

Events Manager

- **Location** - Dubai
- **Updated** - 13 Jun 2017
- **Category** - Events & Conferences

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Working across 12 brands, Haymarket Events delivers market-leading events for UDMS Media Group's B2B and B2C portfolios bringing the brands to life for our clients and audiences.

From concept through to event marketing and delivery, we cover all aspects of event management. Our experienced in-house team produces more than 25 events a year, spanning from awards ceremonies and forums, through to breakfast briefings, focus groups and brand parties.

Role Summary

The events manager would manage a portfolio of events comprising of Awards, Forums and third party events.

The right candidate will ideally have experience in producing Awards ceremonies from start to finish; including marketing for entries, organising judging activities and liaising with relevant production contacts to put together a show-stopping ceremony. You will be the project manager representing UDMS and liaising with multiple stakeholders. You would ideally also have organised a Forum (a vendor/delegate event).

Key Responsibilities:

- Responsible for managing P&L and budgets/costs and maintaining forecasts along with prompt decommissioning of projects.
- Working closely with our key internal stakeholders.
- Maintaining effective working relationships with external contracted key suppliers and internal events, editorial and commercial teams.
- Publish schedules and co-ordinate regular meetings in connection with each project with all relevant stakeholders in the project including scheduling regular meetings on each project with the relevant brand teams.
- Accountable for the accurate processing of revenues from entries, delegates, table bookings and reconcile all revenues with the event management system and management accounts.
- Resolve any queries arising from bookings both with the relevant client and the relevant accounts team internally.
- Maintain an electronic project work file for each event and update the micro-sites for events.
- Prepare and publish entry forms or delegate application forms for events, either online or as a printed document.
- Build and maintain a timeline for each event that you are responsible for.
- Co-ordinate activity prior to the launch of the marketing campaign for each project and to ensure that the activity is executed timely and correctly in-conjunction with the timeline of the event, working where appropriately with marketing and telemarketing team members.
- Supervise the design and production of all other printed material relating to each project, working with Haymarket's assigned design team.
- Supervise the design and execution of advertisements, making sure that all key stakeholders have sign off prior to publication along with all other marketing activity promoting entry or attendance for each event.
- Utilise all marketing opportunities, such as social media, twitter, online inventory via our brand sites, recruitment sites, social feeds, cross promotion via other UDMS events, promotion and possible attendance at relevant industry events. Working where appropriate with marketing and telemarketing team members.
- Secure preferred judges' or speakers' agreement to and attendance at an event.

- Be the point of contact for project sponsors, suppliers, judges or speakers regarding their involvement in any project.
- Process all entries, with the support of temporary staff or the events coordinator when necessary, building a database of entrants using eventsforce software, compiling a master set of all entries and judges folders containing edited sets of entries.
- Co-ordinate plans and over-see the judging of awards events from facilities and catering, to the judging.
- Supervise the operational activities of staff assisting you on any project (these may be colleagues or temporary or freelance staff).
- Compile VIP guest lists for each project based on past history and current information provided by editorial and commercial teams.
- Responsible for table planning delegate seating including internal brand guests and publishing shortlists of finalists and promoting sales of table places for awards events.
- Supervise all aspects of the production and staging of each event for which you are responsible, in conjunction with the Director of Live Events, Group Events Manager and appointed suppliers.
- Attend each event in your portfolio as the responsible events manager.
- Take responsibility for specific telemarketing aspect of awards and forum events to ensure that all known interested parties are reminded to enter or attend.
- Undertake any other reasonable duties.

The above list is intended as a guide to the main responsibilities of the position and not an exhaustive list of duties and tasks.

Essential:

- Proven experience running large-scale events and/or commercial events, either within UDMS or another B2B media company.
- Proven experience of managing events with multiple key stakeholders.
- Experience in venue management and health and safety regulations.
- Ability to maintain good working relationships with the commercial and editorial teams within a B2B brand.
- Good written and spoken English, as is a good eye for detail in checking written documents.
- Knowledge and understanding of events marketing.
- Good understanding of the Events industry along with great supplier contacts.
- Good understanding of event production, suppliers and processes.
- Proven understanding and managing of a budget and P&L for events, with a clear understanding of the financial impact of the events.
- Proven ability to drive revenues to achieve great events.
- Must be able to work in a highly pressurised environment and to tight deadlines.
- Flexibility and willingness to attend events outside normal office hours.

Desirable:

- A degree in Hospitality/Event Management or other relevant discipline.
- Good understanding of the software and the systems will be required at this level, so that junior team members can be helped and trained