

Toronto's visitor economy is a vital economic engine for the city, generating \$7 billion in visitor spending in 2023. Destination Toronto's mandate is to reflect the breadth and diversity of Toronto's people, places and culture to inspire residents and visitors to meet, visit and explore our city. Operating in partnership with the City of Toronto, the Greater Toronto Hotel Association and the Ontario Ministry of Tourism, Culture and Sport, Destination Toronto markets and promotes the city to attract visitors and major meetings and events, and supports local businesses to maximize the opportunities of the visitor economy. For more information, please visit DestinationToronto.com.

JOB DESCRIPTION

Position Title: Event Planner
Department: Global Sales & Service
Reports to: Director, Destination Services & Events
Location: Toronto, Ontario
Updated: March 2024

ROLE SUMMARY

Our Event Planning team are an integral part of the Global Sales & Services team, with planning and logistical responsibility for Destination Toronto Corporate Events, including but not limited to, the Spring Briefing, Business Outlook Forum, the Annual General Meeting, Toronto Inc booth builds & activations and select in-market sales engagement. Additional scope of the role includes, support of events such as Sales and Planning Sites, Fam Programming, Industry Hosting Events in the destination and our Client Advisory Board, ensuring they positively impact the conversion of prospects to confirmed clients, as well as representing the Destination's brand with the highest level of expectation.

CORE RESPONSIBILITIES

- Informs on and follows budget allocations in keeping with departmental business plan and strategy
- Support to Director, Destination Services & Events on major industry event hosting and our highest value clients as part of the Client Advisory Board
- Planning and execution responsibilities for Destination Toronto corporate events, including but not limited to, the Business Outlook Forum, the Annual General Meeting and Spring Briefing
- Design, logistics and production responsibilities for trade show booths and event activations
- Collaborate with Global Marketing on creative themes across in-market lead generation and business development efforts and ensure all Destination Toronto activations (events, trade show booths, hosting, etc.) reflect the destination narrative.
- Oversee RFP process and manage external partners such as event management agencies, booth builders, F&B vendors and more
- Ensure Destination Toronto's CRM database is up to date with activations
- Participate in Global Sales & Services team and member meetings
- Collaborate with Global Sales and Services team members and Global Marketing on client gifting strategies
- Proactively provide creativity on event trends and innovation
- Continuously looking for opportunities to increase our impact in the DMO space

OTHER

- Projects as assigned by the Global Sales and Services leadership team
- Ability, willingness to travel, attend local and international events on evenings and/or weekends is required; flexible to work evenings and weekends, on-call as team needs require.

KEY PERSONAL ATTRIBUTES

The successful candidate will possess the following:

- Self-motivated, solutions-driven mindset
- Able to thrive in a high pressure, multiple demand environment
- Strong innovative and creative outlook
- Customer / Client Focused with Industry Experience (meeting planning/event execution)
- General knowledge of consumer and B2B marketing
- Skilled Internal / External Collaborator & Communicator
- Excellent Verbal / Written Communications
- Exceptional Consultative Skills and Adept Negotiator
- Financial Management
- Diplomacy, tact and a collaborative nature
- Self-awareness

KEY RELEVANT EXPERIENCE & EDUCATION

The successful candidate will possess the following:

- A university or college degree with an emphasis in business, marketing, project management or hospitality, and/or at least five years of related experience which may substitute for academic experience.
- Experience with CRM software is an asset
- Proficient in Google Workspace, project management software (Monday.com), virtual meeting software is an asset
- Familiarity with trade show logistics, booth build planning and execution

HOW TO APPLY

Please send resume to human-resource@destinationtoronto.com and clearly indicate the application is for the position of “**Event Planner**” in the subject line.

If you require a disability related accommodation to participate in the recruitment process, please email us. We will accommodate your needs under the Ontario Human Rights Code.

We thank all candidates for their interest in Destination Toronto and will directly contact those candidates selected for an interview.