



INTERNATIONAL  
CONFERENCE & EXHIBITION  
PROFESSIONALS

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# Executive, Exhibition & Sponsorship



## JOB SUMMARY

Implement and monitor the overall exhibitions and sponsorship plan and strategies with the objective to sell the exhibition space to potential exhibitors and to seek and secure sponsorship. The job also requires the incumbent to perform operation activities which include pre-event planning, on-site management and post-event as well as managing the appointed vendors in achieving operational results to meet the required standard and satisfaction of the clients.

The incumbent will be responsible to:

- Implement, execute and monitor the exhibition and sponsorship sales and marketing activities which consists of identifying potential new exhibitors and sponsors, perform sales visits, negotiate with the clients, program activities and on-site management through in-depth understanding on the requirements and expectations of the clients, execute initiatives for physical, hybrid and fully digital events.
- Monitor the Trade Accounts Receivables collection efforts and activities through consistent follow up on payment collection and establishing good working relationship with clients' working level.
- Implement the programs & project activities in relations to the exhibition and sponsorship through data collection and detail analysis, program development as well as liaise closely with the organising committee.
- Plan, implement and monitor all operations and logistics for exhibition and sponsorship which consists of preparation and monitor operational exhibition and sponsorship budgets, keeping costs firmly under control, negotiate and achieve profit targets through cost savings, ensure official vendor, venues and teams are fully up to date with the latest information, liaise with external providers for obtaining quotes and conduct full tender process.

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- Provide client services including trouble shooting and resolving issues, assist exhibitors & sponsors via inbound & outbound phone calls and emails, act as a liaison between the internal & external stakeholders and the contractors from the conceptualisation of ideas to execution.
- Execute the stakeholder management plan and strategy via effective networking, liaison and other engagements that help facilitate business opportunities in line with events objectives, Corporate Agenda and clients' expectations.
- Implement and monitor the overall execution of business collaboration agreement which include in-depth contract understanding, perform analysis of suitable contractors & third-parties and maintain relationship with them while assessing their performance.
- Plan, implement and monitor the overall on-site build-up construction based on the exhibition & sponsors requirements.
- Plan, implement and monitor all technological advancement systems which includes Exhibitor and Visitor Registration System and also the Exhibitor e-Manual.
- Plan, implement and monitor sponsorship database which includes gather, store and process information on sponsorship which will help to keep sponsorship data systematic.
- Plan, implement and monitor of benchmarking on sponsorship through collecting and analysing data information and proper stays up-to-date on market best practices and adjusts the sponsorship implementation as necessary for right sponsorship positioning.



# Qualification & Skills

- Bachelor Degree in Marketing or Public Relations Management or equivalent.
- Minimum 2 years' working experience and exposure in exhibition/event/marketing industry preferably in energy industry.
- Possess organizing, coordination and negotiation skills.
- Possess knowledge in statutory requirement, standards, process & procedures and all administrative aspects of exhibition/event/marketing industry.
- Possess interpersonal, presentation skills and the ability to effectively interface with staff and external parties.
- Possess business writing and communication skills.
- Possess attention to detail and performing work with accuracy.
- Possess judgment and creative problem-solving skills including conflict resolution skills.
- Possess high drive and commitment in delivering tasks assigned.
- Have business sense and able to channel the right competency level to execute task till completion.



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