



Project Manager The Business of Food Conference 2015

Objective: to manage the successful coordination, promotion, and execution of the Business of Food (BoF) Conference on June 29, 2015 and to ensure consistency with the grant goals and desired outcomes.

A joint project of the Central Virginia and Shenandoah Valley Small Business Development Centers, the Business of Food Conference will feature a broad range of workshops topics of value to food service professionals, restaurant managers and owners, and all who desire to learn more about starting or growing a food business. Learn more about the conference at ValleySBDC.org/event/the-business-of-food-conference/

Responsibilities

- Work with the BoF Planning Team to implement the planned activities and to develop a detailed schedule that identifies all tasks, timelines, and needed resources.
 - Serve as the primary contact for the project and communicate effectively with presenters, sponsors, and others to coordinate activities and insure smooth operations.
 - Complete the agreed upon tasks, monitor progress of the project, and make adjustments as necessary to ensure successful completion.
 - Communicate processes and progress on a regular basis to the BoF Planning Team.
 - Ensure that project communications, logistics, contacts, and resources are documented.
-
- The BoF Project Manager reports to the Directors of the CV and SV SBDCs.
 - Work space will be allocated in one of their offices or work may be completed from home.
 - **Term of service:** Immediate start thru July 10, 2015
 - **Payment:** \$3,000 with potential of commission on sponsorship goals met or exceeded

Qualifications

- Set priorities, develop schedules, monitor progress, and track details
- Communicate effectively to deliver information and promote the conference
- Work independently and as part of a team

Tasks

1. Administrative

- Meet with Betty & Joyce for overview of project: scope, goals, targets, and timelines
- Set up cloud-based files for sharing info with BoF Planning Team members
- Work with planning team to identify sponsors & presenters

2. Manage Workshops

- Create file to collect suggestions for presenters, panelists, and topics as well as distribution channels
- Distribute RFPs to the suggested list and via channels to assure widespread distribution

- Collect RFPs; categorize, and share with team
- Follow up on all proposals, respond to queries
- Respond to proposals with confirmations (or otherwise) and confirm logistics
- See tasks for Presenter/Panelists

3. Manage Publicity

- Create a marketing campaign within the team's approved budget. The campaign can include, but not limited to:
 - Existing SBDC Websites and Facebook pages
 - Existing BoF Facebook page
 - Create a unique website for the conference
 - Create content for other media: flyers, press releases, posters etc.
 - Set visual identity standards
- Implement & manage publicity activities
- Monitor results and make recommended changes as needed

4. Manage Sponsorships

- Create file to collect suggestions for sponsors from team members
- Create/update sponsorship levels handout
- Communicate via email, personal contact, or phone with potential sponsors
- Follow up, respond, answer questions, upsell, etc. with contacts
- Invoice sponsors appropriately and timely
- Manage Sponsor perks/relationships – use of logos, registration tickets, etc.
- Solicit and manage/collect sponsor door prizes

5. Manage Presenters / Panelists

- Once confirmed, obtain final blurbs and bios for program
- Communicate logistics of the day: directions, parking, arrival times, lunch, AV needs, etc.
- Obtain their presentation & handouts

6. Manage Day-of Registration, Agenda, Signs, etc.

- Establish registration process with CV SBDC
- Coordinate with team / JMU for festival logistics, including lunch
- Create and have printed the day's program agenda
- Create and have printed signage for the day - sponsorships, logos, directional, etc.

To apply: Send an email letter that explains your experiences and qualifications and why you are the best person to help us make the Business of Food Conference a success. Include the names, email addresses, phone numbers, and your relationship to three personal or professional references. Attach a current resume.

Send the email to bhoge@cvsbdc.org Betty Hoge, Director Central Virginia SBDC
and cc krechjh@jmu.edu Joyce Krech, Director, Shenandoah Valley SBDC