

3rd annual Advertising Industry/student forum

Student management panel search

Event Management / Sponsorship / Research managers job specification (3-6 positions)

The role of Event Management / Sponsorship / Research managers is threefold.

Event Management. Working with the Committee of the Advertising Industry / student forum you will help run the forum to a professional level. This will include working with a wide variety of suppliers, including reconfirmation of security, pack in/pack out, and all and any logistics to facilitate the smooth running of the day.

Sponsorship. Working with the Committee of the Advertising Industry / student forum as Mentors you will help source cash and in kind sponsorship for the event in October. This includes researching prospective target businesses for listed budgeted items including food and beverage, advertising, and promotion (or any further items reviewed as necessary by the committee). Additionally Sponsorship / Research managers will be required to draft and design of commercially focussed sponsorship presentations, and in a 'sales' role the formal presentation of said 'decks' to proposed sponsors, either at their premises, on the telephone, using an online method or via email.

Research. It is important for the Advertising Industry / student forum to secure accurate and timely feedback of the event itself. The Committee propose an online survey based method to collect feedback at the completion of the forum, and in the days following. The role requires the research and design of an online survey, encouragement of 'on the night' participation, and the following up and 'request to complete' management.

Estimated workload: 30-90 hours (shared)

Email your EOI to David Reid and/or Nicole Hartley and/or David Fouvy **by 5pm Friday 4th August 2017.**

David Reid dreid@swin.edu.au; Dr Nicole Hartley n.hartley@business.uq.edu.au; Dr David Fouvy david.fouvy@rmit.edu.au

