



Event Director

Who We Are

Tradeshow Logic is a full-service show management and event solutions company with more than 25 years of experience helping associations create more buyer-seller connections, increase marketing & engagement, reduce the cost of participation, and elevate the experience and value for all stakeholders. We are a U.S. subsidiary of Messe Muenchen, one of the world's leading exhibition companies based in Munich, Germany.

TL offers a full suite of services including total event management, insights & data analytics, exhibitor sales & sponsorship, vendor strategy, event operations & logistics, audience acquisition & marketing, and customer care.

Our Culture Code

Tradeshow Logic's culture is driven by a shared passion to be proactive change agents. We are not bound by the way things have always been done; we are driven by how to do them better. Those who join Tradeshow Logic understand, believe in, and value our mission and our culture – and they seek to protect it.

- **Honest & Transparent** – We are a tightly bonded team anchored by passion, empowerment and collaboration. We share ideas, give feedback graciously and accept failure as the cost of innovation.
- **A Group of Over Achievers** – When we go in, we go ALL in. We just can't help ourselves. We always over-deliver. Always.
- **Customer-Centric to the Core** – Our company is nimble and flexible and therefore supremely skilled at accommodating our clients. We give them what they want and help them do the same with their own customers.
- **Our People = Our Strength** – Tradeshow Logic is full of innovative, creative, resourceful thinkers who have a reputation for helping clients imagine and execute new solutions to overcome challenges and grow event success.
- **Remote Office Environment** – We attract such wonderful talent, partially because of the flexibility of our work environment and our commitment to work-life balance. Since everyone works remotely, our employees thrive on being trusted and empowered to make a difference. They appreciate their flexibility and in return give willingly to clients 100% of the time.
- **Diversity & Inclusion** – At Tradeshow Logic, people come first. As an organization, we are committed to equitable inclusion and the value of diverse perspectives and experiences. To encourage and empower our team to perform at the highest level, and with unwavering

commitment to our mission, we foster and promote an accepting and tolerant environment for everyone in the Tradeshow Logic family.

Your Role at Tradeshow Logic – Position Overview

The Event Director has overall accountability for driving the strategy, execution, growth, and success of assigned events, whether managed on behalf of Tradeshow Logic (TL) clients or as part of TL's owned event portfolio. This role is responsible for leading cross-functional teams, managing client expectations when applicable, and delivering high-value results in line with TL's financial, operational, and service objectives. The Event Director oversees all aspects of event strategy, exhibit and sponsorship sales, operations, marketing, and budgeting to ensure seamless execution and stakeholder satisfaction. This role has a strong focus on event growth, using audience insights, sales and marketing strategies, and relationship building to identify and pursue new opportunities and strategic partnerships.

The ideal candidate is a strategic, growth-oriented leader and natural problem solver who builds strong relationships, leads teams effectively, and is motivated by identifying opportunities and delivering results.

Key Responsibilities

Client, Market & Stakeholder Strategy

- For client-managed events, act as the primary liaison between TL and the client, developing event strategies, objectives, and measurable outcomes.
- Manage client expectations and satisfaction by maintaining clear, proactive communication and delivering exceptional results.
- Manage and balance the contracted scope of work and budgeted team hours with client needs, ensuring efficient allocation of resources. Assess and prioritize new client requests to determine if they can be accommodated within the existing scope and if needed, work with client to contract additional services.
- Gather and analyze historical event data, sales performance, marketing metrics, audience research, customer feedback and satisfaction, competitive activity, and market trends, translating insights into event strategies and actions.
- Seek opportunities for Tradeshow Logic to provide new/additional services and greater value to the client, developing a clear business case and pitch for consideration.
- Develop a strong understanding of the organization or industry the event serves, including its goals, objectives, challenges, competition, and market dynamics, and align event strategies accordingly.
- Monitor overall event trends against established goals, proactively investigate areas that are underperforming, and recommend corrective or growth strategies.

Event Strategy and Growth

- Collaborate with appropriate TL, client, and/or show leadership to define short and long-term event strategy, market positioning, growth priorities, and direction.
- Initiate the annual Project Charter and develop strategic roadmaps for priority growth areas that translate event objectives into actionable strategies and tactics.

- Facilitate strategic sessions with TL, client, show and stakeholder groups as appropriate to uncover challenges, opportunities, priorities, and potential solutions.

