

EXECUTIVE POSITION PROFILE

SVP, Exposition and Event Services



This search is being conducted by:

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I. Position Description

Summary

Reporting to the COO, the SVP has overall strategic, operational and financial oversight to achieve the strategic objectives of AVIXA's US Expo ("InfoComm"), as well as oversee operations for all conferences and events in North America.

InfoComm is the 30th largest tradeshow in the US, with almost 1,000 exhibiting companies, covering approx. 450,000 sqft. and over 45,000 attendees. It is the largest event in North America focused on the pro-audiovisual industry. InfoComm is owned by AVIXA, the Audiovisual and Integrated Experience Association.

Responsible for leading a department of eight, with one direct report, as well as a cross-functional expo team of an additional 11+ staff, contractors and vendors to meet the goals outlined in the five-year strategic plan for InfoComm.

The SVP, Exposition and Event Services is also a member of the AVIXA Senior Leadership Team and will contribute to the development and implementation of the overall strategic direction of the association.

Major Duties & Responsibilities

Strategic

- As the key InfoComm decision maker, lead the strategy and execution for the show through teamwork with other functional departments.
- Ensure key metrics and performance indicators are met through collaborative efforts.
- Determine the economic value of the exhibition and calculate return on investment for AVIXA, destination, vendors, and exhibitors/sponsors.
- Ensure ROI of exhibitors and attendees is defined and delivered.
- Monitor industry trends and pivot as needed.
- Research/implement new potential revenue opportunities and pursue cost-saving initiatives.

Financial

- Responsible for development of the budget through collaboration with team members and vendors.
- Oversight of the InfoComm budget; including financial analysis, interpretation, reporting and projections.

Operational

- Ensure the expo (pre, on-site and post) is an exceptional customer experience at all touchpoints with exhibitors and attendees.
- Direct all event logistical components to include registration, housing, transportation, venue management, special events and budget management for InfoComm.
- Work with internal expo team to ensure best practices and stakeholder needs are met through floorplan strategy, exhibitor servicing, liaising with general service contractor, and on-site management.
- Evaluate vendors' performance against contractual obligations. Mitigate risk and maximize ROI.
- Develop comprehensive evaluation methodology process that assesses all key elements and aspects of producing a successful exhibition.
- Analyze each exhibition's evaluation results against the key performance indicators and use data for strategic planning in the future.

- Review the role(s) of the exhibition team and ensure it is structured for maximum efficiency and skill sets.
- Manage the services of all applicable vendors involved in the production of the expo.

Sales & Marketing

- Develop, in collaboration with the sales team, the sales and growth strategy and assist in sales activities as needed.
- Leveraging the strategic plan, define the marketing strategy in collaboration with the events marketing team and using metrics and data, determine any pivots required.

Outreach & Industry Relations

- Be the “face” of InfoComm through networking within the audiovisual industry.
- Act as supporting liaison with the volunteer leadership vis-à-vis the InfoComm show.
- Consistently work to improve exhibitor relations through focused outreach, face-to-face meetings and networking.
- Reimagine and lead the exhibitor advisory committee.
- Work with the AVIXA show managers from our global portfolio on best practices, brand and content consistency, and global exhibitor engagement.
- Work directly with appropriate staff to improve member and exhibitor relations by attending industry events throughout North America to communicate the value and brand of InfoComm.
- Work with partner groups and organizations who can bring additional value to the expo.

Qualifications

- Bachelor’s degree in business and/or hospitality administration or a related field.
- 15+ years of experience in event and expo management.
- Experience leading large B2B events required (Gold 100 or TSNN Top Trade Show List events).

- Understanding of the commercial audiovisual industry or broader B2B technology industry an advantage.
- CMP, CMM or CEM certification is a plus.
- Collaborative leader with a focus on results
- Proven track record of new market development and new attendee acquisition and growth
- Ability to represent AVIXA within the audiovisual industry as well as the trade show industry.
- Requires ability to organize projects simultaneously and keep on schedule and budget.
- Must be able to function with minimal direct oversight.
- Must be able to travel multiple times a year (20%), including internationally.
- Must demonstrate outstanding customer service orientation and can interact effectively and appropriately with individuals of various levels, professions and cultures.
- Proficiency in database management and basic office software programs and association management software. An ability to adapt and learn new software and web-based systems is mandatory.
- Experience using design thinking principles for innovation and change management a plus.
- Association and/or not for profit work experience a plus.

