

WE ARE



HIRING

DIRECTOR OF EVENTS

COMPANY SUMMARY

Founded in 1973, SITE is a professional association of over 2,000 members located in 90 countries, working in corporations, agencies, airlines, cruise companies, and across the entire destination supply chain.

We bring value to our members at both global and local chapter level by our live events, networking, online resources, education, certification, and advocacy.

SITE Foundation was established by SITE to raise funds to support research, education, and advocacy projects on behalf of the incentive travel industry. Monies raised by SITE Foundation enable us to make the business case for incentive travel and highlight the transformational potential of travel experiences on individuals, enterprises, and communities.

Live and digital events are central to how SITE and SITE Foundation deliver value to our members, the industry, the business world and society at large. Built around 4 strategic pillars – connect, learn, discover, shape – our events foster relationship building, offer cutting edge educational programming, facilitate destination immersion and discovery and shape the future of the incentive travel industry.

POSITION SUMMARY

SITE's Vision is *building and bridging cultures through the transformative power of motivational travel experiences* and this role is responsible for the front-facing events that embody our vision and empower the SITE community. The Director of Events is responsible for the design and delivery of designated live and virtual events that make SITE stand out as a leader in innovative, transformative, and high impact programming for our members, our partners, and the incentive travel community. This role has management and overall choreography of an event portfolio of approximately 10 external events annually, from conception to final program debrief, ensuring results achieve attendee satisfaction, revenue goals, and brand value for both SITE and the SITE Foundation. This suite of events includes both live multi-day and single day events plus virtual programming. Additionally, this position will oversee the delivery of approximately 5 internal events annually for the SITE global and SITE Foundation Board and other teams as required.

This is a full-time position.

RESPONSIBILITIES

EVENT DESIGN

- Design revenue-generating live and digital experiences and programming which inspire personal and professional development, build a sense of community, provide member benefits, attract buyer attendance, and deliver value to partners who invest in the event
- Ensure event design meets defined objectives
- Oversight of and collaboration with Sourcing Relations Manager to define future event timeline and RFP criteria
- Regularly assess events portfolio to ensure events support the growth of the organization; make recommendations to expand, reduce, create, or eliminate events aligned with the growth strategy of the organizations

EXTERNAL EVENT PLANNING AND DELIVERY

Responsibility for the planning and delivery of all internal and external events, some in concert with external Event Management partners and others managed internally.

- Deliver event to achieve all desired outcomes
- Direct timelines and communications to all internal and external stakeholders
- Oversight of and ultimate responsibility for budget management to achieve revenue expectations, limiting expenses, and proactively communicating metrics and tracking against forecast
- Negotiate with vendors as appropriate to ensure the largest value is achieved for SITE and SITE Foundation
- Provide direction and oversight on registration, mobile app, and surveys, including the development of content

INTERNAL MEETING PLANNING

- Manage all meeting logistic planning and execution, including accommodation, meeting space, F&B, A/V, ground transportation, evening events, partner meetings, focus groups and destination discovery activities
- Communicate meeting details with attendees and collect their travel information and share appropriately with destination partners

QUALIFICATIONS

- Bachelor's or equivalent degree required
- Seven (7) or more years of professional live meeting experience / incentive event planning experience
- CIS, CITP, and/or CMP certification preferred
- Experience working on incentive level programs or VIP events and/or Association and Fundraising events
- Possesses an understanding of international culture and practices based on experience in a global business environment with diverse audiences
- Familiarity with Cvent and/or other event registration platforms; or managing a registration team
- Excellent project and team leadership skills; preferred experience in overseeing multiple global teams
- Strong budget control and management skills in a collaborative environment
- Willingness to travel minimum 30%, including international, with ability to meet all current requirements imposed on international travelers
- Ability to work outside of "normal" business hours due to global nature of the position
- Proven aptitude to pivot from creative design thinking to management of logistical and financial details

PREFERRED ATTRIBUTES

- Passion for the incentive travel industry and the people who work in it globally
- Innate desire to exceed stakeholder expectations including Board members, SITE members and partners
- Energetic, forward-thinking, and creative individual who doesn't lose sight of the important details
- Familiarity with professional associations and/or not-for-profit organizations including working with volunteer groups/committees
- Digital and hybrid meeting planning and execution experience
- Enthusiastic and positive team player, with a "make it happen," "can-do" attitude
- Strong multi-tasking and time management skills, including the ability to effectively prioritize and execute tasks conforming to shifting priorities, demands and timelines
- Highly self-motivated and directed with experience in working in a fast-paced, collaborative environment
- Excellent interpersonal skills with the ability to respond quickly and effectively handle situations of conflict with tact and professionalism
- Exceptional project management skills that are deadline and deliverables focused
- Excellent command of the English language, orally and in writing; proficiency in a second language a plus