

NürnbergMesse North America Job Description



Job Title: Events & Exhibition Manager
Reports To: Managing Director
Employment: Full Time
FLSA Status: Exempt
Location: Atlanta, Georgia

SUMMARY: The Events & Exhibition Manager successfully manages all aspects of assigned NuernbergMesse North America (NMNA) events, including all pre-event, on-site and post-show activities. The Trade Show Manager is responsible for the successful production and profitability of assigned NMNA events. Production management includes direction of all marketing and operational activities.

MAJOR ACCOUNTABILITIES include the following. Other duties may be assigned.

- Build and must maintain strong internal and external client relationships
- Possess an understanding of
 - Online and Onsite registration processes
 - Hotel room management
 - Budget management
 - Operational management of tradeshow
 - Marketing and promotion of tradeshow
 - Management of event contractors
- Consult with stakeholders to determine program's goals & objectives
- Creates and manages event budgets
- Communicate with global representatives to establish international sales targets into NMNA events
- Research, recommend and select meeting sites and activities that support objectives
- Negotiate and manage vendors and contracts including but not limited to: General Service Contractor, audio/visual, thematic production, public relations / media, graphics and creative services, printing, mail fulfillment, catering, decor and signage, registration, transportation, facilities and meeting space, housing, temporary labor, and any additional vendors supplying goods or services to the production of the events.
- Travel (can include international) for site selections, industry events, partner meetings, and the NMNA trade shows / events.
- Develop event specifications including banquet event orders and work plans including timeline and budget
- Implement and manage full production schedule establishing deadlines and target dates for all areas of event production, including monthly budget forecasts, marketing, sales, conference, show directory, registration, transportation, housing, facility sets and setup, off-site events, post-show activities, and any other action items related to the event.
- Coordinate and manage pre-planning meetings with event partners and staff, coordinating all information for meetings and events and disseminating appropriately
- Coordinate logistics planning including agenda/program development, speaker engagement, food and beverage menu selections, air and ground transportation arrangements registration and housing processes and audiovisual/technical needs
- Track meeting and event expenditures to stay within or below budget

- Track attendance, registration, hotel history and attendee satisfaction
- Produce and distribute weekly reports regarding sales, registration, and financials
- Produce monthly reports regarding expected event cash flow and event performance to budget forecasts
- Manage international sales program into NMNA events, establishing sales goals with sister subsidiaries and global sales representatives of NürnbergMesse
- Provide onsite management of all aspects of NMNA events, including but not limited to staffing, registration, exhibitor activities, special events and programs, marketing and sponsorship fulfillments, media / press activities, exhibit floor management, transportation, housing, travel, attendee special needs (translation services, ADA compliance, dietary needs), BEO fulfillment, and any additional operations associated with the NMNA event.
- Work with General Services Contractor to manage all aspects of the expositions, including move-in schedules, exhibitor install and dismantle, move-out, and exhibitor activities
- Act as intermediary between general contractor, venue manager and exhibitors
- Establish and prepare emergency and contingency plans
- Troubleshoot and solve onsite problems seamlessly
- Complete post-event tasks including reconciliation of expenses, evaluation of event and report on event results, and managing all post show surveys and communications.
- Ensure event financials are closed within 60 days of the close of events.

QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each major accountability. The requirements listed below are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the major accountabilities.

Education and/or Experience

Bachelor's degree from four-year college or university; and at least four years of related work experience in the field of event / conference management, or equivalent combination of education and/or work experience. Experience in a supervisory/ management position desired. CEM / CMP certification preferred, but not required.

Candidates should have experience working with event suppliers specific to the trade show industry as related to trade show production, most specifically GSC, Registration, Destination Management / Housing, Hotels and Lodging, Convention Centers (First and Second Tier), CVBs, Transportation and Logistics, Audio/Visual, Thematic Production Management, Security, Labor, Entertainment, Public Relations, and Graphic Design / Copywriting / Communications.

Language Skills

Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations. Ability to write reports, business correspondence, and procedure manuals. Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public.

Mathematical Skills

Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages, area, circumference, and volume. Ability to apply concepts of basic algebra, geometry, and statistical analysis.

Reasoning Ability

Ability to define problems, collect data, establish facts, and draw valid conclusions. Ability to interpret an extensive variety of technical instructions in mathematical or diagram form and deal with several abstract and concrete variables.

Computer Skills

To perform this job successfully, an individual must have an advanced level of proficiency in Microsoft Word, Outlook, Excel and PowerPoint. Ability to utilize applications for project management, social media, website design and management, and remote meetings is a plus.

Other Skills and Abilities

- Prioritize and plan work activities, maintain confidentiality, perform under minimal supervision and work extended/irregular hours as necessary including nights, weekends and holidays.
- Establish and maintain effective working relationships with diverse groups of people in high pressure and changing situations with a goal of having the client become or continue as a repeat customer.
- Possess advanced organizational skills. Must have strong administrative skills, particularly attention to detail and the ability to complete assigned tasks efficiently and accurately, and in a timely manner. Must be able to manage all details of a given project and see them through to the end
- Strong communication skills, both written and verbal, and be able to communicate to multiple audiences, as well as an incredible attention to detail. Given the nature of events produced, must be able to comfortably communicate with C-level executives, and high-level government representatives
- Strong customer service skills and the ability to listen and respond to a variety of requests, questions, and issues.

Core Competencies needed to succeed in this position: Strong business acumen; strategic agility; dealing with power; creative thinking; problem solving; strong leadership.

TRAVEL REQUIREMENTS

Travel for this position is estimated at 25%. Candidates must be able to travel internationally. As such, candidates must have a valid US Passport with no restrictions.

INTERESTED APPLICANTS:

To apply, send resume, cover letter and reference list to:
bill.ingwersen@nuernbergmesse-north-america.com