

Director of Industry Alliances

Reports to: Vice President of Education

Term: One year or as determined by the Board of Directors and Chapter Bylaws

Time Commitment: Estimated 4-5 hours per week, not including board meetings/retreats & chapter events

Specific Responsibilities:

- Oversight of the following functions and committees:
 - Cascadia Educational Conference (CEC)
 - Cascadia Educational Conference Committee
 - Chair, Vice Chair
 - Education
 - Marketing
 - Sponsorship
 - Silent Auction
 - Hosted Buyer Program
 - Closing Gala
 - Poker Tournament
 - The Hive
 - The Hive Committee
 - Chair, Vice Chair
 - Education
 - Marketing
 - Logistics
 - Global Meetings Industry Day (GMID) *(works in collaboration with the Director of Special Events on logistics and the Office of the President on strategy)*
 - Involvement in other industry partnerships as appropriate (i.e. The JAM, others)
- Oversight of budget lines related to above activities.
- The Director (or his/her committee designee) is responsible to:
 - Work in conjunction with the Director of Procurement and Sponsorship, to assist with the RFP process and make recommendations for the venue(s) and service partners for The Hive.
 - Work in conjunction with the Oregon Chapter, to oversee the RFP process and make recommendations for the venue for future CECs *(if necessary)*.
 - Negotiate and finalize contracts with presenters/speakers and forwarding contracts to the President for signature for CEC and The Hive.
 - Provide appropriate marketing and communication materials for above events to Communications Team via the Communications Request Form.
 - Work in collaboration with the Chapter Administrator to ensure both compliance and tracking of EIC Clock Hours for The Hive and CEC.
 - Coordinate logistics for CEC and The Hive, including menu selection, AV, room set-up, registration, speaker hotel and travel, and all related activities.

- Collaborate with the VP of Education to communicate all initiatives and objectives for The Hive and CEC to members.
 - Monitor sponsorships
 - Establish and monitor the event budgets
 - Focus on creating experiential design moments
 - Increase attendance at both events
- Create objectives related to The Hive and CEC to support the chapter's Strategic Business Plan.
- Educate committee chairs/members with processes, procedures and tools to achieve committee objectives.
- Keep current with industry standards, new education and content trends to enhance and improve chapter educational offerings and increase member engagement and satisfaction.