

# Sales and Events Manager Job Description

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- Evaluating and critically analyzing all events following their delivery, including seeking customer feedback
- Overseeing the designing and production of all marketing collateral, promotion, and adverts
- Collating and distributing information packs and other promotional items to clients and potential clients
- Liaising with clients from the beginning to the end, and also attending the event to ensure that it goes smoothly
- Actively participating in training and development programs and maximizing opportunities for self-development
- Responsible for all project and event budgets from the beginning to the end
- Responsible for the satisfaction of clients or customers by ensuring excellent customer service and quality delivery
- Building relationships and networking
- Developing good working relationships with event organizers at local companies in order to get meetings, annual dinners, functions bookings, etc. for the purpose of boosting company profits
- • Preparing proposals for clients and maintaining well-organized event records
- Maintaining working relationships with internal and external partners and holding these relationships to deliver innovative and memorable events
- Making prospecting calls to potential clients.