beverage needs with the Operations Manager.
- Conduct evaluations of conferences and special feature areas, incorporating results into future plans.
- Create a strong relationship with the industries we serve.
- Manage logistics for presentation and delivery of programs, webinars, and feature area content
- Identify and develop feature areas for each show to attract new visitors and generate buzz.
- Collaborate with the Marketing Director to create a comprehensive registration process. Work with a contracted registration company to ensure the plan is executed.
- Manage the Industry Awards programs from start to finish.
- Manage the VIP Lounge Experience (if applicable).

- Develop independent educational opportunities in the opposite year of the shows, extending the exposure for the trade show year.
- Be creative and continually strive to elevate the conferences and programs at all of the technical-based shows.
- Collaborate with the Show Manager/Director on the overall concepts for the shows to ensure we exceed expectations.

Cultivate Industry Communities:

- Develop a community communication roadmap to produce an increased industry following for the show and the educational programming.
- Convert session content into community engagement via social media and other media platforms to generate more involvement from targeted industry sectors.
- Collaborate with the Content Specialist to generate copy to elevate the community platforms.

Knowledge and Abilities

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed here are representative of the knowledge, skill, and ability required. Under the ADA, reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Ability to be present in the office and travel.
- Ability to pass a background check and drug screening test.

Education

- BA in Marketing or BA/BS Management.

Qualifications & Work Experience

- 4+ years of conference management experience
- Strong communication, and presentation skills.
- Goal-oriented, flexible, and creative under pressure, often while juggling several projects at once.
- Expert knowledge of current conference management trends.
- Strong leadership skills and ability to motivate industry volunteers.
- Should have strong planning, research, and organizational skills.

Physical Demands

The physical demands listed here are representative of those that must be met by an employee to successfully perform the essential functions of his/her job. Under the ADA, reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

- Ability to work long hours on-site during shows.
- Ability to sit, stand, walk up and down stairs, crouch, stoop, and reach.
- Ability to lift up to 25 lbs.

Work Environment

The work environment characteristics listed here are representative of those an employee encounters while performing the essential functions of the job. Under the ADA, reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

- Basic office environment
- Basic trade show environment

The above statements are intended to describe the general nature and level of work being performed by an individual assigned to this position. They are not intended to be an exhaustive list of all duties, responsibilities, and skills required of personnel so classified. Messe Frankfurt, Inc. reserves the right to modify this job description at any time.