

<b>Position Title:</b>	<b><i>Events Manager</i></b>	<b>Department &amp; Cost Center:</b>	Event Services - 0622
<b>FLSA Status:</b>	Exempt	<b>Supervisor:</b>	Sr. Manager Marketing Services
<b>Grade Level: (HR Use Only)</b>		<b>Date Approved by HR:</b>	6/10

**Position Overview:**

Enhance Laerdal's visibility and favorable company image, with specific responsibility for tradeshow/event management across all market segments. Maintain strong relationships with event vendors, labor organizations, medical societies and related media partners. Work with the Americas Management team, Marketing team, Sales Team and Creative Services Team to develop and implement the tradeshow/events plan on strategy and on time. Develop strong relationships and foster collaboration with sales, marketing and other functional partners.

- **Essential Duties and Responsibilities:** Provide quality service to Laerdal's internal and external customers in all assigned tasks, while upholding Laerdal Values at all times.
- **Enhance Laerdal's visibility, favorable company image**
  - Coordinate tradeshow and event platforms, related graphics and promotional activities to support Laerdal's mission and strategy.
  - Assure that event presence supports the overall Marketing strategy and goals.
  - Enhance tradeshow properties, updating with new technologies and innovation.
  - Identify opportunities, sponsorships, promotions for marketing and sales.
  - Interface with all Laerdal Teams & Offices to optimize event and associated campaign's effectiveness.
- **Manage Tradeshow and event efforts**
  - Manage tradeshow-related and customer events; assist with other events as requested.
  - Develop show/event strategies, reflective of sales and marketing goals.
  - Develop, manage & control the Tradeshow & Events budget
  - Manage trade show and event promotional budgets; assist with MarCom budget as requested.
  - Negotiate event discounts/advantages on behalf of the company; identify cost-savings.
  - Manage show/event vendor relationships with hotels, convention centers, exhibit houses, labor, and organizations.
  - Manage promotional items for the company.
  - Manage promotional campaigns related to trade shows and events
  - Ensure timely execution and production of key deliverables (including tradeshow communications and support materials)
- **Maintain strong relationships with related partners**
  - Work with Laerdal alliance, organizational and media partners (AHA, ARC, NLN, Philips, NAEMSE, JEMS, Cygnus, ACEP, others) with respect to relevant events.
  - Serve as Project Manager for cross-alliance events and co-opted exhibits.
  - Manage LNY contribution, sponsorship and/or donation activities.

NOTE: This document is an outline of the primary tasks assigned and may be changed at the discretion of management, formally or informally, either verbally or in writing. All team members are expected to assist Laerdal in achieving its goals even if such tasks are beyond the scope of this outline. The job description does not constitute an employment contract, implied or otherwise, other than an "at will" relationship and is subject to change by the employer as the needs of the employer and requirements of the job change.

**Responsibility and Decision Making Authority:**

- Act independently; Decision making within Company policy

**Management/Supervisory Responsibilities:**

- Supervise Tradeshow Coordinator

**Financial & Budgetary Responsibility:**

- Work with the Sr. Manager, Marketing Services to develop and manage annual operating budget.
- Manage vendor contracts; exercise diligence in tracking expenses to meet expense/budget goals
- Monitor vendor performance; ensure alignment with market value for services rendered

**Qualifications/Competencies/Position Requirements:**

*Knowledge, Skills, and Abilities:*

- Excellent communications, organizational and interpersonal skills, strong analytical ability.
- Ability to lead others by influence and develop strong relationships across the organization (Sales, Marketing, Functional Partners) to achieve the tradeshow/event plan objectives.
- Creative thinker and fast learner, ability to communicate ideas effectively.
- Ability to effectively translate company objectives into creative show/event platforms.
- Ability to manage staff and external vendors in order to maximize productivity of department.
- Ability to effectively communicate company messages across all markets.
- Excellent knowledge of show/event environment.
- Ability to deal with confidential tasks, with total discretion.
- Flexible, ability to identify and resolve problems quickly.

*Education and Experience:*

- BA/BS degree, graduate degree helpful
- 5+ years management in events/tradeshows, public relations and marketing
- Experience with medical product/healthcare company preferred

*Licensing and Certification:*

- N/A

**Working Hours:**

- Hours may vary and will require evening and weekend work depending on business needs and will require working overtime.

**Working Environment:**

- Office setting, with warehouse activity in support of Tradeshow Coordinator; convention, hotel and conference center onsite required for major show/event venues

**Tools and Equipment Used:**

- Personal computer, copier, fax, phone, and other typical office equipment

**Travel:**

- Approximately 40% travel or more to manage event venues

**Physical Demands:**

- Digital dexterity and hand/eye coordination in operation of office equipment

NOTE: This document is an outline of the primary tasks assigned and may be changed at the discretion of management, formally or informally, either verbally or in writing. All team members are expected to assist Laerdal in achieving its goals even if such tasks are beyond the scope of this outline. The job description does not constitute an employment contract, implied or otherwise, other than an "at will" relationship and is subject to change by the employer as the needs of the employer and requirements of the job change.



**Laerdal™**

## **JOB DESCRIPTION**

- Lifting and carrying of supplies, products and show materials, etc.
- Ability to speak to and hear customers and/or other employees via phone or in person
- Body motor skills sufficient to enable incumbent to move from one office location to another

NOTE: This document is an outline of the primary tasks assigned and may be changed at the discretion of management, formally or informally, either verbally or in writing. All team members are expected to assist Laerdal in achieving its goals even if such tasks are beyond the scope of this outline. The job description does not constitute an employment contract, implied or otherwise, other than an "at will" relationship and is subject to change by the employer as the needs of the employer and requirements of the job change.