Competencies

To perform the job successfully, an individual should demonstrate the following competencies:

- Analytical - Collects and researches data; Uses intuition and experience to complement data; Designs work flows and procedures.
- Problem Solving - Identifies and resolves problems in a timely manner; Gathers and analyzes information skillfully.

- Interpersonal Skills - Focuses on solving conflict, not blaming; Listens to others without interrupting; Keeps emotions under control.
- Oral Communication - Speaks clearly and persuasively in positive or negative situations; Listens and gets clarification; Responds well to questions; Demonstrates group presentation skills; Participates in meetings.
- Written Communication - Writes clearly and informatively; Edits work for spelling and grammar; Varies writing style to meet needs; Presents numerical data effectively; Able to read and interpret written information.
- Teamwork - Exhibits objectivity and openness to others' views; Gives and welcomes feedback. Works well in a collaborative culture.
- Business Acumen - Understands business implications of decisions; Displays orientation to profitability; Demonstrates knowledge of market; Aligns work with strategic goals.
- Cost Consciousness - Works within approved budget; Contributes to profits and revenue; Conserves organizational resources.
- Ethics - Treats people with respect; Keeps commitments; Inspires the trust of others; Works with integrity and ethically; Upholds organizational values.
- Strategic Thinking - Develops strategies to achieve organizational goals; Analyzes market and competition; Identifies external threats and opportunities; Adapts strategy to changing conditions.
- Judgment - Displays willingness to make decisions; Exhibits sound and accurate judgment; Supports and explains reasoning for decisions; Includes appropriate people in decision-making process.
- Motivation - Sets and achieves challenging goals; Demonstrates persistence and overcomes obstacles; Measures self against standard of excellence.
- Planning/Organizing - Prioritizes and plans work activities; Uses time efficiently; Sets goals and objectives.
- Professionalism & Respect- Approaches others in a tactful manner; Reacts well under pressure; Treats others with respect and consideration regardless of their status or position; Follows through on commitments.
- Quantity - Meets productivity standards; Completes work in timely manner; Strives to increase productivity; Works quickly.
- Adaptability - Manages competing demands; Changes approach or method to best fit the situation; Able to deal with frequent change, delays, or unexpected events.
- Dependability - Follows instructions, responds to management direction; Takes responsibility for own actions; Keeps commitments; Commits to long hours of work when necessary to reach goals; Completes tasks on time or notifies appropriate person with an alternate plan.
- Initiative - Undertakes self-development activities; Seeks increased responsibilities; Takes independent actions and calculated risks; Looks for and takes advantage of opportunities.
- Innovation - Displays original thinking and creativity; Meets challenges with resourcefulness; Generates suggestions for improving work.

II. Organization Review

AVIXA™ is the Audiovisual and Integrated Experience Association, producer of InfoComm trade shows around the world, co-owner of Integrated Systems Europe, and the international trade association and professional society serving the audiovisual industry.

Established in 1939, AVIXA has almost 6,000 members, including manufacturers, systems integrators, dealers and distributors, consultants, programmers, rental and staging companies, technology managers, IT professionals, content producers, and multimedia professionals from more than 80 countries. AVIXA members create integrated AV experiences that deliver outcomes.

AVIXA is a hub for professional collaboration, information, community, and the leading resource for AV standards, certification, training, market intelligence and thought leadership.

Strategic Plan

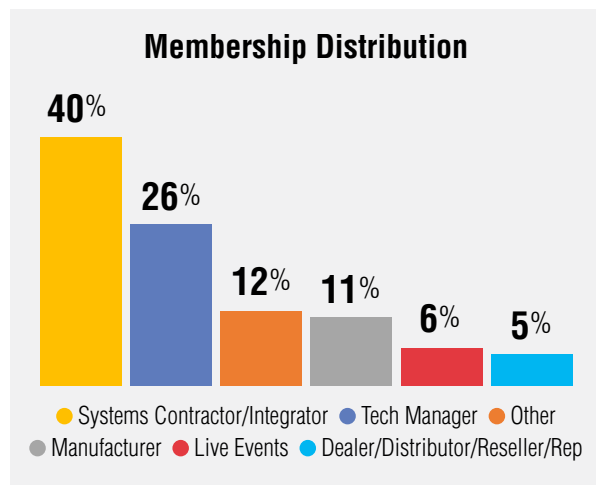
The audiovisual industry transforms content, space and technology to create integrated experiences. AVIXA strives to be the trusted hub for the audiovisual industry and a catalyst for global market growth. We do this through five strategic initiatives:

