



ROLES AND RESPONSIBILITIES

SENIOR EVENT MANAGERS (SEM)

Senior Event Managers (SEM) have excellent all-round event management skills with at least five years' experience working within an agency environment.

SEMs may be assisted by Event Managers, Assistant Event Managers or Registration Executives, depending on the scope of the project.

SEMs will have an excellent understanding and working knowledge of Dellar Davies software and systems, to ensure effective use will be able to provide advice and guidance to EMs, JEMs and REs.

SEMs are responsible for managing multiple events; large scale/complex event projects as well as smaller events from inception to conclusion.

Client Communication

- taking responsibility for client and account management
 - handling client queries
 - providing advice and guidance to clients, as appropriate
 - attending client meetings and representing Dellar Davies in a competent and professional manner
- NB: it is likely that the MD will be involved in large scale projects due to their size or complexity.*

Event Management

- taking responsibility for event projects including setting and meeting deadlines and financial targets
- dealing with stressful situations, potentially caused by workload and onsite pressures, and providing support to reporting staff (RE, AEM and EM) particularly during busy times
- organising and carrying out overseas inspection and planning visits
- post-event evaluations, including content, analysis and reports
- overseeing revenue generation (with sales undertaken by a sales director), to sell sponsorship, advertising and stand space to sponsors, advertisers and exhibitors
- ensuring relevant insurance policies are in place for the event, whether providing a brief to the client or securing quotes on their behalf.

Production Management

- confirming production requirements, in consultation with the MD or Producer
- creating production briefs for events
- liaising with Production Suppliers to obtain quotes
- producing crew notes and production set up/de-rig schedules
- Collating health and safety documents from suppliers, as required by venues
- Working with the MD to ensure Dellar Davies H&S policy documents are kept up to date.

Budget/Accounts Management

- approving monthly fee and disbursement invoices
- issuing invoices to clients (unless Dellar Davies operates a client bank account, in which case the company accountant will issue these invoices)

Event Marketing Management

- working with the client and MD to develop successful event promotions
- setting marketing timelines and creating a marketing plan
- briefing the design studio on brand design/development as well as overseeing the production of quality event materials
- checking marketing materials for accuracy and proof checking (for typos and grammatical errors)
- checking and ensuring that event websites are up to date.

Online Events

- taking responsibility for creating and agreeing suitable back up plans and communicating these to the client and the event team.

Sponsorship Management

- developing original, financially viable and saleable sponsorship packages.

Briefing/overseeing support staff

- briefing EM's, AEM's and RE's as appropriate and overseeing their project roles
- training EM's, AEM's and RE's, as appropriate, on Dellar Davies software and systems.

Reporting

- ensuring the MD is kept informed of your progress on a regular basis and of any issues arising whether of our own making or external.

Onsite

- managing the team and troubleshooting to ensure the smooth running of events and that they are delivered to the best possible standards
- overseeing the set up and dismantling of events
- ensuring the venue is left in the condition it was provided, with arrangements made for the clearing/removal of materials
- ensuring the event is 'managed' until delegates have departed.

SEMs report to the Managing Director.

Please note that this role also includes the responsibilities outlined in the Event Manager role shown below for projects where a separate Event Manager isn't assigned to the project.



ROLES AND RESPONSIBILITIES

EVENT MANAGER (EM)

Event Managers (EM) will have a minimum of two years' experience working within an event agency environment, or within an in-house events team.

EMs are responsible for small to medium sized projects and will be required to work alongside Senior Event Managers and/or the MD on larger projects.

EMs will be able to manage multiple event projects and have the skills necessary to keep on top of the deadlines and requirements of each project.

EMs will have a good working knowledge of our specialist software, including: EventsAir and Paprika.

Client Communication

- communicating at a competent and confident level with clients and Board/Council Members on a day-to-day basis, both verbally and through clearly written communications
- attending client meetings and representing Dellar Davies in a competent and professional manner, accompanied by SEM or MD as appropriate
- preparing meeting documents including agendas, reports and post meeting notes etc.

