



Job Title: Event Manager & Partner Liaison

Job Type: Full-time

Location: Remote

Travel: Up to 25%

Company: Execs In The Know

Position Overview:

The **Event Manager & Partner Liaison** plays a pivotal role in planning, executing, and managing the operational logistics for Execs In The Know's (EITK) bi-annual national event, the Customer Response Summit (CRS), and other Advocacy Events. This role ensures seamless experiences for both event attendees and business partners, serving as the primary point of contact (POC) for partners to kick off sponsorships, set expectations, collect assets, and manage sponsor deliverables.

You will oversee the event production lifecycle—from concept and planning to execution and post-event analysis—while also acting as the key liaison for our valued partners to ensure their engagement and satisfaction.

Key Responsibilities:

Event Planning & Logistics

- Plan and manage event logistics for CRS and Advocacy Events, including site selection; contract negotiation and management, and room block management, attrition tracking; entertainment, vendor and supplier management; room layouts; and on-site execution.
- Lead hotel and venue logistics (BEOs, AV production and equipment needs, staffing including DMC, registration, signage, move-in/move-out logistics).
- Manage event registration system, event app configuration, and other tech platforms (e.g., Sessionboard for partner and speaker content).
- Create event schedules, run-of-show documents, and detailed project plans to ensure all activities are on track.
- Manage on-site event operations, including troubleshooting and maintaining a positive experience for attendees and stakeholders.



- Collaborate with internal teams (marketing, sales, and content) to ensure cohesive branding and messaging throughout the event.
- Project manage events and collaborate with internal team effectively using Asana project management tool.

Business Partner Liaison

- Serve as the primary POC for CRS sponsoring partners and their speakers, leading initial partner kickoff calls, setting clear expectations, and outlining deliverables.
- Manage the collection of partner assets (e.g., logos, headshots, presentations) and ensure timely delivery to internal teams for event promotion.
- Oversee and support the use of content management and partner/speaker asset management tool (e.g., Sessionboard).
- Collaborate with internal teams to integrate partner content and assets seamlessly into event programming.
- Coordinate with and provide setup information to Innovations Lab sponsoring partners.
- Provide consistent updates and maintain excellent communication with partners to ensure satisfaction and resolve issues quickly.
- Develop and maintain partner guidelines and best practices to enhance partner experiences.

Budget & Financial Management

- Manage operational budgets for assigned events, including cost projections, vendor invoices, and reconciliations.
- Ensure fiscal responsibility while maximizing event impact and partner satisfaction.

Post-Event & Continuous Improvement

- Conduct post-event evaluations to analyze performance, gather stakeholder feedback, and identify areas for improvement.
 - Provide detailed reports and event recaps to internal teams and senior leadership.
 - Proactively suggest and implement process improvements for future events.
-

**Skills & Qualifications:****Education & Experience:**

- Bachelor's degree in Business, Marketing, Communications, or a related field; or equivalent experience.
- 3+ years of event management experience, preferably with highly curated mid-size summits and advocacy events (e.g., dinners, briefings), with partner relations.
- Experience with setting up event technology platforms (e.g., Sessionboard, Cvent, Swoogo, Brella, etc.) and using project management tools (e.g., Asana).

Core Skills:

- Exceptional organizational and project management skills, with a keen eye for detail and the ability to juggle multiple tasks swiftly and effectively.
- Excellent interpersonal and relationship-building abilities to serve as a trusted partner liaison.
- Strong negotiation and vendor management skills.
- Proficiency in Microsoft Office and event management tools.
- Ability to remain calm under pressure, think critically, and adapt to changing needs.

Attributes & Values:

- Entrepreneurial spirit with a proactive, hands-on approach.
- Excellent written and verbal communication skills, including comfort presenting to senior leaders and executives.
- Positive, team-focused attitude with a dedication to continuous learning and improvement.
- Willingness to travel for events (up to 25%).

Summary:

This is an exciting opportunity for an experienced event manager who loves working at the intersection of event execution and partner satisfaction. If you're an organized problem solver who enjoys collaborating with partners and delivering world-class experiences, we'd love to hear from you!