

JOB TITLE: **Manager, Events**

Division:	Communication and Marketing	Reports To:	Sr. Director, Global Comm and Mktg.
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**SUMMARY:** The Manager, Events will facilitate the delivery of world-class events as a purpose-driven professional. In this position, the Manager is responsible for the overall management of logistical and event tasks associated with ABET conferences, seminars, and meetings. This includes budgeting, planning, contracting, site recommendations, and onsite logistical support. Responsible for maintaining close working relationships with all ABET departments for their specific meetings/events. This person will be responsible for ensuring that every ABET event exudes the ABET brand and values.

This role actively drives the timelines and necessary planning activities, manages the scheduling and task assignments, and acts as the focal point for communications involving all events. The successful candidate will work collaboratively with key stakeholders to determine goals and objectives for each event, suggest appropriate tactics to support these goals, measure and report on the success of each event and continuously improve and refine our processes for event management.

The Manager, Events reports directly to the Senior Director, Global Communications and Marketing.

**ESSENTIAL DUTIES AND RESPONSIBILITIES** include the following. Other duties may be assigned.

**Event Strategy & Leadership**

- Serve as the primary point of contact for attendees and speakers, ensuring a high-quality experience before, during, and after all events.
- Lead the coordination and execution of cohesive in-person, virtual, and hybrid events from concept through delivery, ensuring consistency, engagement, and accessibility.
- Develop and manage the annual events strategy and budget, aligning event objectives with organizational goals.
- Consistently drive continuous improvement, streamlining and optimizing the event planning and evaluation process.
- Support goals and strategy for events, by exploring creative new methods to engage prospects and customers.
- Execute debrief following every event to collect feedback, ideas for improvement, and goals for future events.
- Recommend best practices in the delivery of all virtual events, this includes recommendations for preferred providers of platforms and other virtual communication tools to ensure a seamless and as requested, highly collaborative event.

**Event Planning & Execution**

- Create and manage project timelines, ensuring all milestones, deliverables are met.
- Manage the virtual events experience, including platform selection, production quality, engagement tools, and attendee support.
- Coordinate symposium sponsorships, including sponsor communications, benefit fulfillment, on-site execution, and post-event follow-up.
- Works with all departments, to lead the execution of events from concept to implementation.
- Ensure all of ABET's events are environmentally friendly through the implementation of the highest possible sustainable practices.



## JOB DESCRIPTION

POSITION:  
Manager

- Manage the Request for Proposal (RFP) process, including vendor selection, contract negotiation, venue selection, event theme development, cost negotiation, and related travel arrangements.
- Present at least three site options for each event, not hosted at ABET HQ
- Negotiate and/or contract hotel rates for accreditation visit teams.
- Provide on-site support during internal and external events, managing room blocks and catering orders. On-site duties include ensuring proper set-up and signage, registration coordination, AV testing, speaker management, time management, etc.
- Oversee event shipping logistics, including exhibitor materials, signage, and vendor freight coordination.

### Cross-Functional Collaboration

- Must proactively engage all departments as needed at least one year prior to each event to begin planning.
- Partner with Marketing and Professional Programs teams to create pre- and post-event communications using marketing automation tools, website, etc.
- Work jointly with Marketing and Professional Programs teams to analyze and report on event performance metrics, including lead generation and customer engagement.
- Works with Marketing and Professional Programs teams to create surveys for all ABET hosted events.
- Work with corporate partners to execute joint events, seminars, sponsorships, and other co-marketing programs.
- Collaborate with the Lead Registrar to create exceptional experience for all ABET event registrants, pre-meeting and on-site logistics.
- Team Leadership & Communication
- Provide guidance and training to staff in advance of event.
- Recommend team to help support ABET HQ events, communicate expectations, and create schedule for team members.
- Build, maintain, and communicate a master event calendar and a five-year outlook for all ABET events not hosted at HQ, including site selections and possible enhancements and/ or evolution of customer experience.
- Schedule meetings, assign actions, summarize status and create presentations outlining progress for all projects.
- Set up and manage pace report distribution, including cadence, recipients, and interpretation for internal interest holders.

### Risk & Contract Management

- Maintain proactive oversight of event agreements and contracts, identifying risks related to attrition, cancellation, force majeure, and financial exposure

**SUPERVISORY RESPONSIBILITIES: NONE**

**QUALIFICATION REQUIREMENTS:** To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The required skills listed below are representative of the knowledge, skill, and/or ability required.

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### EDUCATION and/or EXPERIENCE:

- Bachelor's degree in hospitality management or other relevant discipline
- 6+ years of full-cycle in-person event management experience, from large to small scale events.
- 2+ years of full-cycle virtual event planning experience
- Sustainability Event Professional (SEP) Certification a plus
- Certified Meeting Professional (CMP) and Digital Event Strategist (DES) Certification a plus
- Experience working in a professional association, nonprofit, or membership-based organization a plus.

### REQUIRED KNOWLEDGE, SKILLS AND ABILITIES:

- Demonstrated success in event and project management
- Demonstrated ability to work effectively in a collaborative, team-oriented environment Strong organization, prioritization, analytical, and multi-tasking skills
- Exceptional customer service skills for both internal and external customers
- Ability and drive to work in a fast-paced environment with tight deadlines and limited supervision
- Proven ability to manage multiple priorities and projects, demonstrated decision-making skills
- Proactively identifies challenges and brings forward well-considered solutions in a fast-paced, evolving environment
- Must have excellent work ethic, exceptional judgment, and unquestionable integrity
- Proficient in PowerPoint, Word, Excel, and project management tools
- Ability to analyze key metrics and interpret them into actionable data points
- Ability to travel (up to 20%) and work flexible hours, including some weekends

**PHYSICAL DEMANDS:** The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to talk or hear. The employee frequently is required to walk and sit. The employee is occasionally required to stand; sit; reach with hands and arms; and stoop, kneel, or crouch.

Occasional travel including overnight stays (up to 20%) may be required.

The employee must occasionally lift and/or move up to 20 pounds. Specific vision abilities required by this job include close vision.

**WORK ENVIRONMENT:** The work environment described here is representative of those an employee encounters while performing the essential functions of this job. The noise level in the work environment is usually quiet.

### ABET CORE VALUES

The Manager, Events, will embody the ABET Core Values by respecting the contributions provided by her/his co-workers, ABET Experts and customers. The values we embrace:

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- **Authentic** - My actions will reflect the respect I have for the professional relationships we have developed. I will balance my objectives with sensitivity for others while instilling trust in those with whom I work.
- **Business-Like** - I will conduct myself professionally at all times, while committing to delivering world-class results and satisfying experiences – both inside our organization and while interacting with our external stakeholders.
- **Expert** - I will demonstrate expertise in my area of responsibility, constantly challenging myself to learn more while applying those lessons learned to improving the efficiency and impact of our organization. I am also committed to taking advantage of the opportunities ABET provides me to refine my expertise and help further my professional development. I will seek out and participate in assignments that I am qualified by education and experience and will rely on the expertise of my peers in the areas outside of my own.
- **Targeted** - I will focus my efforts on specific objectives that will enable me to deliver results to create a positive impact to further ABET's core purpose.

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