



Senior Event Planner

www.redstoneagency.ca | www.redstoneevents.com

Who we are:

Redstone is made up of dedicated, intelligent, and hard-working individuals. We are a tech-savvy, digital-obsessed, and a Millennial-run agency striving to make a positive IMPACT on the event and association industry. We believe in establishing and maintaining TRUST with our team members and our 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 it; that's why we choose to only work with the very best. As a team, we work hard, are client-focused, and like to have fun. Enhancing our culture and the employee experience is a top priority at Redstone, so we value career growth and development by investing in you.

What we do:

We are an agency focused on delivering outsourced professional services to professional and trade associations. These services include membership management (retention and acquisition), board of director support, committee administration, sponsorship management, financial management, marketing, social and communications services, digital and hybrid event management, in-person event management, and so much more!

Our mission is to drive growth in our clients' organizations, make a positive impact in their communities, and make the volunteer experience enjoyable for everyone we work with. Customer service is our passion.

Redstone Life:

Our office is located in midtown Toronto, with a flexible approach to hybrid and remote work, depending on the requirements of your role. We're a full-service boutique agency with a growing team, which means you will work hard, 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 have a flexible 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.

Who you are:

- You are aligned with Redstone's mission and our core values – please check them out!
- You have a university or college degree or diploma in Business, Event Management, Communications or another related program
- You have 3-5+ years of relevant, full-scope event planning experience which includes experience planning Conferences
- 1+ year executing digital events (webinars, virtual conferences, etc.). Bonus if you have earned PCMA's DES certification or a similar designation
- You are comfortable testing new technology, new event platforms, and able to make informed recommendations to clients based on functionality, budget, and client-needs
- You have experience managing all of the following key areas: meeting or event project planning, risk management, management of event financials (event budgets), 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 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 the ability to work outside of regular work hours as required

Considered an asset:

- Experience working at an Agency, and/or the Events and Association Management industry
- Comfortable fostering relationships on behalf of the Company, attending industry conferences, tradeshows, and meeting with clients either in-person or via telephone/video call
- You have an eye for good design and are comfortable using Canva, Adobe Pro (Illustrator, Photoshop, InDesign) and basic skills in video editing software or the aptitude to learn
- Bilingual in English / French

What you'll do:

As a Senior Event Planner, you will support and/or lead execution of the event portfolio for 2-4 association clients and 1-3 corporate clients, providing full-service event support, planning, and execution for conferences, galas, tradeshows, webinars, and conventions alongside the events team. This individual will be responsible for developing and implementing event strategies, solutions and innovations that are tailored to each client's needs and work closely with stakeholders to deliver an exceptional event experience. Our event and association clients range from industries such as real estate, property, law, post-secondary education, healthcare, city planning, and sponsorship marketing, just to name a few.

Event Planning

- Manage all aspects of event planning while meeting strict deadlines and budget demands
- Identify and elevate clients' requirements and expectations from conception through post-event, ensuring high level communication throughout all phases
- Nurture and build relationships with vendors, venues, clients, and stakeholders
- Proactively identify and become proficient in digital event platforms (a few of our favourites are PheedLoop, Hopin, StreamYard, Airmeet, Zoom, and more!) while solving technical challenges
- Conduct technology platform demos, make selections, prepare reports on recommendations
- Plan and facilitate logistics for events, including creation of critical path, site preparation, catering, entertainment, transportation, décor, marketing materials, and onsite event execution (virtual or in-person)
- Develop risk management and contingency plans for all events, anticipating attendee needs and preparing against potential risks
- Source suppliers and negotiate for best value
- Manage event registration and on-going communication with event attendees
- Attend and lead committee meetings, board meetings, and conference calls and taking minutes when needed
- Prepare and deliver weekly/monthly reporting to clients and management as needed
- Maintain up-to-date databases and records (sponsorship, attendee, membership, etc.)
- Create, maintain and report on budget and reconciliation
- Completion of other tasks essential to the successful delivery of events according to scope and/or at Managements' request



Marketing and Communications

- Coordinate marketing initiatives including but not limited to e-blasts, and call campaigns; manage website updates
- Manage and support various client projects including marketing and communication initiatives, event registration drives, and more
- Content creation and deployment for various channels including industry publications, social media, blogs, and more
- Draft press release announcements for electronic or print distribution

Why Choose Us?

Work for a rapidly growing, culture-based company allows each employee the freedom to work and provide creative input. That alone has been an enticing offer for our team, allowing each of our members to expand and strengthen their skills and network. Here are just a few more reasons to work at Redstone:

- Health, Drug and Dental Insurance
- Employer paid Group Life Insurance
- Paid Company holiday between Christmas and New Years
- Paid sick days and personal days
- Flexible working hours (ensuring meeting client expectations and team check-ins) and Summer hours
- Become fulfilled in work that matters by supporting the growth and business needs of non-profit organizations
- Opportunities to attend in-person and virtual conferences, workshops, industry accreditation and certifications for personal and professional growth through the company
- Travel opportunities to work at our events alongside our talented event staff
- Company events and team engagement initiatives to enhance the remote working culture
 - Team lunches (in and out of the office), step challenges, happy hours, game nights, holiday and summer parties, charity participation, and more!

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.