

EXECUTIVE POSITION PROFILE

Chief Executive Officer



The Events Industry Council is managed by SmithBucklin.

SMITHBUCKLIN

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Position Description

Scope of Position

The Events Industry Council (EIC) is seeking a new **Chief Executive Officer** to lead the EIC and work closely with the board of directors, Council of Delegates, headquarters staff and volunteers to achieve the organisation's mission to coalesce and advance the global events industry and the professionals who lead the business of meetings.

EIC represents business events that generate more than \$1.07 trillion of direct spending that involved more than 1.5 billion participants. These events supported 10.3 million direct jobs globally and generated \$621.4 billion of direct GDP. After accounting for indirect and induced impacts, business events supported a total global economic impact in 2017 of:

- \$2.5 trillion of output (business sales)
- 26 million jobs
- \$1.5 trillion of GDP (representing contribution to global gross domestic product)
- The business events sector directly generated more output (business sales) than many large

global sectors, including consumer electronics and computers and office equipment.

The \$1.5 trillion of total GDP supported by global business events would rank the sector as the 14th largest economy globally, larger than the economies of countries such as Australia, Spain, Mexico, Indonesia, and Saudi Arabia. Based on its \$621.4 billion direct GDP impact, the business events sector would rank as the 22nd largest economy globally.

The Events Industry Council's 30+ member organisations represent over 103,500 individuals and 19,500 firms involved in the events industry. EIC works to advance events professionals by offering certification with the Certified Meeting Professional (CMP) and the Certified Meeting Professional —



Healthcare (CMP-HC) credentials and continuing education. Its four signature programmes — Sustainability, Industry Insights, Knowledge, Leadership — represent the strategic focus, value offering, asset allocation, services and products for the EIC.

Since its inception in 1985 over 21,000 events professionals in 51 countries and territories have earned the CMP designation. And over the past decade, EIC has championed the development of three U.S. Economic Significance studies showing the economic impact of the industry, as well as the first ever Global Economic Significance Study delivered in 2018, which provided undisputable recognition of the economic impact of the global events industry, and as a foundational platform for articulating the value of business events around the world.

This change in leadership comes at a dynamic and exciting time for the events industry and for EIC as the organisation enhances its value offerings, extends the CMP programme and the EIC brand globally, expands educational programming and increases its focus on enabling sustainable events. Building on the recent momentum and rebranding, the board is focused on redefining EIC's mission, vision and long-term strategic plan and are seeking a leader who can inspire the council, while implementing its vision — a leader who brings a diverse global perspective and a proven track-record of business growth, collaboration and strategic vision.

The role of the executive leader will be to work with the board, members, service providers and thought-leaders across the global events industry to shape a vision for the future and to demonstrate the value EIC and its members bring to their industry and to fulfillment of the important missions of the institutions they serve. In addition to possessing strong business and leadership skills, and a dynamic executive presence, the CEO will be expected to readily identify new collaborative opportunities and influence the future of the organisation in support of EIC's mission – to strengthen the value and sustainability of its members, support the premier credential for the meeting profession, and provide a vibrant, collaborative platform to address critical issues to ensure a thriving events industry.



The EIC board of directors selected SmithBucklin as its association management partner and headquarters operations transitioned to SmithBucklin's Washington, D.C. office in 2017. The individual hired into this role will be an employee of SmithBucklin and dedicated to the EIC. Location is open.

Budgeted operating revenue for 2019 is \$3 million.

This Role Might Be for You If You Are...

- A **strategic, inspirational and visionary leader**, with the ability to envision future possibilities and translate them into breakthrough strategies that create value and build brand recognition and equity
- A **global leader** who has successfully created and expanded organisational partnerships that have created greater impact
- A **confident networker and influencer** who effectively fosters collaborative relationships both inside and outside the organisation by serving as a community builder and networker, leveraging exceptional interpersonal skills and approaches in dealing with a wide variety of worldwide stakeholders



- **Action-orientated** and someone who comfortably embraces new opportunities and tough challenges with a sense of urgency, high energy and enthusiasm
- **Highly collaborative**, with a proven record of accomplishment in building partnerships and fostering collaboration with a professional community to meet shared objectives, in addition to sourcing and deploying resources (board, volunteers, partners, staff) effectively and efficiently while anticipating the needs of multiple stakeholders
- A **strong communicator** who has proven success developing and delivering multi-mode communications and implementing public relations strategies that convey a clear message while promoting the mission of the organisation
- **Financially savvy** with a keen understanding of key financial indicators and the highest standards of fiscal accounting, controls and best practices to make better business decisions
- **Someone with vision and purpose** who has a history of painting a compelling picture of the vision and strategy of an organisation and motivating others to action

