*Job Title*: Event Strategist/Business Event Strategist

*Department*: Events (or the department responsible for producing the majority of internal/external events)

[Note: In addition to working for an internal events department, an event strategist may be employed by an exhibition company, a production company, a general service contractor or other event services company.]

*Reports to*: Vice President of Events or Senior Management, depending on the organizational structure

*Job Summary*: The Event Strategist will oversee the formulation and implementation of event strategy for all internal and external events. They will align event strategy with the organization’s business strategy. The Event Strategist will ensure each event realizes its full business potential as defined by senior management.

*Supervisory Responsibilities*: Depending on the organizational structure, may include the following:

* None
* Recruits, interviews, hires, and trains new event staff
* Oversees the daily workflow of the events department
* Provides constructive and timely performance evaluations
* Handles discipline and termination of employees in accordance with company policy

*Duties/Responsibilities*: Depending on the organizational structure, may include the following:

* Determine event goals and objectives in consultation with senior management
* Formulate and implement strategies and tactics (event plans) that ensure goals and objectives are met
* Allocate internal/external resources (human/financial ) for maximum benefit
* Assess and evaluate existing event strategies and plans to identify opportunities for performance improvement (event effectiveness)
* Identify event growth opportunities (revenue, sponsorship, products, services, etc.)
* Manage relationships with key event stakeholders, strategic partners and suppliers
* Research market and industry trends that will impact event performance
* Conduct participant needs analysis to ensure event relevance, value
* Identify and evaluate event performance (individual and organizational participant performance; individual and team performance; sponsorship ROI; supplier performance, etc.)
* Other duties as required

*Required Skills/Abilities*:

* Analytics (or solid understanding of collection, analysis, and interpretation or data; ability to manage business analysts)
* Change Management
* Content and Learning Strategy
* Creativity
* Critical Thinking
* Experience Design/Meeting Design
* Needs Analysis
* Problem Solving
* Excellent verbal and written communication skills
* Extremely organized with great attention to detail
* Excellent management skills with the ability to lead, facilitate, motivate, and organize

*Education and Experience*: Minimum: Bachelor’s degree in business or related field; Master’s preferred. Five or more years of business or industry experience. Certified Meeting Professional (CMP) or related industry designation preferred but not required.

*Physical Requirements*: Prolonged periods sitting at a desk and working on a computer. Must be able to lift up to 15 pounds at times.