

Job Title: Senior Event Sales Executive  
Department: Ideal Home Show  
Report to: Divisional Director

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## **About Us**

Established in 2003, Media 10 is the most awarded media and events company in the UK, with a growing portfolio of 30 live events covering design, interiors, lifestyle and construction. As well as Media 10 being specialists in the events sector, the Company's creative flare produces well established publications and owns a series of award winning magazines and websites.

We not only enjoy what we do, we love it! We are passionate about delivering the very best results in everything we do and expect our team members to have the same passion.

## **The Brand**

The Ideal Home Show has been running for over 110 years, making it the longest running exhibition in history. This award-winning consumer event in London, delivers an unparalleled audience of over 205,000 (BPA audited) home interest customers.

This annual home event provides the ultimate shopping experience whether you have a substantial home project or want to add those finishing touches that make a house a home. An iconic British Home Show that has everything you need.

With over 600 exhibitors across 7 dedicated areas all under one roof; Interiors, Home Renovation, Gardens, Home Accessories, Style, Housewares and the co-location of the Eat & Drink Festival, this is the biggest show in the live events calendar.

## **What is expected of you**

- Ensure sales targets (personal and product) are achieved above and beyond each month
- Have a solid understanding of the sales process with the ability to share and train other members of the team
- Know your stuff: industry, competitive events, publications, key brands, Media 10, show targets – year on year revenue
- Know your figures: section target, revenue, year on year comparison, yields, total m<sup>2</sup> vs available, number of exhibitors
- Be responsible and take the lead on for solving problems and issues as they arise: amendments, accounts, managing cancellations
- In manager's absence take the lead, back your manager publicly and suggest constructive ideas
- Implement a strategy/vision for your section (content and composition) and ensure your floorplan is water-tight
- Communicate with the team ensure your knowledge is shared
- Floor plan management
- Ensure database is kept up to date at all times
- Maintain and increase business development – increase new lead sources
- Build client relationships – client management, client retention
- Enforce company policy and procedures
- Engage fully in training and development and mentor junior members of the team
- Be present at all Media 10 events that you work on, irrespective of the fact they may overlap into a weekend

## **What you are good at**

- Lead from the front and set the standard – be the first in and the last out (office and shows)
- A professional networker
- A strategic and proactive thinker and planner
- Organised with an eye for detail
- Role model – encourage, motivate, guide and support
- Team player

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- Problem solving
- Honest and have integrity

**What we will 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
- You will get to work on the best brands in the industry
- Make sure you're never bored
- Love our company parties
- Make sure you have fun – because we do have fun