What You Will Do

- Advise, guide and influence the board of directors on shaping a 3-5-year strategy, and establish and prioritise annual goals to support achievement of its mission and reimagined vision for the future
- Lead the implementation of the strategic plan and the development of the annual business plan
- Provide governance leadership and support to the board of directors and committees, ensuring a process to identify and recruit future leaders, establish policy and provide overall direction for the business and value to the membership
- Serve as a true C-Suite generalist: In addition to serving as the association's chief staff officer, the role also entails many of the duties of a COO, CFO, CHRO, CMO and CTO
- Drive, plan, direct, monitor, analyze and communicate EIC's finances, including annual budgets, monthly statements (including interpretation and forecasting), and investments
- Oversee all functional areas of operations: drive membership growth through recruitment, retention, engagement and recognition; lead strategic event management; cultivate sponsorship

and partnerships; drive education, marketing, information technology innovation and implementation

- Lead and inspire staff, both paid and volunteer, to deliver needed programmes and services; track their effectiveness, and identify and implement new sources of revenue that align with the organisation's mission, goals and objectives
- Keep abreast of industry developments, trends, changes and opportunities. Monitor the competitive environment, identify and recommend potential industry alliances with other associations and organisations
- Enhance the visibility and reputation of the organisation to ensure increased participation of existing members, attraction of new members and overall sustainability of the organisation

Qualifications

- A minimum of 10 years of experience in leadership and/or management roles
- Experience as an Executive Director, CEO or the top P&L leader with a track record of growing an organisation
- Has global experience with the trends, challenges and opportunities in the evolving events industry
- Capable of implementing and driving forward an ambitious strategic plan
- An inspirational leader, with a history of leading a staff and engaging volunteers, while managing their professional growth and development
- A business minded person, with profit and loss and budgetary experience that has driven highly successful financial performance
- Demonstrated passion for the mission of his/her organisation, his/her professional community and cultivating a continuous learning culture
- Has driven a brand's advancement successfully
 - Evaluated and adapted a brand's identity
 - Created or helped create a strategic plan to advance a brand with measurable goals
 - Overseen or managed the development/sunset of programmes to enhance the brand
 - Developed processes to ensure brand strength grows



- Capable of positioning EIC to increase the professionalism of the profession
- Knowledge and a measurable track record of expanding an organization's core assets and elevating the profile of an organisation through outreach, marketing and public relations
- Is known as a collaborator and someone who effectively builds and enhances relationships. Is well-respected in the industry in which they serve
- Relationship building skills to cultivate and maintain engagement with member organisations and volunteers
- A track record of driving successful programmes
- Effective presentation and public speaking skills
- An undergraduate degree is required; an advanced degree or equivalent work experience a plus
- CAE (Certified Association Executive) or CMP (Certified Meeting Professional) a plus
- Experience influencing a large unpaid/volunteer workforce is a plus

Measures of Success

- Lead the board to reimagine the future vision of the EIC and to develop an aspirational, growth-oriented multi-year global growth strategy to execute on that vision;
- Grow and diversify membership by positioning the EIC as the recognised leading advocacy organisation in the meetings and events industry; increase member awareness of and engagement with the EIC;

- Ensure the CMP programme continues to be the premier credential in the industry and achieve specific goals related to global expansion;
- Diversify and increase EIC's operating revenues through growth in enrollment and completion of the CMP and CMP-HC subspecialty, in membership, and in other non-dues revenue programmes and sponsorship activities;
- Increase public awareness and be an advocate for the meetings and events industry, EIC's best in class credentials, and for the EIC itself through public relations efforts, public speaking engagements, developing relationships with peer industry associations, and advancing increased marketing activity in the industry; and
- Align the culture of the board, volunteers and staff to embrace innovation, risk-taking and aspirational growth. Serve as a strategic thought partner and mentor to the board of directors, new board members and the network of volunteers.

Where Do You Fit?

Serving as the chief staff executive of the EIC, leading a headquarters team comprised of talented association management professionals and event industry experts, along with SmithBucklin's unprecedented resources and 70 years of association industry leadership, you will experience a vital culture of accountability, collaboration and inclusion. By working collaboratively with smart, ambitious, multi-talented, genuine and hardworking colleagues, you will be part of a large community of passionate and committed professionals, and will build meaningful, deep and enduring relationships and have the flexibility and agility required to adapt your staffing model to EIC's evolving strategic priorities and objectives.

In addition, as a 100 percent employee-owned company, SmithBucklin offers all of our people — regardless of position or compensation — an equal chance to experience the fulfillment and reap the



benefits of employee ownership. More than 90% of our employees are owners, and control the destiny of SmithBucklin and are unified in the goal of building a great, enduring company.

Founded in 1949, SmithBucklin has offices in Chicago, Washington, D.C., Old Lyme, Connecticut, St. Louis, Missouri, and San Ramon, California.

Equal Employment Opportunity

At SmithBucklin, Equal Employment Opportunity is our commitment and goal. All qualified candidates will receive consideration for employment without regard to race, national origin, gender, age, religion, disability, sexual orientation, veteran status, marital status or any other protected status designated by federal, state or local law. Applicants are encouraged to confidentially self-identify when applying. Employment is contingent upon successful completion of a reference and background investigation based on position. SmithBucklin Statement of Inclusion:

www.smithbucklin.com/about/statement-of-inclusion/

www.smithbucklin.com/about/

www.eventscouncil.org/

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