



We are Recruiting! – Senior Manager, Sponsorship & Exhibit Sales in Singapore

Location

ICS employees work in a predominantly remote work environment. *This role is specific to residents of Singapore.*

The Company

A highly respected player at an international level, International Conference Services Ltd. (ICS), is a Professional Conference Organizer in business for over 45 years that works with national and international associations, and organizations, to host conferences, events, and tradeshows. Our work is very purposeful, and we are truly “connecting people to facilitate change in the world.” With over 80 staff members working remotely across North America, Europe, and Asia, we are truly an international team, and we leverage the strengths that our diversity brings.

Remote-First Work Environment

ICS employees work in a remote-first work environment. Our employees truly enjoy the flexibility that remote work brings, and we work hard as a company to stay connected through weekly all-hands meetings and annual in-person get-togethers. Remote work is an important part of our business strategy and will not change post-COVID.

The Culture

ICS operates in a true “team” environment - trust, support, and empowerment of each other are very important to our culture. We know that we work better as a team, and we regularly celebrate our collective accomplishments. We pride ourselves on being innovative, solutions-oriented and are able to think outside the box, which keeps us all learning and growing as professionals together. We care deeply about creating exceptional experiences for our clients and pride ourselves in our many long-term relationships we have cultivated.

Department Overview

The Conference SPEX Sales Department is a dynamic, global team of sales professionals, responsible for raising money through the sale of sponsorship and exhibit packages for conferences by targeting various companies, organizations, and associations. The Department focuses on developing sponsorship and exhibitor packages according to client specification and prospecting leads to drive conference and ICS profitability and exceed project targets.

Role Overview

The Senior Manager, Sponsorship & Exhibit Sales is responsible for raising money through the sale of sponsorship and exhibit packages for conferences by targeting various companies, organizations, and associations. The Manager creates sponsorship and exhibitor packages according to client specifications. Grant submissions may be required. The Senior Manager attends weekly company meetings, sales update meetings with clients and conference planning meetings as required.

Key Tasks & Duties

- Utilize telephone solicitation, electronic and written correspondence, and face-to-face meetings as tools in order to reach and exceed the budgeted sponsorship target for each conference
- Meet with clients and the conference team to identify sales revenue targets
- Research and develop sales campaign strategies for each conference
- Research and develop a list of potential sponsors for each conference
- Research and develop a list of potential exhibitors for each conference
- Develop and maintain relationships with existing and potential sponsorship clients and exhibitors
- Keep precise records of conversations with all clients, sponsors, and exhibitors
- Update the company database as required
- Identify grant submissions requirements and work with clients to compile information; submit grants
- Assist in preparing promotional material to advertise sales opportunities
- Maintain knowledge of conference timelines and sponsorship deadlines
- Delegate administrative functions when relevant
- Meet with trade and professional organizations and other groups to organize, promote, and discuss ICS conference / trade show services
- Professionally represent ICS at all times

Department/Operational Management

- Assist with company/department strategy implementation and execution in collaboration with Department Head and Key Specialist
- Contribute to the development, implementation, and execution of standard operating procedures
- Support the training, mentoring, and onboarding of new employees when appropriate

Leadership and Management

- Meet or exceed sales targets and client/project deliverables.
- Ensure all project deliverables meet sales and exhibit quality standards set by ICS
- Identify and implement areas of efficiency to ensure profitability within the department
- Timeline development and management (internally and externally)

Sales Process

- Knowledge of Continuing Medical Education (CME) rules and regulations an asset – can be trained
- Perform historical research and analysis to establish sales goals and pricing
- Design complex sponsorship packages
- Complete in depth prospecting research and develop robust prospect lists/leads
- Develop grant resources alongside client and submit grant applications
- Conduct follow up with prospects including phone calls, zoom meetings, etc. to close the deal
- Confirm orders with signed agreements

Sponsorship & Exhibit Sales Expertise

- 2+ years of experience in a Sponsorship & Exhibit Sales role
- 2-4 years of experience in the conference and tradeshow industry
- Business Administration or equivalent Degree preferred
- Ability to read, analyze and interpret general business materials

- Ability to write reports, business correspondence, proposals, and grant submissions
- Skilled in effectively presenting information both electronically and in person, with the ability to respond to various questions
- Ability to calculate figures and amounts such as discounts, interest and commission amounts
- Capability to apply mathematical concepts to understand financial statements, budgets, and cash flow
- Ability to effectively plan sales strategies
- Skilled in negotiation on behalf of both the client and ICS to achieve maximum benefit for both parties
- Ability to work independently and possess self-motivation with a positive “make it happen” attitude
- The successful candidate will be extremely detail oriented, very well organized with exceptional time management skills
- Candidate must have a strong command of business English
- Ability to multitask and work effectively in a team environment with creative personalities, changing priorities, fluctuating pressures and significant deadlines
- At times, flexible hours may be required

You must also be familiar and have worked with the following tools:

- Microsoft Office Suite (Word, Excel, PowerPoint, Outlook)
- Willingness to learn new software systems as required

Please Note: Travel to in-person conferences, both domestic and international may be required

The Benefits of Working at ICS

- Our employees work remotely on a permanent basis
- All employees are provided with hardware including company laptop, monitor, headset, mouse, keyboard, and internet-based phone
- In addition to salary, we offer a monthly work from home allowance to help cover the cost of your home internet and home office expenses
- Employees receive a paid day off on their birthday each year
- An annual spending amount for Health Care & Wellness
- Fun in-person employee get togethers each year
- ICS prides itself in providing career development opportunities

What's next?

Please send your resume and cover letter to careers@icsevents.com