- Create New Content and Programs
- Reinforce the AVIXA brand
- Increase Targeted Industry Awareness
- Improve Market Intelligence & Data
- Reinvent Our Value Proposition

About the Audiovisual Industry

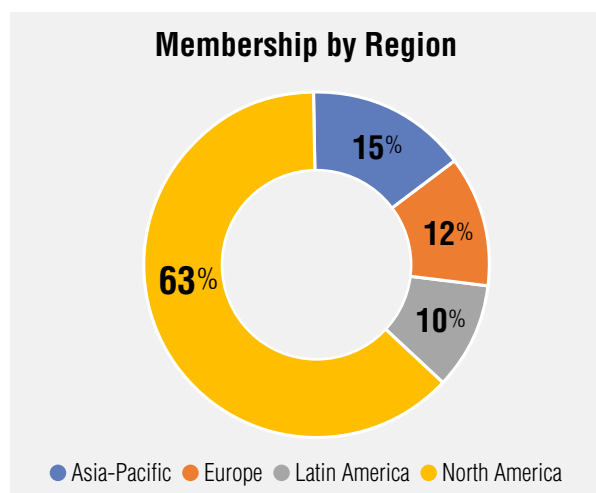
The audiovisual industry currently generates \$186 billion a year, according to AVIXA's 2018 Industry Outlook and Trends Analysis, and is projected to be a \$229 billion global industry by 2023.

Complex AV systems have become essential to the operation of government, institutions and corporations, resulting in a growing need not only for equipment but for installation, integration and managed services contracts.



The AV industry is strong, despite a challenging global business environment, because society relies on AV technology to facilitate essential communications. In order to meet the future needs of our customers, the audiovisual industry will require a well-trained workforce to respond to ever-growing customer needs.

Corporations, educational institutions and government agencies are the three largest consumers of audiovisual products and services. However, healthcare is the fastest growing market for AV goods and services. The increased need for communication and collaboration in these environments is fueling a reliance on AV.



Standards & Certification

As an ANSI Accredited Standards Developer Organization (ASD), AVIXA provides industry standards as the foundation for quality audiovisual systems. In addition, as an ANSI Accredited Certification Body, AVIXA offers the Certified Technology Specialist™ (CTS®) program — ANSI accredited audiovisual certification International Standard ISO/IEC 17024: 2012.

AVIXA Foundation



The AVIXA Foundation is operated for the public good to carry out charitable, educational and scientific activities for AVIXA. The Foundation is a

non-profit and generates support from corporations, philanthropic foundations and government sources.

With the help of AVIXA™ members and the entire audiovisual industry, the foundation maintains a rigorous agenda that supports the profession. It also develops and supports programs designed to equip the next generation of audiovisual industry leaders with the knowledge and skills required to successfully manage the challenges and opportunities in the future.

Audiovisual Events

AVIXA operates market-leading tradeshows and conferences around the world, either as sole owner or as a partner with other associations or for-profit companies. These events include:



The largest audiovisual industry exhibition



The world's largest audiovisual industry exhibition



Russia's leading AV industry exhibition and conference



AV industry exhibitions in Brazil, Colombia, and Mexico



Chinese-market AV exhibitions in Beijing and Chengdu



AV exhibition and conference for the Indian sub-continent



The region's first dedicated exhibition and conference for audiovisual professionals

INTEGRATE

Oceania's only dedicated audiovisual industry event



Industry insight-sharing and thought leadership for AV executives



Conference focusing on Technology, Innovation, Design, and Experience

Executive Leadership Team

- **David Labuskes, CTS, CAE, RCDD**
Chief Executive Officer
- **Heidi A. Voorhees, MBA, CAE**
Chief Operating Officer
- **Greg Feehan**
Chief Financial Officer
- **Terry Friesenborg**
Chief Global Officer

Locations

AVIXA has global presence, maintaining member-service operations in over a dozen countries worldwide.

III. About Vetted Solutions

AVIXA has retained Vetted Solutions to serve as its partner for this search. For confidential consideration, please contact the search partner below. Interested candidates should submit a cover letter and resume/CV directly to Vetted Solutions.





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Vetted Solutions is an executive search firm specializing in association, nonprofit, and hospitality/destination marketing community, recruiting and consulting. We focus on CEO and senior staff positions.

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