

Job Description

Title: Conference Producer
Reports to: Events Director

Summary:

The Conference Producer will work with the Events Director and Content Leads to collaboratively manage all aspects of in-person and virtual conference programming—from conceptualization through onsite execution—across the full portfolio of Meister conferences and conference/trade shows. The Conference Producer is responsible for advancing all program and speaker matters on deadline, drawing heavily on audience feedback and market research; and expertise from editorial, operations, marketing, and other internal stakeholders.

Responsibilities (include but not limited to):

- Ensure conference programming is developed effectively and on schedule, coordinating along the way with Content Leads, marketing, show director, and all other aspects of event development.
- Work alongside Events Director and brand's Content Lead to develop and execute holistic content strategy around events to generate interest pre-event and extend the conversation post-event.
- Lead program development
 - Work with Content Lead to develop Advisory Board and utilize them to advise program development, facilitate Board meetings and follow-up where needed.
- Initiate and lead attendee due diligence and research efforts (surveys, calls) to ensure programming reflects audience needs; collaborate with editorial to develop research priorities.
 - Develop strategy and direction for program in support of event positioning – develop theme, topic pillars, and program structure, working closely with internal or external conference committees.
 - Schedule and run programming stand ups and regular meetings as necessary to achieve goals.
 - Call on editorial horsepower to bring best-in-class subject matter expertise to conference strategy and development.
- Run point on speaker acquisition, working with brand/media content SMEs to execute ensuring all deadlines for program promotions are met
 - Work closely with Content Lead to ID target speakers and develop session titles and descriptions, secure speakers.
 - Over time, develop industry relationships to build speaker prospects
 - Task out roles to content team(s), ensure timeline completion and set timelines that are reasonable and achievable.
 - Report on and document progress; develop “scorecard” system to show program progress to completion.
- Secure speaker commitments and oversee speaker management; ensure speaker success
 - Maintain regular communication to ensure speakers are prepared and have the resources they need to be successful; leverage technology e.g., speaker resource hub to find efficiencies and provide top notch speaker experience.
 - Review and edit speaker titles, descriptions, bios; work closely with Event Marketing to promote the conference programming, to make it “sing;” hand off program information in timely manner for marketing and promotion.
 - Work closely with speakers to help fine tune their presentations based on specific event goals and utilize them and their networks to grow the event
- Champion onsite program success; manage onsite conference team, external resources as applicable, and A/V or other programming vendors
 - Review and provide directional guidance on speaker presentation decks; ensure presentations are on-point and set speakers up for success; collaborate with editorial on content accuracy questions.
 - Develop and oversee onsite podium flow; serve as primary point of contact with A/V vendor; ensure all speakers are registered, checked in, and briefed in advance of their sessions.
- Work closely with Event Director to ensure staging is consistent with event goals
- Continually work to expand experience and skillset of conference programming strategy, execution, and best practices.
- Compile and analyze post-event attendee surveys related to programming; document go-forward notes and action items; maintain institutional knowledge for year-over-year program improvement.

Qualifications:

- Experience in agriculture, agribusiness, or trade media/publishing industries a plus; demonstrated ability to motivate and collaborate with editorial and subject matter experts to execute programming
- 3-5 years' experience Conference / event experience, with an understanding of meeting and event planning principles, requirements, and procedures.
- Flexible, enthusiastic, energetic, highly motivated worker.
- Ability to manage multiple projects and tight deadlines, demonstrating flexibility in a fast-paced environment.
- Outgoing and communicative with all stakeholders, confident and collaborative. Proven experience in leading support staff and leading/managing external partners.
- Must be highly organized with a strong attention to detail, deadline oriented.
- Proficiency in Microsoft Office Suite. Experience with Microsoft 365 (OneNote, SharePoint, Teams, Planner) a plus.
- Ability to travel to approximately 5 events per year.