Business Development, Audience Growth & Partnerships

- Work closely with Sales and Marketing teams to set goals, inform pricing strategies, identify revenue and audience growth opportunities, and develop strategies that increase participation, strengthen market position, and improve event value.
- Support exhibit and sponsorship sales strategy and identify opportunities to strengthen exhibitor and sponsor value, retention, and growth.
- Research target audiences, sectors, associations, companies, and communities to identify organizations and influencers that can help grow event participation.
- Proactively initiate outreach to prospective partners and audience-development contacts by phone, email, online meetings, and face-to-face meetings; leverage referrals and existing relationships to accelerate connections.
- Identify, negotiate, and develop sustainable partnerships that deliver mutual value and support visitor, exhibitor, sponsor, or overall event growth.
- Support new show launches by working with Show Directors to understand the market, identify target audiences and strategic partners, and develop growth strategies that drive participation and establish the event in the marketplace.

Event Oversight & Financial Stewardship

- Lead and manage the cross-functional team responsible for event delivery, including operations and other functional areas, ensuring clear priorities, appropriate resources, timely decisions, and accountability for successful execution.
- Provide strategic direction and oversight for exhibit operations, exhibitor care, sponsor fulfillment, meeting management, and overall event logistics, while empowering functional team members to manage day-to-day execution.
- Manage budget development directly and/or through support of other team members, providing financial oversight and ensuring cost optimization. Collaborate with the CFO to ensure relevant budget information is provided in a timely manner.

Innovation & Continuous Improvement

- Identify emerging industry trends, technologies, and best practices and evaluate opportunities to apply them to improve event performance, stakeholder experience, and TL services.
- Challenge existing approaches and identify new solutions to improve efficiency, effectiveness, and value for TL and its events.
- Champion the adoption of new tools, processes, and approaches, helping teams translate ideas into practical implementation and measurable results.

Who Succeeds in This Role

A top performer in the Event Director position will be:

- Strategic and growth-oriented, while maintaining accountability for strong event execution and team performance
- Relationship-oriented and comfortable initiating conversations
- Capable of managing multiple projects at the same time

- Naturally curious and able to quickly understand new markets, audiences, and industries and translate those insights into ideas and solutions
- Resourceful, adaptable, and solutions-oriented
- Collaborative and diplomatic
- Persuasive communicator and strong negotiator
- Independent and able to work autonomously

Qualifications & Experience

- Bachelor's degree in Event Management, Business, Marketing, or a related field.
- 10+ years of experience in event management, trade shows, conferences, or related B2B events, with a strong understanding of the event ecosystem and its stakeholders.
- Demonstrated success developing and executing event strategies that drive audience growth, revenue, engagement, and overall event performance.
- Demonstrated sales and marketing experience with a track record of setting, pursuing, and achieving measurable growth goals.
- Demonstrated ability to proactively identify, initiate, and develop business relationships and strategic partnerships through direct outreach, referrals, networking, and in-person meetings, with the negotiation skills to create mutually valuable relationships.
- Ability to analyze audience, market, competition, and event-performance data and translate insights into actionable growth strategies and strategic roadmaps.
- Demonstrated experience leading event operations teams and cross-functional event delivery, with sufficient operational depth to guide teams, identify risks, make decisions, and hold others accountable for successful execution.
- Exceptional communication, listening, and facilitation skills, with the ability to connect effectively with executives, clients, prospects and internal teams and uncover their goals, needs, and priorities.
- Strong financial acumen and experience with event budgeting, financial oversight, and identifying opportunities to increase revenue, reduce costs, and improve event value.
- Ability and willingness to travel for client and owned events, industry events, client meetings, and business development opportunities as needed.

Benefits of Working at Tradeshow Logic

- Health, Dental & Vision insurance
- Unlimited vacation time
- 100% remote workforce

Compensation

The salary range for this position is \$100,000 - \$120,000 annually, commensurate with experience and qualifications.

Equal Opportunity Employer

Tradeshow Logic is an equal opportunity employer that is committed to inclusion and diversity. We take affirmative action to ensure equal opportunity for all qualified applicants without regard to race,

color, religion, sex, sexual orientation, gender identity, national origin, disability, veteran status, or other legally protected characteristics.

SEND RESUME & COVER LETTER TO:

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