**EVENT DEVELOPMENT (Ronke)**

**Job Objectives**

* Communicating, maintaining and developing client relationships; ensuring excellent customer service and quality delivery.
* Development, production and delivery of projects from proposal right up to delivery to meet client’s expectation.
* Set, communicate and maintain timelines and priorities on every project
* Actively review and approach target audience/individual

**Principal Duties**

* Overseeing venue readiness for each event is in line with the company standards and the client’s requirements.
* Provide leadership, motivation, direction and support to non-management staff, casual and temp staff including ushers; Delegating work, recruiting, documentation of their roles accordingly in a filing system, training and managing their workload and output.
* Initiate and manage production meetings with team; manage team event engagement
* Develop and make presentations to management for changes in strategy, products or services in response to changing market conditions and needs.
* Develop and implement marketing plans to meet overall organization objectives and generate additional revenue.
* Populate and manage client database ensuring they are kept up to date.
* Being responsible for managing client relationship, staying top-of-mind through timely client contact

**EVENT PRODUCTION (Julianah)**

**Job Objective**

* Development, production and execution of all GIW project from proposal right up to delivery, ensuring best practice.
* Develop company financial plans and manage company finances
* Develop effective vendor/supplier research and management process including documentation and contract agreements.
* Delivering events on time and within budget exceeding client expectations
* Identify and mitigate sourcing risks in all contractual arrangements to comply with all regulatory requirements and policies.

**Principal Duties**

* Monitoring on-site support services to ensure delivery of services as requested and as per agency’s standards the day of the event.
* Being responsible for project budgets, negotiate event discounts/advantages on behalf of the company; identify cost-savings.
* Being responsible for vendor registration and manage vendor relationships, Manage show/event vendor relationships with hotels, event venues and organizations.
* Initiate and manage production meetings with suppliers; manage supplier relationships
* Oversee the production of all brand campaigns, adverts, direct mail packs, email campaign, website, social media presence
* Supervise the sign off of marketing literature and campaign, liaising with legal and compliance personnel, ensuring the designs and messages meet the company brand and regulatory guidelines
* Research, populate and manage venue and vendor database ensuring they are kept up to date.

**Joint Roles**

* Review and understand the target market, monitor market trends and identify potential areas in which to invest based upon consumer needs
* Managing the GIW brand.
* Understand and know the company’s product portfolio to prepare sales presentation and target potential customers
* Keep abreast of local and global best practices with regards to events management by attending events, trade shows etc. as necessary.
* Monitor consumer reaction to services through focus groups and market research.