

# Conference & Speakers Manager

1 FTE – Full Time

**Brief Description:**

This position is responsible for managing Baptist Leadership Group (BLG)-sponsored conferences, including proactively recruiting participants, managing logistics, inviting guest speakers and coordinating conference materials. This position is also responsible for managing the BLG Speaker’s Bureau, including proactively seeking speaking opportunities, managing inbound requests, and coordinating speaking engagements.

PRINCIPAL DUTIES	EXPECTATIONS	PILLAR
<p><b><u>Conference Logistics:</u></b> Arranges all details related to conference schedule and venue</p>	<ul style="list-style-type: none"> <li>▪ Establishes annual conference schedule</li> <li>▪ Coordinates conference schedule with BHC calendar to avoid conflicts</li> <li>▪ Coordinate all contracts with hotels, AV equipment suppliers, transport companies, etc.</li> <li>▪ Arranges meals and receptions for events</li> <li>▪ Set-ups for conference at hotel</li> </ul>	Service
<p><b><u>Conference Attendee Management:</u></b> Manages the registration and payment process</p>	<ul style="list-style-type: none"> <li>▪ Proactively completes outbound calls with call logs targeting regional and national conference prospects</li> <li>▪ Ensures correct information is on website and registration process is user friendly</li> <li>▪ Updates the content, appearance and frequency of promotional activity to achieve enrollment targets</li> <li>▪ Assists with manually registering for individuals who have problems with the on-line registration</li> <li>▪ Keeps updated records of people, states, and individual organizations who have attended BLG conferences</li> <li>▪ Prepares and distributes a list of attendees to presenters and BLG staff, noting any Executives who are registered and other items of interest</li> <li>▪ Updates all e-mail addresses and other contact information in ACT on each attendee, grouped by conference date</li> <li>▪ E-mails each attendees a “Welcome to (city/location)” information letter</li> </ul>	Quality
<p><b><u>Conference Content Management:</u></b> Coordinates the preparation of conference content and materials</p>	<ul style="list-style-type: none"> <li>▪ Coordinates a pre-conference survey with PIR</li> <li>▪ Coordinates all PowerPoint presentations for the conferences including inserting video clips, loading presentations on laptop computer and testing prior to event</li> <li>▪ Prepares all applications for continuing education certification for conferences</li> <li>▪ Coordinates printing of conference workbooks</li> <li>▪ Prepares all conference materials: agendas, evaluations, name badges, certificates for continuing education, and 30-day Website Access</li> <li>▪ Invites speakers, roundtable facilitators, prepares questions and instructions for facilitators</li> </ul>	Service
<p><b><u>Conference Support</u></b> Provides support and</p>	<ul style="list-style-type: none"> <li>▪ Attends all conferences</li> </ul>	Service

<b>PRINCIPAL DUTIES</b>	<b>EXPECTATIONS</b>	<b>PILLAR</b>
coordination during each event	<ul style="list-style-type: none"> <li>▪ Coordinates room set up, including layout, A/V and displays</li> <li>▪ Serves as timekeeper for each section and breaks</li> <li>▪ Coordinates the sale of materials and tools</li> <li>▪ Coordinates the demonstration of BLG tools</li> <li>▪ Coordinates with hotel staff to ensure that facilities are comfortable, clean and properly set up</li> <li>▪ Coordinates with catering staff to ensure that the appropriate quality and quantity of food is available</li> </ul>	
<b><u>Post-Conference Follow-Up:</u></b> Follow-up with conference attendees	<ul style="list-style-type: none"> <li>▪ Send thank yous to guest speakers and round-table facilitators</li> <li>▪ Coordinate with PIR to record and distribute summary of evaluations to BLG team</li> <li>▪ Send final evaluation summary report and “thank you for attending” to all participants</li> <li>▪ Review all evaluations for potential recruitment for future conferences</li> </ul>	Growth
<b><u>Speaking Engagements:</u></b> Serves as booking agent for speaking engagements	<ul style="list-style-type: none"> <li>▪ Proactively works with national and state health care associations to promote BLG speakers and relevant topics</li> <li>▪ Coordinates with previous speaking contacts, past BLG partners/clients and BLG consultants to develop speaking opportunities</li> <li>▪ Responds to all calls or emails requesting information about a speaker</li> <li>▪ Interview contact to explore expectations/needs and potential dates; gather information about organization</li> <li>▪ Negotiates speaker's fees</li> <li>▪ Assigns speaker and logs information in BLG calendar</li> <li>▪ Prepares, signs, and submits contract to Customer</li> <li>▪ Distributes signed agreement to each BLG speaker</li> <li>▪ Coordinates with appropriate BLG staff on invoicing for service</li> <li>▪ Maintains a notebook of speaking engagements</li> </ul>	Service
<b><u>Visits to BHC:</u></b> Collaborates with BLG coaches to help schedule site visits to BHC	<ul style="list-style-type: none"> <li>▪ Reserve conference room(s) and AV equipment, arrange for presenters and tour guides</li> <li>▪ Prepare name tags, agendas, evaluations and handouts when appropriate</li> <li>▪ Thank BHC staff for participation</li> </ul>	Service
<b><u>Fiscal Management:</u></b> Meets annual financial targets	<ul style="list-style-type: none"> <li>▪ Identifies and uses the most cost effective hotels and vendors</li> <li>▪ Monitors conference registrations and alerts Marketing Director if financial targets will not be met</li> <li>▪ Monitors speaking engagement requests and alerts Marketing Director if number of engagements will not meet targets</li> <li>▪ Coordinates with BLG and/or accounting staff on Accounts Receivable as needed.</li> </ul>	Finance

<b>SECONDARY DUTIES</b>	<b>EXPECTATIONS</b>	<b>PILLAR</b>
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SECONDARY DUTIES	EXPECTATIONS	PILLAR
<b><u>BHC Standards</u></b> – Role models Baptist Health Care’s values	<ul style="list-style-type: none"> <li>▪ Participates in the Daily Line-Up</li> <li>▪ Submits Bright Ideas in keeping with annual organizational goal</li> <li>▪ Obtains 60 hours of education / leadership development</li> <li>▪ Adheres to BHC Standards of Performance</li> </ul>	<ul style="list-style-type: none"> <li>▪ People</li> </ul>
<b><u>Other Duties As Assigned</u></b>	<ul style="list-style-type: none"> <li>▪ Cascades education from Baptist University to BLG staff</li> </ul>	

**Qualifications:**

- Bachelor’s degree required; Master’s preferred
- Minimum of 3 years experience in event planning, marketing, or similar area
- Excellent writing skills
- Ability to communicate effectively and relate to people at all levels including health care administrators, managers, clinical staff, support staff and physicians
- Strong customer service focus and ability to work with a team
- Proficiency in word processing, PowerPoint, ACT or database experience
- Must be organized and a self-starter
- Must embrace and model a culture of excellence

**Supervises:**

None

**Reports to:**

BLG Marketing Director

If you are interested and qualified for this position, please contact Marcy Jennings, Marketing Director, at MarcyJ@bhclg.com.