



## Senior Conference Producer

### About your role as senior producer

Your role is to deliver solution-rich conferences to our communities through:

- Building/maintaining long lasting relationships with customers
- Vigorous qualitative & quantitative research
- Copywriting & packaging of brochures & marketing material
- Commercial responsibility for your own brands

### Your skills

You must demonstrate:

- Real customer care: fanatical about customer service
- Analytical: research customer challenges & issues
- Persuasive: attract the best speakers and the best content
- Absolute attention to detail & accuracy
- Copywriting: conference brochures, web and other collateral
- Multi-tasking: work on several projects at the same time
- Teamwork: work within & contribute positively to our team
- Commercial: communicate value to sponsors & partners
- Networking: develop strong, loyal relationships with customers

If you've worked for other conference organisations, please know we approach things in a very different way. Here's how:

**Sustainable Brands vs One-offs** - our conference brands are not one-offs or linked to emerging trends. We're not interested in hype for the sake of quick profits [we will only invest into a new idea if it has a significant chance of being around in 5+ years time]

**Quality vs Quantity** - as a producer you are expected to own conference brands, allowing you to properly immerse yourself in the content and the community, without having to worry about the next production timeline [you won't work on more than 4 brands a year]

**Loyal Customers** - our customers are fiercely loyal in their support of our conferences [we have an average annual return rate of >70%]

**Large Scale Events** - our conferences are large [each brand attracts between 250 and 600 participants]

**Deep & Intimate Relationships** - most importantly, our customers LOVE doing business with us and we cherish every relationship we have with our customers and partners [check out our website to hear it from them]

And by the way, we don't care if you don't have a degree – we're much more focused on your values, your cultural-fit, and whether you can thrive in this role. If what we do and what we say excites you, please send your resume to Chris Carroll on [chris@eventfulmanagement.com](mailto:chris@eventfulmanagement.com)