



Job Description

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| Title: | Event Planner |
| Reports to: | VP Operations |
| Department: | Review Optometry Sales |

General Description

The Event Planner is responsible for management of all elements with regard to the planning and development of meetings, conferences and webinar programs, including liaison with project related personnel for the implementation of clinically impactful medical education and promotional events.

Job Responsibilities

- Manage and oversee the planning, resources and implementation of individual events using the support of service departments and external resources.
- Liaise with and provide follow-up to sponsors, vendors and doctor/speakers as appropriate.
- Prepare hotel, restaurant and AV contracts and LOA's for assigned programs.
- Build registration websites using CVENT® registration software, and manage, and update site as needed.
- Responsible for communication and coordination with meetings management team, and sales representative on all programs.
- Maintain current files and appropriate accreditation documentations for programs and create and maintain expense tables for individual meetings.
- Maintain client liaison and ensure LOA's are monitored and achieved throughout the event planning process
- Coordinate and oversee creation and implementation of all meeting marketing and promotion material.
- Work with Publisher, VP of Operations and sales representatives on program budgets, client estimates and proposals.
- Work with CE compliance manager and provide proper documentation for Sunshine reporting, post event surveys and outcomes reporting while adhering to grant or LOA requirements and deadline obligations.
- Responsible for creation, printing and shipment of all conference and meeting supplies including, course syllabus, posters, badges and any other meetings materials.
- Travel to event and responsible for management of event while on site.
- Responsible for pre-conference meetings with hotel and AV companies in addition to slide review with speakers prior to event to be sure programs run seamlessly.

NOTE: This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.



Job Description

- Thorough working knowledge of MS office suite and CVENT® or other similar event registration and event management software.
- Responsible for accurate and timely reconciliation of events.
- Other duties as assigned

Qualifications

- Bachelor's degree or equivalent work experience required
- Minimum 2 years' experience in meeting/event planning, preferably in the healthcare industry
- Knowledge of CE requirements a plus
- Expert knowledge of Excel and all other Microsoft office software
- Strong attention to detail and ability to manage and prioritize multiple projects simultaneously
- Strong communication skills and the ability to interact with clients and sales departments
- Demonstrated ability to work independently and with dynamic teams
- Demonstrated ability to communicate effectively with a wide range of customers as well as with technical personnel
- Strong negotiation skills
- Requires flexible, proactive and results oriented individual
- Experience with CVENT registration software required

Travel

- Domestic travel required, up to 40%, including weekends

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