Event Management

- securing and booking venues, including: researching venues, negotiating rates and overseeing contractual arrangements, as directed by SEM or the MD
- co-ordinating venue management, caterers, designs, sub-contractors and equipment hire, in line with the agreed budget
- ensuring client's sustainability / environmental objectives are met for the event
- planning room layouts and entertainment programmes
- scheduling business presentations and demonstrations
- liaising with suppliers
- developing good organisational skills
- managing multiple projects at the same time
- creating task lists and timelines
- performing a variety of duties
- developing the skills to deal with stressful situations caused by workload, as well as onsite pressures
- preparing delegate materials and papers
- preparing post-event evaluations, as directed by an SEM/MD
- briefing and supporting REs and AEMs in their role.

Budget Management

- developing a good working knowledge of budgeting systems using: Paprika, EventsAir and Excel
- sourcing supplier quotes
- regular monitoring of event budgets
- ensuring the right VAT is applied to each event (as directed by the company or client accountant)
- agreeing an appropriate exchange rate with the client (if applicable)
- ensuring event budgets meet the targets agreed with a client
- ensuring budgets reflect the correct level of income for Dellar Davies (as directed by the SEM or MD)
- approval of monthly fees/disbursement invoices, in consultation with SEM/MD.

Event Marketing Management

- working to marketing timelines, as directed and supported by a SEM
- briefing the Content Executive, in association with a SEM, to produce copy for marketing materials (not logistical communications, which form a part of the EM role)
- briefing the design studio, in association with a SEM
- producing e-flyers using Constant Contacts or EventsAir
- creating websites and apps using EventsAir
- briefing the Content Executive on social media requirements, including: LinkedIn, Twitter, Facebook, Instagram and other relevant social sites for marketing purposes.

Sponsorship Management

- producing action lists and deadlines for each sponsorship package in association with an SEM
- communicating with sponsors throughout the lead up to, and during, events – to ensure that their benefits package is delivered on time and in the appropriate manner
- ensuring payments for sponsorship and advertising are received prior to the event.

Speaker Administration

- booking flights, accommodation and transfers for speakers
- co-ordinating planning meetings and rehearsal times
- chasing biographies, photographs and presentations
- managing speaker logistics onsite (if relevant to your onsite role).

Registration Management

- see RE roles and responsibilities.

Accommodation Management

- see RE roles and responsibilities.

Online Appointment Management

- see RE roles and responsibilities.

Online Event Management

- see RE roles and responsibilities.
- briefing speakers on how to use onAIR, including Q&A, voting and discussion forum
- producing onAIR and StreamYard running orders
- acting as Virtual Event Controller for the on-line event
- running on-line sessions in StreamYard, including branding of studio, briefing speakers and basic vision mixing
- creating and agreeing suitable back up plans, in conjunction with SEMs and the event producer.

Payment/Refund Management

- see RE roles and responsibilities.

Reporting

- ensuring your project line manager is kept informed of your progress on a regular basis.

Responsibilities

EM's should ALWAYS seek the approval of the SEM/MD, as appropriate, in the following circumstances:

- budgets and quotes – prior to sending to clients
- marketing materials – prior to sending to clients
- accommodation allocations and contracts – prior to contracting and on release dates
- delegate/client/sponsor complaints – prior to responding
- anything else that you are unsure about.

Onsite

- All Dellar Davies staff are required to participate in events in the UK and overseas as/when deemed necessary by the company.
- your onsite role will be determined by the project requirements

EMs will take day-to-day responsibility for their projects, reporting to an SEM or the MD.

EMs report on a day-to-day basis to SEMs/MD as appropriate.

Please note that this role also includes the responsibilities outlined in the Assistant Event Manager role shown below for projects where an Assistant Event Manager isn't assigned to the project.



ROLES AND RESPONSIBILITIES

ASSISTANT EVENT MANAGER (AEM)

Assistant Event Managers (AEM) support Event Managers and Senior Event Managers to deliver successful events for our clients. AEMs will generally be in their first/second events role, ideally with an event management degree or relevant experience.

AEMs will be required to assist with the logistical planning for events, with direction provided by the relevant EMs/SEMs.

Event Logistics

- See RE roles and responsibilities, plus...
- making the logistical arrangement for events, as directed by EMs/SEMs
- liaising with venues and suppliers, as directed by EMs/SEMs
- developing good organisational skills
- working on multiple projects at the same time.

