

# Event Planner

VS

# Event Strategist

VS

# Event Marketer



## Event planner



## Event Strategist



## Event Marketer



### Primary Focus

Operational Excellence

Overall event objectives and long-term impact

Leveraging events to generate leads, build brand awareness, and drive revenue for the company



### Key Responsibilities

- Manages vendor relationships
- Creates and oversees event schedules
- Coordinates on-site logistics
- Ensures smooth execution of event elements

- Aligns events with broader business objectives
- Develops long-term event strategies
- Identifies opportunities for innovation and growth
- Analyzes industry trends to inform event direction

- Develops event marketing strategies aligned with business objectives
- Manages company's presence at industry events and trade shows
- Creates and executes company-owned events
- Enables Sales Teams
- Measures and reports on event ROI



### Top Skills

- Exceptional organization
- Attention to detail
- Time management
- Problem-solving
- Vendor negotiation
- Multitasking
- Calm under pressure

- Strategic thinking
- Data analysis
- Business planning
- Industry knowledge
- Leadership
- Innovation mindset
- Stakeholder management

- Strategic event planning
- Lead generation and nurturing
- Sales and marketing alignment
- Budget management and ROI analysis
- Industry and competitor analysis
- Data analysis and reporting



### Typical Tasks

- Booking venues and managing contracts
- Coordinating catering and audiovisual needs
- Creating detailed run-of-show documents
- Managing on-site staff and volunteers

- Conducting stakeholder interviews to understand objectives
- Creating multi-year event roadmaps
- Recommending new event formats or technologies
- Presenting strategic plans to leadership

- Selecting relevant industry events for participation
- Planning booth strategies and company-sponsored seminars
- Managing event budgets and vendor relationships
- Briefing sales teams for event participation



### Impact on Event

Ensures smooth operation and attendee satisfaction

Shapes the overall direction and long-term success of events

Maximizes company's return on event investments by driving engagements and generating leads



### Timeframe

Focused on current event execution

Plans for long-term event strategy (1-5 years)

Manages mix of third-party industry events and creation of owned experiences



### Owned vs Third-Party Events

Primarily focused on specific owned events

Manages a diverse portfolio of owned events, occasionally evaluates external opportunities

Often manages presence at third-party shows, balancing with owned event strategies

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