



SPEAKER BOOKING ASSISTANT POSITION DESCRIPTION

BACKGROUND

Civilis Marketing CEO, Bill Troy has written an expose-style book entitled *ClickSand* that shines a critical, contrarian light on the online marketing industry. Even before publication, word of the book has begun to generate interest in Bill as a speaker. The person in this position will work closely with Bill to identify and book speaking engagements with audiences of business owners.

ENGAGEMENT BOOKING DUTIES

1. Arrange bookings

- Seek out and identify kinds of venues/events to speak at (that will have our ideal customer as audience), potentially including:
 - EO chapters/Vistage chapters/Business Owner groups
 - Complementary professionals/organizations/associations
 - Conferences
 - Podcasts
 - Our own events
- Choose specific venues/events to target for booking
 - Reaching out to contacts at those locations, navigating to find out who decides (decision-maker)
 - Learn process for applying/getting hired/booking engagement
 - Maintain a calendar of events of desired targets
- Contact potential speaking opportunities
 - Engage with decision-maker(s), develop relationship
 - Apply according to their process
 - Send Bill's speaker kit
 - Work with venue/group to select an appropriate topic for Bill to speak on
- Assist with booking/securing the speaking engagement
 - Facilitate completion of appropriate paperwork on both sides
 - Negotiate logistical/tactical issues related to booking engagements, including travel planning responsibilities, technical specs, IP issues

2. Once booked

- Attempt to identify and book ancillary engagements around geographic location of main engagement
- Handle logistics of each speaking engagement
 - Determine what materials needed
 - Arrange for equipment, materials to be delivered or brought
 - Arrange travel for Bill, self (possibly)

3. After speaking engagement:

- Get reviews/ratings/feedback from venue, collect any testimonials
- Thank you note to venue contact persons
- Collect and document details of the engagement (in Salesforce)
- Make sure business cards/leads collected at the engagement are passed on to sales team

GENERAL DUTIES

- Maintain comprehensive speaking dates and project calendars
- Keep speaker's kit updated
- Keep questionnaires updated
 - What did you like?
 - What would you change?
 - Would you like someone from Civilis Marketing to contact you?
- Process (forward), respond to incoming inquiries from website, phone calls, email

IDEAL CANDIDATE SPECIFICATIONS

Qualifications:

- Experience booking bands, music acts, artists, authors, speakers
- Experience working remotely/virtually

Skills Required:

- Building rapport
- Negotiating
- Navigating complex organizational structures
- Persistence, follow through
- Organization, detail orientation
- Extroverted
- Exceptional written and verbal communication

TO APPLY

Send your resume and cover letter, explaining why you'll be the perfect fit for this unique role, to hire@civilismarketing.com.