Event Marketing

- working to marketing timelines, as directed and supported by EMs/SEMs
- developing the skills to produce e-flyers using EventsAIR and Constant Contacts
- developing the skills to create websites and apps using EventsAir.

Financial Management

- working with EMs/SEMs to gain an understanding of event budgets.

Payment/Refund Management

- see RE roles and responsibilities.

Registration Management

- see RE roles and responsibilities.

Accommodation Management

- see RE roles and responsibilities.

Online Appointment Management

- see RE roles and responsibilities.

Online Event Management

- see RE roles and responsibilities., plus...
- assisting EMs/SEMs to set up virtual event portals
- briefing speakers on how to use onAIR, as directed by EMs/SEMs. Including Q&A, voting and discussion forum features
- training for running on-line sessions in StreamYard, including branding of studio, briefing speakers and basic vision mixing

Reporting

- ensuring EMs/SEMs are kept always informed of your progress.

Onsite

- All Dellar Davies staff are required to participate in events in the UK and overseas as/when deemed necessary by the company
- your onsite role will be determined by the project requirements.

AEMs report on a day-to-day basis to EMs/SEMs.

Please note that this role also includes the responsibilities outlined in the Registration Executive role shown below for projects where a Registration Executive isn't assigned to the project.



ROLES AND RESPONSIBILITIES

REGISTRATION EXECUTIVE (RE)

Registration Executives (RE) support Event Managers and Senior Event Managers to deliver successful events for our clients. RE's will generally be in their first/second event-related role, ideally with a working knowledge of EventsAir software.

RE's will have responsibility for our event registration systems and for being the main point of contact for delegates and guests attending our clients events.

RE's may be required to assist with the logistical planning for events, with direction provided by the relevant Event Manager (EM) or Senior Event Manager (SEM).

Registration Management

- (training for and) using specialist systems, including: event management software (EventsAir), payments (Barclaycard) and accounts (Paprika)
- programming on-line registration forms
- setting up and issuing registration confirmations
- registration checks to ensure data is entered onto the system correctly, e.g. CAPS, spelling errors, misrepresentation of registration types etc.
- ensuring all relevant information is logged on the system prior to an event, including: transfer requests, golf handicaps, excursion bookings and passport details etc.
- distributing marketing materials and maintaining databases
- adhering to General Data Protection Regulations (GDPR)
- telemarketing calls to previous and prospective attendees to encourage them to register/book for an event
- dealing with delegate, visitor and guest enquiries via email and phone communications
- Producing registration reports (for internal and client use)
- coordinating delegate materials, such as: badges
- managing a desk at events to provide information and support to delegates, visitors and guests.

Accommodation Management

- assisting EMs/SEMs to contract accommodation blocks
- managing hotel release date procedures
- setting up room allocations and sub blocks on EventsAir
- managing accommodation bookings
- dealing with delegate accommodation queries
- issuing accommodation vouchers
- producing rooming lists and liaising with hotel reservation staff
- booking rooms for staff, clients and speakers.

Online Appointment Management

- assisting EMs/SEMs to set up an online appointment system
- dealing with delegate and client queries about the system
- issuing reminders to attendees to book their appointments
- assisting EMs/SEMs to run the appointment scheduler
- issuing appointment schedules.

Online Event Management

- dealing with delegate and client queries about the system.

Event Logistics

- liaising with clients, as deemed appropriate by EMs/SEMs
- liaising with our in-house design team, as appropriate (e.g. about the badges, delegate lists etc.)
- booking flights for staff, clients and speakers
- attending the events to carry out registration and related duties, as directed by an EMs/SEMs.

Payment/Refund Management

- setting up payment systems
- setting up and issuing registration invoices
- issuing debt chasing emails and follow up communications, as appropriate
- ensuring delegate/guest payments are received prior to an event
- producing weekly reconciliation reports.

Reporting

- producing daily registration statistic reports
- ensuring EMs/SEMs are kept informed of your progress on a regular basis.

Onsite

- All Dellar Davies staff are required to participate in events in the UK and overseas as/when deemed necessary by the company.

RE's report on a day-to-day basis to the relevant EM/SEM for each project.