



an **informa** business

■ Company Description

IBC Asia is the regional headquarters for the global informa group's conference and training business in Asia. IBC produces over 200 events across Asia annually, including conferences and training courses held in Singapore, China, India, Vietnam, Japan, Malaysia, Indonesia and Thailand. The business is expanding and seeks an experienced conference researcher/producer to join the conference research and production team based in our regional headquarters in Singapore. This is a career opportunity for someone wanting to develop with an international business.

■ CONFERENCE RESEARCHER/PRODUCER

Overview of Position:

The Conference Researcher/Producer is responsible for researching and producing a series of high-level conference events, across a range of industry sectors. These events are senior level industry forums and may incorporate 18 to 40 sessions and speakers across 2-3 days, depending on the scale of the event. The Conference Researcher/Producer role is a strategic one, and is best suited to candidates with strong commercial acumen. The role requires market research and liaison with chief executives and senior executives, and as such, the candidate requires excellent communication and negotiation skills, in addition to the ability to research and identify new and emerging commercial issues and trends. The Conference Researcher/Producer is responsible for developing a number of events throughout the year, and meeting production targets and deadlines, as well as revenue targets.

Job Summary:

- Researching the viability of conference topics.
- Contacting the target market through phone, desk research and meetings to determine what subjects are needed by the market
- Researching in detail the conference program and putting together a complete draft program.
- Contacting potential speakers, mainly by phone, and recruiting them onto the program.
- Creating an advisory board, if deemed necessary.
- Working with the chairman and speakers and sponsors of the conference to secure support to promote the event
- Working as part of a project management team, including marketing, sales, operations
- Writing promotional copy, such as marketing letters, brochure and web copy, as well as press releases

- Writing comprehensive briefs for marketing, sponsorship and telesales and attending internal team brief meetings
- Running the conference on the day and in particular looking after the speakers. Because events are held regionally throughout Asia, travel outside Singapore will be required
- Monitoring the quality of the speakers' presentations.
- Building longer term relationships with speakers/sponsors and delegates through industry networking and relationship building.
- Speaking in public. It is necessary for the conference manager to give a brief opening address to introduce the Chairperson at the conference
- Maintaining appropriate records and files for each conference and producing these in accordance with set deadlines
- Negotiating Speaker fees and expenses and staying within budget guidelines set down by the Divisional Manager
- Meeting all KPIs for the role, including revenue targets, production targets and deadlines

Educational and Work Experience

Essential

- University Graduate from an internationally recognized institution
- Commercial experience, preferably in a B2B business environment
- High level of confidence and interpersonal skills

Desirable

- Related industry knowledge
- Relevant experience as a conference researcher/producer, or in a related profession, such as journalism

Benefits

- Competitive package
- Orchard area, close to Somerset MRT
- Opportunity to develop with an international business

Interested applicants, please forward a cover letter and detailed resume/CV with information on current and expected salary, date of availability and a recent photo to:

email: ibcrecruit@informa.com

www.abc-asia.com

Qualification	Degree or equivalent
Yr(s) Exp	N/A
Zonal Segregation	Central/Somerset
Salary	Not Specified / Negotiable
Job Type	permanent

