

About Us:

Based in Houston, Texas, Accelerate Learning is a national leader in STEM curriculum and teacher, campus, and district STEM certification. Available for grades PreK-12, our flagship program, STEMscopes, is in use by over 200,000 teachers across all 50 states. The company has earned recognition from numerous industry programs, such as District Administration's Top 100 Products and EdTech Digest's Cool Tool Awards.

Events Manager:

This role's central responsibility is to plan and manage trade show related activities for Accelerate Learning, Inc. at the local, regional, and national level. Specific responsibilities include but are not limited to securing sponsorship opportunities, shipment logistics, evaluation of the cost-effectiveness of attendance, lead retrieval, event timelines, budgets, union policies, inventory control, booth material maintenance, communication with attendees, field sales coordination, identification of future events, and booth setup.

This is an ideal position for someone who has both a passion for education and a firm grasp of logistics / event coordination in a fast-paced, relationship-central environment.

Responsibilities:

- Analyze ROI of each conference, based on lead generation, cost, and overall attendance in order to provide recommendations for improvement.
- Work closely with marketing, sales, and product teams to develop event plans for each trade show, including staffing, timeline, budget, session communication, registration, giveaways, logistics, lead retrieval, and promotional events.
- Own the master trade show budget tracker, managing all purchases, accruals, POs, reconciliation, invoicing, and budget tracking in conjunction with the finance team and the VP of Marketing.
- Manage registration, attendee registration, and payment through the AP process.
- Secure room blocks and accommodations for large national shows.
- Maintain trade show inventory checklist, anticipate future needs, re-order necessary items, and coordinate repair or replacement items in a timely manner.
- Set timelines and communicate with all trade show stakeholders to drive event deadline deliverables.
- Create pre-show briefings and presentations with attending exhibitors, including pre-event kick off meetings.
- Create post-show briefings and presentations with Product Marketing Manager to understand event ROI and make recommendations for the future.
- Own/execute all on-site trade show logistics leading up to, during, and after the event, including but not limited to booth setup, hotel options, shipment, receipt, and return shipment, and return receipt of materials, setting lead goals, securing pre-event email lists, lead flow management (in coordination with the Product Marketing Manager), and coaching exhibiting team in order to maximize ROI.
- Build relationships with sales team pre-, post-, and during events to ensure a fluid and effective trade show.
- Create, distribute, receive, and analyze post-show internal surveys.

Accelerate LEARNING

- Identify and analyze potential trade shows for ALI attendance, sponsorship opportunities, booth placement process, and needs of attending exhibitors.
- Manage lead retrieval process, performing matches to sales reps based on location.
- Identify and secure giveaways and tchotchkes.
- Produce periodic KPIs on trade show ROI.
- Order and secure collateral for events, working with the Product Marketing Manager.
- Manage storage facilities with respect to inventory, deliveries, shipments, and contracts.

Requirements:

- Must be based in Houston, Texas
- Prior trade show and/or event management experience.
- Bachelor's degree (BS or BA), preferably in Marketing, Business, Communication, or Journalism; or 3-5 years related experience and/or training; or an equivalent combination of relevant education and experience.
- There will be a minimum of 6 weeks travel per calendar year; up to 30% travel may be required.
- Strong written and oral communication skills.
- Strong data analysis skills.
- Must be able to lift objects of up to 50 lbs.

Preferred Skills:

- Experience using CRM tools and CMS.
- Prior experience establishing and negotiating contracts with shipping companies and LTL freight.
- Understanding of PreK-12 education market, particularly the needs and decision-making behavior of teachers and administrators.
- Familiarity with STEM education models and pedagogy.
- Familiarity with labor union policies.
- Familiarity with major events management companies systems and procedures (e.g., Hargrove and Freeman).

To Apply:

Send your resume and cover letter to david@acceleratelearning.com to apply.