



# Example of Trade Show Manager Job Description

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Our company is growing rapidly and is searching for experienced candidates for the position of trade show manager. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don't fill all of the qualifications, you may still be considered depending on your level of experience.

## Responsibilities for trade show manager

- Attend additional shows to remain current on new trends in exhibit design
- Project manage procurement process for suppliers and venues
- Works with business unit heads, sales and marketing leaders and other key stakeholders to develop an overarching strategy and execution plan for key conferences, trade shows, meetings, charitable events and other activities
- Serves as project manager for all events, maintaining a project plan, and overseeing cross-functional team of resources from within business units, marketing, communications, sales and other departments
- Establishes and develops critical relationships with business unit heads, key internal stakeholders (sales and marketing, client services, claim operations and others), key industry associations
- Leverages relationships when needed in order to further business goals, budgetary requirements and other objectives as needed
- Utilizes personal network and industry intelligence to develop innovative, best-in-class approaches to event management
- Reviews and makes recommendations for conference and trade show participation and budget based on critical sales and client retention goals and objectives
- Manages all thematic messaging, pre-event and on-site logistics, and pre- and post- event communications for conferences, trade shows, events and charitable activities, staying within budget and meeting all deadlines
- Plans, manages and disseminates all communications for internal and external

other activities, addressing all critical strategic and logistical needs for participants

## Qualifications for trade show manager

- Bachelor's degree in marketing or communications or equivalent job experience
- Minimum of 6 years' experience producing various sized trade shows, meetings and events in a professional environment
- Certified Meeting Professional (CMP) credential required
- Previous supervisory experience in a retail environment preferred
- Advanced computer skills with Microsoft Office, Outlook, Word and Excel, POS System
- Ability to strategically merchandise product mix within a retail environment