Discover The Palm Beaches

DIRECTOR OF EVENTS, TRADESHOW &STRATEGIC SALES PARTNERSHIPS

West Palm Beach, FL
ABOUT PALM BEACH, FLORIDA

When it comes to things to do in Florida, The Palm Beaches have local attractions, happenings, beaches, sports . . . well, the list could go on forever . . . come and enjoy. Things to do in West Palm Beach, Boca Raton, Palm Beach, any of the 39 cities and towns. The 47 miles of beaches. The local art form of shopping. The year-round special events. The arts and entertainments at Kravis Center and Norton Museum of Art. Or even jumping waves like a watersports expert.

THINGS TO DO

Attractions - There are many Florida tourist attractions and places to see, but The Palm Beaches have things to do at the top of the list.

With that in mind, start from the top of the Jupiter Inlet Lighthouse, number one for things to in Jupiter. Then, the West Palm Beach waterfront. Live it up in Boynton Beach and Boynton Harbor Marina. Have dinner on Atlantic Avenue, then watch moonlight over the Atlantic Ocean in Boca Raton.

Arts and Entertainment - The show stopping hit in The Palm Beaches is Arts and Entertainment. Florida’s Cultural Capital® has best in class performing arts, museums, and history.

It’s a cultural scene hitting high notes at the Kravis Center, main stage for entertainment in West Palm Beach. Visualize local history inside an American castle, Flagler Museum, in Palm Beach. And don’t worry, head for Jupiter to fit in beach time with Shakespeare by the Sea. Mix shopping and art with Boca Raton Museum of Art in Mizner Park.

Family Fun - If this is the Florida vacation where you find the fun thing to do, then family entertainment in The Palm Beaches is going to make plenty of memories.

Experience world-class, authentic Florida adventures for the whole family in The Palm Beaches, where unique experiences include meeting sea turtles and manatees to visiting a thrilling water park or fun-filled mini-golf. And of course there's the beach, with opportunities for water sports snorkeling, paddling or boating, or simply relaxing on the sand.

Beaches - Now this is a bigtime number . . . 47 miles of beaches . . . and those are of the most pristine beaches in Florida. The Palm Beaches are home to all that Atlantic Ocean coastline. Try a remote, secluded beach or one in Palm Beach just steps away from Worth Avenue, or visit John D MacArthur Beach State Park where the beauty is stunning. Of course, a beachfront hotel is a terrific idea as well. Find your sand.

Golf in the Palm Beaches - Play a West Palm Beach, Palm Beach, Boca Raton golf course, or any city in The Palm Beaches. Better yet, see golfing videos from PGA and LPGA stars living in Florida’s Golf Capital. The Palm Beaches are home to more than 160 public and private courses with incredible natural beauty and challenging holes.
**Spas and Wellness** - Treat yourself royally in a destination world-renowned for being a spa oasis. When it comes to rejuvenating your mind and spirit, our excellent selection of spas will soothe your senses. Go for ocean wellness in Palm Beach spas with a beach backdrop or take a recharge dip into the Waters of the World.

**Boating and Fishing** - Saltwater or freshwater, the fish are biting in The Palm Beaches. If you’re not into casting a line in the water, cruise over it in fine fashion by boat or yacht.

Looking for a Florida boat tour? Slip on out from Boynton Beach via a fishing charter. Ride in serious style with yacht rentals in West Palm Beach. Cruise the Intracoastal Waterway, Lake Worth Lagoon, or fish Palm Beach Inlet. Be adventurous, airboat the Florida Everglades. Fishing or touring, boat charters in The Palm Beaches are smooth sailing.

**Sightseeing and Tours** - Take a Florida sightseeing tour in The Palm Beaches. Take a walking tour through bougainvillea scented vias and esplanades of Palm Beach, cruise the waterways alongside palatial mansions, or try something delicious with a food tour.

