



Job Title: Event Sales Executive
Department: Eat & Drink
Report to: Head of Sales

About us

Media 10 is an Events and Publishing business, with its HQ based in Loughton, Essex. 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 275 people across our Loughton, Shanghai, South Africa and Scotland offices.. We pride ourselves on producing content and experiences that win hearts, minds – and awards! And whether that's in the form of an exhibition, event, website, magazine or digital platform, we create, develop and deliver it in-house, down to the very last detail. Put simply, our knowledge of the industry is unrivalled, our passion infectious and our parties legendary! 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

Welcome to the next generation in flavour. The very best the country has to offer in the world of food and drink, all under one roof. The Eat & Drink Festival is a unique live experience, celebrating the exciting trends in modern cuisine, mixology and street food. Learn how to create your own masterpieces, rub shoulders with pioneering chefs and cooks, and indulge in the finest food from London's diverse streets. Take your Eat & Drink experience home when you shop for the best ingredients from over 100 of the best artisan and independent producers, as well as your favourite brands. Simply, it's a foodie nirvana. The ideal destination if you love good company, gorgeous refreshments and gourmet grub.

What is expected of you

- Ensure sales targets (personal and product) are achieved every month/each event
- Ensure expected telephone call rates (set by your manager at 90 minutes per day minimum) are achieved consistently.
- Able to research new leads by visiting shows and research through magazines
- Develop and grow the existing client base and spend
- Actively and intelligently seek new business
- Manage CRM database on a daily base
- Ensure all new business is followed up and turned into repeat business
- Ensure the quality of exhibitor is kept at the highest achievable level
- Manage your clients before, during and after the show and maintain client relationships
- Deliver an event section that meets exhibitor and visitor expectations
- Know your stuff: industry, competitive events, publications, key brands, Media 10
- Report directly to your Senior Event Sales Executive to ensure sales targets are being achieved
- Represent your event and Media 10 at all times in a professional manner
- Liaise with the operations team ensuring the smooth running of the exhibition during build up, the event open times and breakdown
- Communicate with marketing and features ensuring that clients benefit from additional opportunities
- Liaise with production to ensure the smooth correlation of exhibitor contracts to floor plan
- Communicate with credit control to ensure all contracts are fully paid prior to the event
- Ensure accurate and responsible admin for all stand bookings
- Ensure the in-house client database is up to date with contacts and comments across all conversations
- Work alongside the Senior Event Sales Executive and support other team members, as and when required, whilst maintaining a very positive and enthusiastic attitude towards the role and company
- Engage fully in training and development
- Be present at all Media 10 events that you work on, irrespective of the fact they may overlap into a weekend



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You are:

- A professional networker
- A strategic thinker
- Honest, Reliable and a team player
- An experienced sales professional who is passionate about developing a career in sales long-term

What we'll do for you:

- Make you feel like part of a family and know your name – you're not just a number here!
- Give you a bespoke career development plan to encourage you to develop your skills, strengths and long-term career
- Recognise your contribution and hard work
- Ensure you get to work on the best brands in the industry