



Event Planner

www.redstoneagency.ca

Redstone Agency is looking for an experienced, professional, and passionate event planner with digital event experience to add to our team of event and association experts. If you have limited digital event experience, please tell us how you plan to bring yourself up to speed quickly in order to be prepared to execute digital events.

Who we are:

Redstone is made up of dedicated, intelligent, and hard-working individuals. We are tech-savvy, digital-obsessed Millennials who are striving to make a positive IMPACT on the event and association industry. We believe in establishing and maintaining TRUST with our team members and clients. We strive to achieve 'the best possible', rejecting what is 'simply acceptable' in our mission to go the EXTRA MILE in everything we do.

At Redstone, we recognize that an organization's success is completely dependent on the PEOPLE within in; that's why we choose to only work with the very best.

What we do:

We are event and association management experts. Our mission is to drive growth in our clients' organizations and make a positive impact in the communities they serve.

We identify and address areas of untapped potential in operations and management practices. We develop strong partnerships and integrate seamlessly with our clients' teams to set the strategic direction of their organizations. We combine industry-leading methods and processes so our client organizations can thrive.

Redstone Life:

Our office is located in midtown Toronto. We're a boutique agency with a growing team, which means you will have a lot of responsibility, you'll be challenged daily, and you'll work side-by-side with the senior leadership as you learn and grow within our company. We're steps from some of Toronto's best fashion stores and restaurants but we also provide coffee and snacks daily. We have a progressive hours policy – you work when you are most productive and we understand the need to have a work-life blend, because we have that need too. We believe in professional development and attending industry events and we invest in our people and their education.

Who you are:

- You are aligned with Redstone's mission and our core values
- You have 2+ years of relevant, full scope event planning experience. Conference planning experience preferred
- 1-2+ years executing digital events (webinars, virtual conferences, etc.). Bonus if you have earned PCMA's DES certification
- A university degree or college diploma is required
- Agency experience is an asset
- You are comfortable testing new technology, new event platforms, and making informed recommendations to clients based on functionality, budget, and client-needs
- You have experience in: meeting or event project planning, risk management, management of event financials, sponsorship development and fulfillment, staffing and volunteer management, stakeholder management (including exhibitor relations), meeting/event design (program development, speaker management, coordination of F&B, AV, registration systems, crowd

control, transportation, etc.), site management (selection, layout, logistics planning and onsite communications), event marketing (planning, development of materials, contribution to public relations activities)

- You have the ability to juggle priorities and adapt in a busy and ever-changing environment, balancing multiple projects, managing multiple, concurrent events and adhering to strict deadlines
- You are able to contribute to event team discussions, with a sound understanding of events as a tool to further an organization's objectives
- You have excellent people management skills and are able to assess complications and difficulties and swiftly deal with them to ensure client satisfaction
- You have the ability to share event knowledge with your fellow staff members, sharing best practices and skills while adhering to Redstone's core value of 'PEOPLE'
- You have strong interpersonal skills, integrity and professionalism
- You have the ability to work effectively in a team environment or independently
- You have excellent verbal and written communication skills and pay strong attention to detail
- You are proficient with MS Word, Excel, PowerPoint and Outlook
- You have the ability to work outside of regular work hours as required Agency experience is an asset

What you'll do:

Event Planning

- Critical path development and execution
- Budget creation, maintenance and reporting
- Conduct technology platform demos, make selections, prepare reports on recommendations
- Develop risk management and contingency plans for all events
- Source suppliers and negotiate for best value
- Manage event registration and on-going communication with event attendees
- Minute taking at meetings or during conference calls
- Attend or lead committee meetings, board meetings, and conference calls when needed
- Manage volunteers
- Prepare and deliver weekly/monthly reporting to clients and management as needed
- Maintain up-to-date databases (sponsorship, attendee, membership, etc.)
- Coordinate marketing initiatives including but not limited to e-blasts, and call campaigns; manage website updates
- Onsite event execution
- Completion of other tasks essential to the successful delivery of events according to scope and/or at Managements' request

Project Coordination/Management

- Manage or support various client projects including marketing and communication initiatives, event registration drives, and more

Marketing and Communications

- Website redevelopment initiatives; content management and content updates for website(s)
- Social media strategies
- Content creation and deployment for various channels including industry publications, social media, blogs, and more
- Drafting press release announcements for electronic or print distribution.



Application Instructions:

Please email your resume and cover letter to Ryenn Cadesky at hr@redstoneagency.ca with the role you are applying for in the subject line.

Due to the volume of applications, only successful applicants will be contacted with next steps.