**PLACES TO STAY**

From beach vacation to girlfriend getaway to hotels near the airport. Discover the style and charm of staying in The Palm Beaches. From the personality and comfort of a B&B to the luxurious amenities of a beachfront or golf resort, our collection of hotels sets us apart, and don’t worry – we have a hotel for every budget. You’re sure to find the one hotel to make your beach vacation a one-of-a-kind experience.

[Hotels][Resorts][Beach and Waterfront Resorts]

Click [here](#) to discover more of The Palm Beaches Florida

**ABOUT DISCOVER THE PALM BEACHES**

Tourism is among Palm Beach County's major industries. It generates an annual economic impact of approximately $7 billion in the local economy, produces $42 million in bed-tax revenue and lodging sales of approximately $623 million and supports more than 66,000 jobs.

Discover Palm Beach County Inc. dba Discover The Palm Beaches (DTPB) serves as Palm Beach County's travel planning resource for domestic and international visitors. As the official destination marketing organization charged with promoting Palm Beach County as a leisure travel and meetings destination, Discover The Palm Beaches plans and executes initiatives in a broad range of areas including sales, marketing, research, visitor services and industry relations. The goal is to deliver the right message through the right medium to the right audience at the right time in order to increase visitation and economic impact in Palm Beach County. Discover The Palm Beaches is a private non-profit corporation that is funded primarily by the collection of a "bed tax" paid by lodging guests for short-term stays in Palm Beach County.
The Palm Beach County Tourist Development Council (TDC) was established by the Palm Beach County Board of County Commissioners in 1981. In 1982, Palm Beach County enacted its first tourist tax and created a Tourist Development Plan for spending the revenues generated by the tax.

Discover The Palm Beaches is only one of the non-profit tourism organizations acting under contract to the County. The Tourist Development Council whose responsibility is contract oversight of the agencies funded by the "bed tax," also acts as liaison between the agencies and the Board of County Commissioners. The other agencies under the umbrella of the TDC are the Cultural Council of Palm Beach County, the Palm Beach County Film & Television Commission and the Palm Beach County Sports Commission.

**Mission** Grow the tourism economy.

**Strategic Goals**
- Improved Alignment and Community Engagement
- Strengthened Brand Awareness and Marketing
- Ensured Organizational Sustainability
- Energized Destination Development
- Expanded Meetings and Events

**Brand Promise**
- The Palm Beaches are America’s First Resort Destination.
- The community where genuine hospitality is a way of life, and the diversity of travel experiences is matched by the warmth of its coastal communities.
- It is Florida’s finest travel experience.

The following are quick facts about Palm Beach County:
- One of the largest counties in the eastern U.S. and the largest among Florida’s 67 counties, population 1.45M
- 350,000 square feet of Convention Center space with over 1,200 rooms within walking distance
- 47 miles of coastline along the Atlantic Ocean
- 78 degrees average year-round temperature
- High speed rail and commuter train service connect major Palm Beach County cities to Fort Lauderdale and Miami
- The Palm Beach International Airport is just over two miles from high-class resorts and beaches
- 3,200+ restaurants
- 200+ cultural institutions
- 17,000+ rooms in more than 200 hotels
- More than one million square feet of meeting space
- 81 parks with more than 8,000 acres of land to explore
PALM BEACH COUNTY CONVENTION CENTER

Just 1 1/2 miles away in West Palm Beach, the Palm Beach Convention Center is experiencing a huge influx of meetings and events thanks to the newly opened and adjoining Hilton West Palm Beach, a convention hotel. National and international meetings of varying sizes and budgets are flocking to the expanded meeting destination.

Located across the street from Raymond F. Kravis Center for the Performing Arts, West Palm Beach Marriott and CityPlace shopping plaza (offering 90 restaurants and shops), the convention center area is very walkable. A complimentary trolley runs through downtown.

The convention center has 19 breakout meeting rooms totaling 21,000 sq. ft., a 22,000-square-foot contemporary ballroom, a 100,000-square-foot exhibit hall that can be divided evenly into two spaces and an airy boardroom with an outdoor patio and incredible view overlooking the exhibit hall floor.

