**Event Technology & Operations Manager**

**VP Skill Set**

1. Digital Promotions
2. Team Leadership
3. Prove Business Value
4. Technology Literacy

---

**Key duties and responsibilities will include:**

- Manage meeting registration website development with third-party vendors, including, but not limited to, overall site design, primary attendee and guest registration, housing management, activities and agenda management, webpage content, and travel and third-party API integrations.
- Manage all aspects of the room block with hotel and colleagues including: room types, number of rooms blocked, rooming list changes, arrival/departure deviations, upgrades, VIPs, staff rooms, attrition penalties and other room block obligations.
- Collaborate with business leaders and senior planners to identify and document business requirements for meeting registration and mobile app needs.
- Manage development of event communications such as online information, invitation emails, and onsite push notifications.
- Understand aspects of website design, system capabilities and reporting parameters to ensure data is captured appropriately.
- Assist manager with needs analysis and development of flexible and on-demand reporting modules with registration site vendor.
- Develop accurate forecasts for hotel room block needs - including peak and shoulder nights - based on venue, dates and historical attendance data.
- Analyze and maintain year-over-year registration and meeting app data and identification of improvement opportunities and recommend solutions to improve operational efficiencies.
- Recommend, review, test and evaluate new attendee management solutions for services -including help desk management and seating assignments - that will enable the Events Group to provide best-in-class service.
- Mentor and support other team members as required.

---

**Required skills and qualifications:**

- Bachelor’s degree or equivalent
- 7+ years related work experience
- Proficiency in database relationships, usage and management; experience in Cvent, Starcite or other attendee management tools preferred.
- Proficiency in HTML
- Experience with Microsoft Office Suite
- Ability to maintain accuracy under pressure, handle multiple projects simultaneously and adapt quickly to rapidly shifting priorities
- Excellent verbal and written communication skills
- Excellent project and time management skills
- Understanding of event attendee management processes and best practices
- Understanding of business, social and event protocol
- Ability to identify resources in a complex organization to effectively get results
- Basic knowledge of image editing software, and an understanding of web/graphic design, internet and e-commerce terminology is preferred.
- Experience with New York Life culture, awareness of company traditions and executive preferences a plus
- Experience working with vendors to negotiate supplier relations and contracts a plus