

## **Job Title: Show Manager**

### **Position Overview**

Organizing international B2B trade shows is the key element to our business and we invest a great deal of resources to achieve the highest level of service to our customers while meeting the company's overall branding and marketing objectives.

As a Show Manager, you will have the opportunity to showcase your own creativity as you envision, design, and execute a show production for each event that falls under your responsibility. The Show Manager will work with the Vice President of Technical Shows to develop the show budget, sales, and marketing strategy. The Show Manager will ensure the plans are executed by the marketing staff as well as other support teams in the office. You will work directly with the Sr. Operations Manager to ensure the needs for the show are met.

The challenge you will face daily is managing the show from top to bottom, including driving strategy, messaging, creativity, budgets, and more. As many of our shows are organized with partners and/or multipliers, the Sr. Show Manager's responsibility will be to maintain, and in some cases, identify and develop these types of relationships that are necessary for the success of the event(s). At the same time, the success of the program will depend upon you assuming full ownership of each show.

While you will need to delegate many of the details to vendors and others, the Show Manager will need to ensure that every task and detailed responsibility is executed completely, accurately, on time, and on budget. Weekly sales reports are required.

This position requires a professional approach with progressive and demonstrated success in coordinating and executing all aspects of trade shows. This position requires a dynamic personality and a proven ability to coordinate among multiple internal and external stakeholders at all levels, including managing expectations, providing solutions, and balancing a collaborative approach with the right measure of assertiveness and diplomacy.

### **Essential Duties and Responsibilities**

- Ensure all exhibit space and sponsorship goals are achieved.
- Create a floor plan to ensure optimum traffic flow.
- Manage lead sources and cultivate new leads.
- Assist in identifying new features and growth areas and create a plan to execute those ideas.
- Create a strong working relationship with the associations that are vested in the show.
- Assist in the development of the budget, and provide monthly and quarterly updates to the Vice President, President, and the Finance team as instructed.

- Get the Vice President's final approval of all expenses related to the show (contracts, invoices, and other items related to the bottom line of the show).
- Work with the Vice President to develop the onsite staff and pre/post-show travel pertaining to the operation of the show.
- Evaluate and recommend the pricing structure for exhibit sales as well as visitor pricing for trade show passes and conferences/symposiums. (when applicable)
- Develop a sales plan in collaboration with the Vice President. (To include priority sales, point systems, onsite sales, association pricing, and prospecting goals).
- Create a travel list for sales-related activities to present to the VP for discussion and approval.
- Work with the Sr. Relationship Development Manager to set and communicate international sales goals for Sales Partners and enter them into the General Sales Cockpit (GSC). Note: All goals should be entered 11 months prior to the show.
- Work with Accounting to monitor the collections process to ensure all payments are received prior to deadlines and before the show opens.
- Plan, coordinate, and oversee the execution of all aspects of the trade show(s), including sales, marketing direction, conferences/symposiums, special feature areas, receptions, etc.
- Review with the Vice President and the Operations team the final details to ensure proper vendors are selected (general contractor, venue, security, temp staff, registration, etc.).
- Develop and maintain healthy relationships with Brand Directors
- Analyze competitive events and monitor any shifts or changes in the industry.
- Review the Marketing & Sales Plan prior to presenting it to the Vice President. Collaborate with the PR & Marketing Manager to generate the marketing plan to ensure the integrity of the show and overall brand image exceeds Messe Frankfurt standards.
- Provide guidance on content and direction of all print and digital media (brochures, show directory, e-cards, banner ads, social media, website, and mobile app). Proof and sign off on all creative materials. The final proof must be reviewed by the Vice President.
- Set and lead all production schedule meetings.
- Set and lead the post-show meeting to evaluate each segment of the show.
- Review survey results and create an action plan to address any concerns or areas of opportunity. Review results with the Vice President.
- Review and ensure all post-show reports are accurate and properly submitted to the Vice President and the applicable brand team(s).
- Adhering to state, federal, and Messe Frankfurt Inc. Code of Conduct and industry organization policies with respect to show giveaways, events, dinners, receptions, promotions, market research, etc.
- Ensure that all events provide the appropriate exposure of all applicable brand-related shows (via the Messe Frankfurt Inc. Global booth).

## **Knowledge & 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 American Disability Act (ADA), reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

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

## **Qualifications & Work Experience**

- Bachelor's degree and work experience
- 4 years of relevant experience managing trade show events or conferences.
- Experience managing trade shows and/or conferences within a highly regulated environment.

## **Skill Set**

- Proven ability to communicate effectively with Sales, Marketing, Executive Management, and vendors
- Ability to manage workloads and prioritize requests and meet deadlines
- Outstanding project management skills
- Strong problem solving, negotiation, and interpersonal skills
- Ability to work independently and with minimum direction
- Robust attention to the details without losing sight of the big picture
- Ability to utilize computer software including MS Word, Excel, Outlook, PowerPoint, and a strong knowledge of customer relations management system
- Knowledge of floor planning program is a plus

## **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 the essential functions.

- Ability to work long hours outside of the normal work schedule during the show
- Ability to sit, stand, walk, and travel up and down stairs, crouch, stoop, and reach
- Ability to travel
- 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 the essential functions.

- Basic office environment
- 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.