



Web Summit Vancouver Lead

October 2024 to August 2027

Are you motivated to make a significant impact with one of the world's largest tech conferences?

Destination Vancouver is seeking a **Web Summit Vancouver Lead** (WSV Lead) who will drive the development and execution of strategies and Host Organization commitments, maximizing the benefits of Web Summit Vancouver (WSV) 2025-2027.

Reporting to Destination Vancouver's *Vice President, Meetings, Conventions & Destination Events*, the WSV Lead will play a crucial role in positioning Vancouver as a premier international business event host. This once-in-a-lifetime event will be a platform to elevate Vancouver's global profile, create compelling stories, and drive increased visitation before, during, and after the conference.

This is a contract position and the individual will work cross-functionally within Destination Vancouver and the *Web Summit Vancouver Executive Steering Committee* (ESC) to execute the strategies set for WSV 2025-2027. The WSV Lead will collaborate closely with government stakeholders, economic development partners, and the Vancouver Convention Centre, ensuring alignment and maximizing the collective impact of efforts across the region.

Strategic Accountabilities:

1. **Project Oversight and Integration:** Leading and overseeing Destination Vancouver's roles and responsibilities related to the execution of Web Summit Vancouver events, aligning with the objectives of Destination Vancouver, funders, and the Web Summit Steering Committee, and ensuring milestones, deliverables, and reporting requirements are met.
2. **Operational Committee Management:** Leading the Operational Production Committee.
3. **Budget and Financial Oversight:** Maintaining financial control, managing cash flow, overseeing budget allocations, and handling claims and invoices to PacifiCan.
4. **Sponsorship Management:** Supporting sponsorship Project Management Team, overseeing sponsorship package development, and managing sponsor relationships.
5. **Stakeholder Communication and Reporting:** Providing regular updates to Destination Vancouver, the Host Organization. Presenting post-event reports detailing event success and financial performance.
6. **Environment, Climate Action, and Sustainability:** Developing sustainability strategies and carbon management plans for the Web Summit Vancouver conference.

Position Responsibilities:

- Understand Destination Vancouver's objectives, goals and opportunities, and how they can be best served by the opportunities presented by WSV.
- Know the landscape that Destination Vancouver is working within, including best practices from past similar events as well as plans from other Web Summit events in global markets.
- Bring the business plan ideas and opportunities to life in a creative and exciting way that is on brand, differentiated, and inspiring.
- Maintain a high level of financial control by tracking all expenses, managing the project's cash flow, and ensuring that the event operates within the approved budget.
- Collaborate with the project management team and BC Pavilion producers, while overseeing budget allocations for project resources, vendors, and event logistics.
- Submit claims and invoices to PacifiCan.

- Oversee the development and execution of sponsorship packages by the Project Management team, ensuring alignment with Web Summit's sponsorship objectives.
- Lead the event hosting committee, referred to as the Organization Planning Committee.
- Ensure that all event logistics are managed professionally, including liaising with Web Summit, the Vancouver Convention Centre (VCC), the City of Vancouver, Regional BIA's and other stakeholders.
- Lead Operational Planning Committee, ensuring compliance with contract obligations and seamless coordination between stakeholders.
- Conduct post-event analysis and reporting, reviewing financials and feedback for continuous improvement.
- Manage scope, budget, and timelines related to the Web Summit event, ensuring effective planning and execution in collaboration with the project management team.
- Facilitate communication between the Executive Steering Committee and related stakeholders, ensuring alignment on key deliverables and deadlines.
- Align all activities with the objectives set out by Destination Vancouver, funders, and the Web Summit Steering Committee.
- Monitor progress and ensure that the key milestones and deliverables which Destination Vancouver is responsible for are met across all statements of work.
- Lead and oversee all of the Host Operational Commitments in the Host City Agreement with Web Summit.
- Develop a sustainability strategy for Web Summit and the WSV Conference.
- Develop a Carbon management plan to measure and minimize the carbon footprint of the WSV Conference.

What are we looking for?

We are seeking candidates with at least 5 years of experience in project management, financial planning, delivering on a strategic business plan and reporting event Key Performance Indicators (KPIs). Communications and PR experience with Government stakeholders, to help leverage opportunities to showcase our and their brands and/or destination, preferably with experience in the emerging tech industry is required. A background of working with PacifiCan contribution agreements, Province of BC funding grants and Economic Development agencies are also keys to success for this role.

Passionate about Vancouver as a place to live, work and explore, candidates must also possess the following skills, interests and characteristics:

- Enthusiastic about the emerging Tech Industry and knowledgeable about destination marketing;
- Experienced in marketing/communications program delivery and management;
- Strong communicator with exceptional presentation skills;
- International mindset and demonstrated ability to deliver on a global business event hosting strategy;
- Ability to work cross organizationally to deliver on pan-organizational goals;
- Experience in collaborating with both internal and external teams and stakeholders to deliver on organizational goals;
- Background working with diverse constituencies including government, not-for-profit and industry;
- Experience with financial reporting and budget management;
- Post-secondary education in tourism, marketing or communications and/or equivalent experience.



What do we offer?

The role is a contract position from October 2024 to August 2027 and based in Destination Vancouver's corporate offices with majestic views of the North Shore mountains and proximity to transit and downtown amenities. Attendance and/or assistance may be requested at occasional before or after-hours and functions, therefore flexibility is required to support activities that may occur outside the standard operating hours, and/or on weekends.

Destination Vancouver believes in and supports work/life balance and flexible/hybrid working opportunities.

Who are we?

Destination Vancouver is one of the world's most dynamic destination management organizations, delivering on a mandate of destination development and promotion that positions Vancouver as a must visit global destination.

Our purpose is to transform our communities and our visitors through the power of travel. This underpins everything we do and how we communicate with potential clients, engage with partners, and support our 800+ members.

Destination Vancouver has a fabulous product and a powerful brand. Our success is measured through the triple bottom line approach of an equal emphasis on people, planet and prosperity. And, as a private, not-for-profit business association, our continued relevancy is based on supporting our industry, responsibly and sustainably managing the destination and building a competitive global destination brand.

Expected salary range: \$111,600 - \$140,000/year plus benefits.

Destination Vancouver believes in and provides a diverse, equitable, and inclusive work environment.

How do we connect?

If you possess the qualifications, knowledge, ambition and drive and describe yourself as enthusiastic and fun, collaborative and focused on building positive and long-term client relationships and achieving results, we invite you to apply to this exciting position. Please send your resume and cover letter to: careers@destinationvancouver.com

For more information, please visit <http://destinationvancouver.com>