Title: Director, Meetings and Events

Date Reviewed: 5/2023

Incumbent: Open

Supervisor & Title: Sarah Novak, COO

Position Summary:

Oversees and manages AFIA meetings and events, such as the Purchasing & Ingredient Suppliers Conference (PISC), Feed Industry Institute (FII), Board Meetings, Liquid Feed Symposium (LFS), Equipment Manufacturers Conference (EMC), Executive Leadership Summit (ELS), several off-site committee meetings and webinars. In addition, part of the management team for the International Production & Processing Expo (IPPE).

Overall Position Responsibilities:

- Oversee the planning and successful execution of AFIA meetings, including but not limited to overall timeline and planning, programming and coordinating with the lead staff contact, logistics, budget, hotel/site selection and contractor negotiations, meeting room arrangements, speaker coordination, promotional materials, menus, tours, audio-visual equipment needs, signs, promotion, vendor contracts, hotel relationships, webpages for events, post-conference survey analysis, marketing and communications plans, event app and on-site management.
- Develops and administers budgets, meeting history including costs, attendance and final program analysis. Works with chief financial officer to develop annual meeting budgets.
- Manages program development and marketing of the association’s meetings and assists with trade show management including the IPPE.
- Oversees sponsorship program development and implementation for all AFIA meetings.
- Oversees marketing and technical support aspects of AFIA’s webinars, both paid and non-paid webinars.
- Manages direct reports as well as multiple external vendors, suppliers and service providers.
- Back-up meeting registration on an as-needed basis.

General Support:

- Part of AFIA management team
- Staff contact for the PISC committee.
- Cultivates member relationships and responds to member requests in a timely fashion.
- Other tasks as assigned.

Knowledge and Experience:

- Bachelor’s degree and 8 years work experience.
- Excellent organizational, communication and planning skills.
- Superior customer service ethic and experience.
- Demonstrated innovation in conference and meeting management and implementation.
- High attention to detail, adherence to deadlines/timelines and ability to motivate others related to timelines.
- Knowledge of best practices in convention and meeting management.
- Experience preparing and managing budgets.
• Adept at contract negotiation with thorough knowledge of legal issues and contract language in the hospitality industry.
• Experience managing vendors and contractors related to convention and meeting management.
• Ability to prioritize and balance numerous tasks with accuracy and speed and maintain composure under pressure.
• Poised and experienced manager, team-builder and problem solver.
• High-energy team player, easily collaborate with several association departments.
• Proficient in Microsoft Office Suite programs including Word, Outlook, PowerPoint and Excel, Adobe.
• Experience preferred with HTML/webpage updating or use of a content management system (CMS).
• Experience with an association management system (AMS); preference for Association Anywhere by ACGI.
• Excellent verbal and written communications skills.
• Ability to build and maintain a positive working relationship with colleagues and members.
• Self motivated and capable of multi-tasking with minimal supervision.
• Ability to travel 6-8 times typically per year.

Support Resources Available:
• U.S. Poultry & Egg Association and North American Meat Institute event management team for IPPE
• Registration & Events Specialist
• Meetings & Events Specialist
• Allied associations and related resource groups
• Membership to Meeting Planning Industry group (subject to yearly approval)