

Job Title: Conference & Program Specialist
Department: Events
Reports to: Vice President or Group Show Director
FLSA Status: Exempt
Updated: December 5, 2025

Job Summary

The Conference & Program Specialist is responsible for the strategic development, planning, and execution of high-quality, profitable conferences, special events, educational programming, and industry community engagement for technical trade shows. This role is a key driver for enhancing the show's value proposition for both visitors and exhibitors.

Key Responsibilities and Essential Duties

1. Conference and Feature Area Strategy & Execution

- Strategy & Profitability: Create and deliver profitable, high-impact conferences, special events, show floor experiences, training sessions, and educational programs that enhance visitor and exhibitor value.
- Content Development: Design and deploy a compelling Call for Papers process to identify and secure industry-leading speakers and content.
- Stakeholder Management: Establish, manage, and engage Advisory Council(s) for each show to ensure program relevance and industry alignment.
- Program Management: Develop comprehensive education outlines, set key deadlines, manage timelines, and ensure all program deliverables meet MFI standards.
- Speaker Coordination: Select, confirm, and manage all speakers and/or collaborative partners, handling all necessary communications.
- Marketing Collateral: Generate engaging session titles and descriptions, and collect all marketing-required assets (e.g., photos, bios) for promotional use.
- Logistics & Operations: Coordinate speaker/Advisory Council travel and registration details with the Operations Manager. Manage all program logistics, including room sets, AV requirements, and food and beverage needs.
- Collaboration: Work closely with the Show Manager/Director to align program concepts with the overall show strategy and attendee experience.
- Evaluation & Improvement: Conduct thorough evaluations of all programs and feature areas, utilizing results to inform and elevate future plans.
- Innovation: Continually strive for creative ways to elevate the conferences and programs at all technical-based shows.
- Off-Year Programming: Develop independent educational opportunities (e.g., webinars, training) in the opposite year of the shows to maintain industry exposure.

2. Industry Awards and VIP Experiences

- Awards Management: Manage the Industry Awards programs from initiation through execution and promotion.
- VIP Experience: Manage the VIP Lounge Experience, ensuring a high-value networking and hospitality environment (if applicable).

3. Marketing, Communications, & Community Cultivation

- Promotion Collaboration: Provide the PR & Marketing Manager with complete program schedules, feature area details, and content for all signage, social media, print, and digital marketing materials.
- Registration Management: Collaborate with the PR & Marketing Manager and the contracted registration company to ensure a comprehensive and smoothly executed registration process.
- Community Roadmap: Develop and execute a community communication roadmap aimed at producing an increased industry following for both the show and its educational programming.
- Content Repurposing: Convert session content into high-impact community engagement via social media and other media platforms to generate involvement from targeted industry sectors.
- Content Collaboration: Partner with the Content Specialist to generate compelling copy that elevates community platforms and engagement.
- Relationship Building: Cultivate strong, lasting relationships with key individuals and organizations within the industries served.

Qualifications & Work Experience

Education

- Bachelor's Degree in Marketing, Communications, or a related field, or an equivalent combination of education and experience.

Required Skills & Work Experience

- Minimum of 4+ years of professional conference management experience, preferably within a B2B or technical trade show environment.
- Expert knowledge of current conference management trends, best practices, and technology.
- Goal-oriented, flexible, and capable of demonstrating creativity and calm under pressure while managing multiple simultaneous projects.
- Exceptional communication (written and verbal) and presentation skills.
- Demonstrated strong leadership and the ability to effectively motivate and manage industry volunteers/Advisory Councils.
- Superior planning, research, and organizational skills are essential.
- Ability to cultivate strong, positive relationships and thrive in a collaborative team environment.
- Previous experience in the trade show or a technical/technology-related industry is a significant plus.

Additional Requirements

- Ability to travel is required-domestic and international.
- Ability to be present in the office.

- Ability to work long hours on-site during shows, which may include prolonged standing, walking, and physical setup/teardown.
- Ability to sit, stand, walk, travel up and down stairs, crouch, stoop, and reach.
- Ability to lift up to 25 lbs.
- Ability to pass a background check and drug screening test

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 essential functions.

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.