

Job Description

Position: Commercial Space Planner

Reports to: Sales Support Manager

Purpose of the Role

The main focus of the role is the strategic day to day management of the calendar providing proactive commercial support and assistance with the regulation and future planning of the ExCeL Exhibition and Conference and Event Sales process. The post holder will aim to support and guide the Sales team in the maximisation of revenue generating opportunities and identify and escalate any issues recommending objective practical solutions to any conflicts in the calendar. The post will also work closely with the EVS and Operational teams to ensure space is managed to its maximum effective capacity so that additional revenue opportunities are enhanced. The role must be proactive in assessing yields for each event and escalate any concerns as appropriate to the Senior Sales Support Manager and Sales Teams. Success will be measured by the improvement in gap consolidation and the effectiveness and efficiency of the sales/tenancy and an improvement in yield and utilisation trends.

Responsibilities

1. Sales Planning/ Day to Day Management of the Calendar

Manage and administer new booking requests reviewing new, repeat and amended tenancies in accordance with predefined space management criteria, SLA's and EVS needs. Act as first point of contact on all calendar escalations including requests for additional space, conflicts in event type and/or event organiser profile, conflicts in space usage (i.e. poorly managed/applied space or FOC allocations). Efficient, timely and accurate execution of escalations/requests for support. Assessment, communication and management of any potential risk to the success of the event based on the above. Conduct regular calendar reviews to ensure optimum space utilisation including recommendations for gap consolidation following tenancy revisions/cancellations

2. Revenue/ Yield Management

Develop a clear insight and understanding of the various types of events hosted and client requirements for planning consideration. Co-ordinate closely with the Commercial teams to analyse the following: historical demand (in light of market trends); regional, seasonal and competitive influences; company performance and price sensitivity/ considering specific market segments. The role holder will be required to assess any proposals to revise pricing protocols as new information becomes available, analysing this data quickly, and proposing optimum rate recommendations for a portfolio of events for all date ranges. Use sound commercial acumen through the analysis of data and a structured reporting format to develop an informed understanding of what business might be targeted by the sales teams to achieve higher business conversion rates. Deliver optimised rate recommendations for a portfolio of events for all dates to maximise utilisation of space. . Take full advantage of the reporting opportunities within the EBMS system to make recommendations based on yield analysis and challenge future sales based on projected sales potential where appropriate

3. Building and Maintaining Relationships

Actively engage with the Sales, Finance, Operations and Event Management teams on a day to day basis regarding space management/ yield issues to encourage buy in.. Refining working practices to improve future application of events and general management of the calendar. Utilise

input from Sales, Finance, Event Management and Operations to create a rolling annual sales programme for improved calendar management and oversee the successful implementation of

and adherence to the programme. Maintain effective communication and management of relationships across the key teams and departments, including Service Partners, to achieve optimum efficiency within the calendar. Attend all Event Management/ Operational and Sales meetings to proactively identify and contribute to discussions and identify potential issues challenging them if required.

4. **Sales Admin Support**

Provide advice to Sales Support on daily issues around space planning and support the implementation and smooth running of Sales Planning initiatives. Track and monitor activities within Sales Planning by compiling standard reports including regular and ad hoc updates. Provide Sales Planning sign off when checking Licence agreements prior to being issued, this would include flagging any non-standard clauses or concerns.

Core Competencies

Communications Skills: Excellent verbal and written communication skills. Ensures clarity of understanding through active listening and seeks clarification where necessary. Expresses self clearly, concisely and professionally, presents ideas well and in a logical manner. Demonstrates an awareness of non-verbal communication. Able to confidently communicate with all ExCeL stakeholders with a warm, welcoming, professional & friendly visual presence.

Negotiation Skills - Uses listening skills to effectively understand the needs of the other party, gathers information and views and enters into a dialogue designed to reach agreement on an equal level between the parties. Adept at objection handling, using strong influencing skills to persuade others rounds to their own way of thinking or to achieving a planned outcome to a business deal. Has a competitive drive that results in the achievement of well negotiated deals/outcomes, whilst maintaining a commercial perspective.

Drive, Energy & Persistence: Being self-motivated and shows resilience in difficult situations, flexible and accommodating to meet the varying demands of a commercial and entrepreneurial business. Has high standards for self and others, meets agreed deadlines. Allocates time to longer-term activities, always looking for opportunities to do things faster, better, more cost effectively, eliminating non-value added activities. Is clear-minded in pursuit of objectives.

Influencing Skills: Takes into consideration the needs of others when presenting ideas. Consults and involves all of the relevant people. Gains acceptance in most situations by showing specific advantages and benefits of own ideas and plans. Capable of developing a clear business case for proposed suggestions.

Initiative: Self-motivated individual, displaying a positive, helpful and approachable attitude towards colleagues and customers. Demonstrates a proactive approach to ensure all assigned tasks are completed comprehensively and efficiently. The ability to work using one's own initiative balanced with playing a key team role. Does not require direct instruction to be able to complete research activity.

Skills and Knowledge:

Advanced Microsoft Office skills – computer literate with a working knowledge of computerised systems and MS office package including excel, word and powerpoint. Especially use of excel for complex data analysis.

Demonstrated experience of effective report writing.

Ability to manage multiple deadlines and prioritise with strong time management skills

Highly numerate with analytical approach

Knowledge of the business and its competitors

Highly organised Project Management mentality

Excellent written and verbal communication skills

A self-starter with the ability to proactively engage with a range of stakeholders.

In addition to the above you are required to undertake such duties as may reasonably be required of this role. ExCeL London may update this Job Description from time to time in order to reflect changes in business requirements. This procedure will be undertaken through discussions between the job holder and their manager.