Opened in 2004, The Palm Beach County Convention Center presents a spectacular setting for conventions, trade shows, meetings and social events. An architectural masterpiece with state-of-the-art amenities, the 350,000 square-foot center features a 100,000 square-foot exhibit hall, a 22,000 square-foot ballroom and 21,000 square feet of flexible breakout space divisible into 19 rooms. Click here for more information.

POSITION SUMMARY

Position: Director of Events, Tradeshow and Strategic Sales Partnerships

Reports to: Senior Vice President Group Sales and Services

Directs, plans, and fulfills the execution of tradeshow activities and events (both live and virtual) inclusive of both group and leisure sales departments. The position will execute on the logistics, maintain vendor relations, and manage strategic sales partnerships to effectively manage cost and increase overall return on investment for the sales department and organization.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Work with internal stakeholders and external vendors to develop creative experiential activations at schedule tradeshow and sales activities
- In partnership with sales team members, will develop and oversee tradeshow activities and sales event calendar based on strategic marketing plan.
- Will develop pre, during and post strategic marketing plan to increase brand awareness in partnership with the marketing manager.
- Manages sales activities and tradeshows as a tool to effectively support customer acquisition and database management.
- Collaborate in the strategic design and implementation of a customer advisory / thought leadership council.
- Ability to execute on both live and virtual trade show platforms
• Manage and creates tradeshow assets for the organization that will elevate brand while reducing overall cost with preferred vendors
• Monitors and amends current work flows relative to trade activities to create seamless and efficient processes and protocols for all stakeholders.
• Develop working knowledge of destination and successful working relationship with the partner community.
• Register and fulfill administrative functions relative to the trade and sales activities
• Prepares, monitors, and forecasts monthly, quarterly, and yearly budget relative to trade activities.
• Ability to facilitate and lead stakeholder meetings inclusive of pre and post conference agenda and reports.
• Negotiate and fulfill industry partnership agreements that align with strategic organizational goals and will maximize overall return on investment
• Develops and maintaining close relationships with key community partners through regular communications and networking opportunities.

QUALIFICATIONS, EDUCATION, EXPERIENCE

• Excellent interpersonal skills.
• Bachelor’s degree in events management, hospitality, or related/relevant work experience
• Minimum of 7 plus years’ experience in event management
• Strong knowledge in the MICE with marketing and sales
• Experience in strategic event design
• Supervisory experience a plus
• Excellent organizational skills, including ability to handle and prioritize multiple tasks and meet deadlines.
• Must be able to work independently and proactively while being a dependable team-player.
• Ability to adapt quickly and confidently to new challenges and job requirements with entrepreneurial thinking, even while under pressure.
• Effective communication skills, both written and verbal, and strong influencing skills.
• Business proficiency in Microsoft Office products, previous CRM experience, Simpleview a plus, and working knowledge of virtual meeting platforms.
• Ability to travel to key trade events.

EQUAL EMPLOYMENT OPPORTUNITY

Discover The Palm Beaches is an Equal Opportunity Employer that does not discriminate based on actual or perceived race, creed, color, religion, alienage or national origin, ancestry, citizenship status, age, disability or handicap, sex, marital status, veteran status, sexual orientation, arrest record, or any other characteristic protected by applicable federal, state, or local laws. Our management team is dedicated to this policy with respect to recruitment, hiring, placement, promotion, transfer, training, compensation, benefits, employee activities and general treatment during employment.

WORK ENVIRONMENT

Working conditions are normal for an office environment. The position may require periodic weekend and/or evening work and some business travel. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

OTHER INFORMATION

This position description is meant to describe the general nature and level of work to be performed; it is not intended to be construed as an exhaustive list of all responsibilities, duties and skills required for the position.
If interested in learning more about this great opportunity, please send your resume to the SearchWide Global Executive listed below.

Rachel Tomlin, Executive Recruiter
www.searchwideglobal.com | info@searchwideglobal.com
860-480-1845 (direct)

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