

**Job Title:** Event Executive (Veeva)  
**Reports To:** Event Director & Event Project Leads / Veeva: VP Event Lead  
**Salary:** £23,000 – £26,000 dependent on experience  
**Location:** Chiswick, London  
**BNC Ref:** BNC164

## **The Company**

We specialise in providing marketing and events services to the technology, industry associations and professional services sectors. Set up 16 years ago by two of its directors, it now services more than 40 clients and runs upwards of 200 events per year. Most projects are customer and prospect focussed conferences, exhibitions and seminar programmes targeting decision makers within the IT teams of large organisations, the vast majority of which are held across EMEA.

## **Key Client**

One of its major accounts, Veeva Systems, a cloud-based solutions provider for the global life sciences industry, currently works closely with the company on two major customer events, Veeva R&D Summit, Europe and Veeva Commercial & Medical Summit, Europe. As part of this agreement, we will have an Event Executive dedicating approximately 50-70% of their time to the project working from our offices and taking on an events role within the Veeva team, whilst remaining under the guidance of the very experienced Event Manager and Director on the project. For the remainder of the time outside the scope of the Veeva Systems contract, the Event Executive will work on other project tasks within the team, such as venue finding.

This is a very exciting role for the right candidate who wants to grow and develop within a major account.

## **The Team**

The event management team handles all aspects of the project management for client events particularly focussing on delegate and sponsor experience. This includes venue sourcing, logistics liaison and management right the way through to onsite delivery. As an organisation great pride is taken in delivering the highest quality of service to all clients and these relationships are absolutely key to the ongoing growth of the organisation. You would be joining a small, friendly team of 20 based in Chiswick West London, all of whom have a wealth of experience and knowledge in event management. By joining a small company to

work on a high-profile account you will benefit from first-hand experience of a large corporate whilst working within the fast paced environment of an agency and gain the opportunity to learn fast on the job from seasoned events specialists.

***Key roles and responsibilities:***

- Working with the Event Manager and Event Director to develop a project plan for each event within Team Gantt.
- Embedding within the Veeva European marketing team to act as a consistent conduit between Veeva and our business.
- Implementing the deadlines within the project plan.
- Gaining competitive quotes for outsourced services.
- Venue finding for other client events across EMEA.

***Key roles and responsibilities – specifically for Veeva:***

- Supporting the management of the Veeva online inventory – this will include cleaning up and removing old logos and collateral, providing support and recommendations on what works well and what has worked less well based on best practises gleaned from other client experiences.
- Supporting the Veeva Summits' registration process, including delegate approval and clear joining instructions.
- Supporting the administration around the agendas, including keeping the website and mobile app in synch with key changes/updates.
- Managing speaker forms and ensuring all details are correctly captured to be used publicly on the website, mobile app etc.
- Working with the appointed hotels to prepare, manage and cross reference rooming lists with the Event Manager.
- Answering incoming calls and dealing with email queries relating to the Veeva events.
- Preparing weekly report with status update to be sent to Veeva Systems, after Event Director review, and supporting any requests for event-specific updates or presentations to be given to members of Veeva's management team.
- Evaluation form creation and analysis.
- Supporting onsite requirements for the events, with tasks that may include helping register delegates on the day or any necessary activities to ensure a world-class event.
- Supporting the sponsor liaison process to include chasing for all orders including power, furniture, internet requirements, collating these items into a spreadsheet and communicating their order back to the supplier.

- Supporting post event activities, including preparation of feedback survey, collating data for analysis, and contributing to post event reporting.

The above list is not intended to be exhaustive but an indication of the work you will be undertaking.

### *Reporting structure*

- You will report directly to the Event Manager within our company for the project and also have a dotted reporting line into a member of the Veeva European Marketing Team.

### *Key qualities required:*

- Strong communication skills particularly face-to-face.
- Excellent attention to detail.
- Time management skills.
- Ability to take responsibility for ensuring deadlines are met.
- Good understanding of Excel and PowerPoint.
- Very organised and structured.
- Logical and analytical mind.
- Ability to digest information and present it within PowerPoint in a clear and logical fashion whilst ensuring consistency of format and branding.
- The desire to learn new skills and really take ownership of the role that you are fulfilling.
- Hard working and dedicated team player.
- Experience of working in an events or marketing role for 12-18 months would be beneficial but not essential.
- Excellent English skills; fluency in another language would also be beneficial but not essential.
- Experience with Salesforce.com and Pardot are beneficial.
- Ability to travel overseas for site visits and onsite attendance at events.

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