conference PRODUCER

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| **Location:** | Dubai |  |  |
| **Department:** | Life Sciences | **Division:** | Global Exhibitions |
| **Reports to:** | Head of Production |  |  |

## Job Purpose:

The Conference Producer is responsible for the production of industry relevant conference programmes in line with Life Sciences events as well as developing and growing the event profile by generating new ideas and topics for conference tracks and stand-alone events. They are also responsible for supporting and mentoring the conference production team.

## job accountabilities:

* Construct detailed programmes with high level expert speakers produced on time and to budget as per the production planning schedule.
* Conduct market research to target delegate growth and increase content quality and relevance

## key dimensions:

Main Duties & Responsibilities:

**Conference Production**

* Produce high level industry relevant conference programmes
* Liaise with key professionals/institutions and companies in the production of conference programmes
* Engage with recommended speakers and confirm their attendance
* Ensure the speaker database is updated in order to provide current and accurate speaker lists and files for event management to follow up
* Prepare and communicate creative brief documents to the Marketing team
* Prepare and lead telesales briefs and set follow up meetings to track progress
* Ensure all CME/CPD application forms and supporting documentation are completed online within deadlines
* Assist in the provision of leads to the sponsorship team and attend sales meetings as appropriate

**Market Research and Industry Networks**

* Effectively research topics with relevant industry professionals and the target market
* Develop new conference ideas and programme content through meetings and tele-research with key experts
* Identify key opinion leaders/institutions and companies within related to the event
* Maintain existing and build new relationships develop a conference with topics and speakers
* Be able to provide a list of hospitals that are leaders in specialist areas relating to the event
* Look at additional add-ons and other ways of attracting more delegates i.e. workshops, poster sessions, partnering with associations etc.

**Speaker & Delegate Liaison**

* Liaise and network with speakers, exhibitors and delegates on-site, in order to maintain customer service standards, resolve queries and gain feedback, targeting a minimum of 10 meetings per event day
* Assist with onsite duties as required for the duration of the event, which may require longer working hours

Person Specification

## Minimum Education Level:

* Educated to degree level or equivalent

## Background Knowledge, Skills & Experience:

Essential

* Experience in conference production
* Speaks and writes clearly and fluently in English to both individuals and groups
* Computer literate and proficient in the use of Microsoft Word and Excel
* Commercial awareness
* Research based role
* Copywriting skills
* Brand and market awareness

Desirable

* Scientific background
* Related industry/event knowledge
* Conference production role