

Contract Role: Event Sales Manager
Location: London Bridge/Borough
Salary: TBC with individual candidate
Event: Seller Summit June 2018:

The US-based Global eCommerce marketplace are hosting a 1-day seller summit in London on the with 3 main goals:

- Brand Awareness
- Merchant/Seller acquisition for the marketplace
- Promotion of the UK D2C website

The event will be hosting circa 300-350 delegates, and will be held at a central London venue. The individual hired will be the driving force behind ensuring the success of the event for the client and the attendees.

Daily functions

- Seller Attendee Invite outreach via phone
- Seller Attendee eMail invite outreach & management
- Work through daily Marketing rituals – including contact with company ‘supporters’ who will send out and distribute event collateral, which is a list of companies that runs to about 25
- Speaker recruitment: 12-16 speakers need to be filled as well as inviting panel moderators of 3-4
- Sponsorship sales: Contact smaller potential sponsors and drive inbound revenue
- Undertake Daily functions of Marketing & Communications plans in partnership with Sponsors, Speakers and the company
- Exhibitor Management: Talk to potential exhibitors and confirm space and availability

Weekly functions

- Update speaker and delegate manual
- Compile weekly updated of business progress to management team
- Attendee List Update – Share with the company, sponsors & attendees
- Work with Sponsors, Speakers, the Business & Partners to build and deliver a marketing and communications plans
- Venue Liaison: Update venue on speaker, attendees and sponsors
- Amend Sponsor, Exhibitor layout at Venue
- Update Delegate Bag – inserts, giveaways, magazines and freebies

Monthly and one-off functions

- Conduct calls with panelists – sharing questions, vetting answers, shaping conversation.
- Conduct speaker prep-calls: Email Questions ahead of NSD – make sure all panellists are comfortable with discussion topics
- Distribution of Speaker Packs & Manuals
- Distribution of Delegate & Sponsorship Material
- Sponsor visits to venue
- Undertake Risk Assessments from Exhibitors and Sponsor Stands – Share with Venue
- Communicate with Videographer – detail requirements to/for venue
- Communicate with Tamebay & London Tech Week
- Undertake Branding review with Mark Barlis / Jeff Shim – to include Stage, Venue and Digital Assets

- Print Delegate Brochure – deliver to company office
- Prepare Delegate Bags onsite

Role Reports: The Event Sales Manager will report directly into the Senior Management of the London team and also have dotted-line transparency into the Head of Acquisition for the event.

Role Requirements: Applications will need to have a basic understanding of eCommerce Marketplaces, the role that the event will play with regards to helping promote the Brand, as well as commercial long-term benefits of Seller attendance to the event.

[**APPLY NOW**](#)