



Event Planner - Contract

www.redstoneagency.ca

Redstone Agency is looking for an experienced, professional, and passionate event planner to add to our team of event and association experts.

Who we are:

Redstone is made up of dedicated, intelligent, and hard-working individuals. We are tech-savvy, digital-obsessed individuals 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 it; 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 physical office is located in midtown Toronto, but the world is our office. 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.

Our internal systems and processes are setup in such a way that allows us to work effectively from anywhere in the world but our office is also steps from some of Toronto's best fashion stores and restaurants. 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. We believe in the millennial generation and how valuable their contributions are to the workforce.

Who you are:

- You are aligned with Redstone's mission and our core values (found on our website).
- You have 2+ years of relevant, full scope event planning experience. Conference planning experience preferred.
- Virtual event experience preferred. Bonus if you have earned PCMA's DES certification
- A university degree or college diploma is required.
- You have experience in: meeting or event project planning; risk management; management of event financials (including the ability to manage the monetary transactions process in compliance with client guidelines); 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 effectively 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 site inspections, site selections, prepare reports.
- 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.
- Plan food and beverage requirements in coordination with venue or caterer with close attention to satisfying attendee, volunteer and staff dietary restrictions.
- Minute taking at meetings or during conference calls.
- Attend or lead committee meetings, board meetings, and conference calls when needed.
- Manage volunteers.
- Prepare and secure all event supplies for event dates onsite.
- Coordinate development and design of printed materials with graphic design team.
- 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.
- Manage or support Redstone projects as required to ensure on-time delivery and accuracy.

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.
- Research and grant writing.



Applications for the Event Planner role including cover letter can be sent to Bailey Roth at hr@redstoneagency.ca.