

About Us

Media 10 is an events and publishing company with Its HQ based in Loughton, Essex. Creating events, content and experiences that win hearts, minds and awards is our passion – and has been for over 15 years. From humble beginnings as a team of 10 back in 2003 (We're Media 10 for a reason!) we're now a line-up of over 270 of some of the most talented people on the planet across the UK, Shanghai and South Africa. We pride ourselves on our entrepreneurial heart & soul which is balanced out by our gravitas that comes from our track record of creating industry 'firsts' & delivering excellence. Our knowledge is unrivalled, our passion infectious and our parties legendary! Above all, we're committed to transforming brilliant ideas into award winning content. And because we're a truly independent company, we're able to give our people the creative freedom that's led us to being one of the most decorated companies in the industry.

The Brand

100% Optical: 100% Optical is the largest optical event in the UK, bringing together 8,936 professionals to learn, network and discover the latest products, technologies and solutions on an international stage. The fifth anniversary show delivered even more international brands across Eyewear, Equipment, Lenses, Business Services and Audiology. The scope and quality of brands and buyers is only expected to grow for the 2019 show.

The Role

What is expected of you

This role involves selling UK and International companies the merits of exhibiting at 100% Optical. Due to the nature of the client base this role does involve a lot of telephone sales though we do encourage face-to-face meetings whenever possible. There is also the opportunity to visit international exhibitions to canvass leads and meet existing clients.

- To ensure sales targets (personal & exhibition) are achieved every week/every month
- To ensure expected telephone call rates, (set by your manager) are achieved consistently
- To manage all business across their exhibition section, maintaining within their particular letters, supporting sales manager
- To ensure that the quality of exhibitor is kept at the highest achievable level
- To develop and grow existing client base and spend
- To canvass and grow new prospects and develop the client base
- To ensure all new business is followed up and turned in to repeat business
- To obtain regular testimonials from clients
- To liaise with your manager to ensure forward planning is accurate and relevant
- To represent the exhibition and Media 10 at all relevant exhibitions and events, in a smart, mature and productive manner
- To liaise with the operations team and all other relevant organisational personnel to ensure the smooth running of the exhibition during build up, whilst the exhibition is open and break down
- To have a creative input in to the feature design for each exhibition
- To support other areas of Media 10 portfolio, by assisting on other exhibitions and magazines when required
- To support other team members as and when required, and maintaining at all times a professional, positive and enthusiastic attitude to the role, and the company
- To be present at all Media 10 exhibitions that you work on, irrespective of the fact they overlap into a weekend, or bank holidays
- To be prepared to travel infrequently to visit relevant events
- To be prepared to attend networking/social events outside of working hour
- An interest in design is desirable
- To ensure accurate and responsible admin for the bookings in to the exhibition (order books, floor plan, signed orders, sales boards are up to date at all times)
- To assist in the successful collection of exhibitor debts (on-stops)

Job Title: Event Sales Executive
Department: 100% Optical
Report to: Event Sales Manager



Individual targets and expectations will be set by your manager and are subject to change
Job descriptions can change and evolve in-line with the changing face of the company.

What you are good at

- Planning and organising
- Communicating at all levels
- Influencing and persuasion
- Relationship building
- Being Reliable and loyal
- Strategic thinking

What we'll do for you:

- Make you feel like part of a family
- Know your name – you're not just a number here
- Encourage you to develop your skills, strengths and career
- Recognise your contribution and hard work
- Ensure you get to work on the best brands in the industry