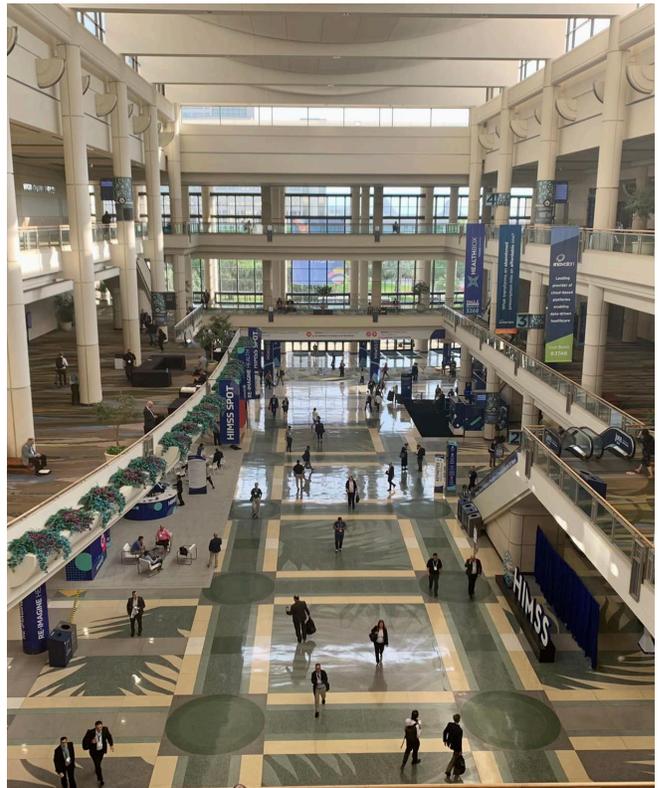




Orange County Convention Center
DEPUTY DIRECTOR
Orlando, FL



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ABOUT ORANGE COUNTY CONVENTION CENTER

The Orange County Convention Center (OCCC) is owned and operated by Orange County Government, led by Orange County Mayor Jerry L. Demings. Additionally, the Board of County Commissioners oversees the management of the center. With strategic leadership throughout Orange County, the Center has evolved into a state-of-the-art, world-class convention facility. The Orange County Convention Center's mission is economic development while providing outstanding service to clients and users of the OCCC. Since 1983, the OCCC has served its clients as a venue for trade shows, conventions, and meetings.

The mission of the Orange County Convention Center is economic development. By hosting regional, national, and international conventions, meetings and trade shows the convention center infuses the local economy with new money and expanding business opportunities.

Prior to the pandemic, the award-winning Orange County Convention Center provides approximately \$3 billion in economic impact to Central Florida annually. In recent years, the Convention Center has average nearly 200 events, including 115 conventions and tradeshows that attract more than 1.5 million attendees to the region each year.



Convention District: <https://vimeo.com/204244465>

OCCC History and Employee Focus: <https://vimeo.com/473813445>

Pandemic Pivot <https://vimeo.com/516793373>

OCCC Comeback: <https://vimeo.com/466545456>

FUTURE FOCUS

The Orange County Convention Center (OCCC) is demonstrating its excellence in customer service and safely hosting trade shows and events by continuing its commitment to doing *Business Better than Usual*. Efforts to prioritize its culture of hospitality and health and safety protocols have resulted in a dozen industry recognitions for the OCCC and its dedicated staff in 2021. The OCCC Campus Wayfinding app, is a new mobile tool that offers turn-by-turn directions for users as they navigate the OCCC's extensive campus.

Visitors can follow the OCCC on Twitter, Facebook, LinkedIn, Instagram and YouTube to gain valuable information on the services available to clients and guests. Social media assists in not only the marketing of the OCCC but is a tool for publicity and information sharing for the 200+ events held at the Convention Center annually.

AT A GLANCE

The award-winning Orange County Convention Center is the third largest convention facility in the United States. Pre-pandemic, the OCCC attracted more than 170 events to the Central Florida area. As a result, roughly 1.4 million attendees contribute approximately \$3 billion to the area's economy each year.

LEADING THE CONVENTION INDUSTRY

As North America's premier location for safe in-person events, tradeshows, and conventions, the OCCC successfully welcomed more 200 conventions, trade shows, meetings, consumer and sporting events since July 2020. While convention centers and facilities are just beginning to return to back to business, the OCCC is doing *Business Better Than Usual*, through their expert knowledge of hosting clean and safe events.

No other convention center in North America has hosted near this number of events nor garnered the same experience with a widely released three-prong strategy involving the GBAC STAR™ Facility accreditation from the Global Biorisk Advisory Council™ (GBAC), a Division of ISSA, the Worldwide Cleaning Association.

The Center is slated to welcome 142 events, with approximately 1.4 million attendees and an estimated \$2.5 billion in economic impact in fiscal year 2021-2022. The OCCC was the first convention center globally to achieve recertification in July 2021. Coupled with its Recovery and Resiliency Guidelines, a collaboration with Orange County Health Services and the Florida Department of Health, and its medical concierge program with premier healthcare system, Orlando Health, our unique three-prong strategy is the key to the Center's advanced booking pace and enables the OCCC to host large-scale events safely.



Interview with OCCC Executive Director Mark Tester: <https://vimeo.com/685500401>

Stakeholder Partnership with Visit Orlando at PCMA: <https://vimeo.com/670765316>

Service Partner Relationships: <https://vimeo.com/477215362>

Business Better Than Usual campaign: <https://vimeo.com/618943156>

Meeting Safely Today for a Stronger Tomorrow campaign: <https://vimeo.com/459344301>

SERVING THE COMMUNITY

For years, the Orange County Convention Center has also served as the state's designated staging area for hundreds of public safety and emergency responder vehicles and aircrafts from across the nation during weather emergencies.

At the OCCC we are proud to be known as *The Center of Hospitality*. Our reputation for excellence and outstanding service to our clients and community is what sets us apart. As a world-class convention facility, we host some of the most dynamic regional, national, and international conventions, meetings and trade shows.

As the economic development engine of the convention industry in Orlando, it is critical to understand the value of events held at the OCCC. This is determined through economic impact, which is the measurement of total direct and indirect spending in Central Florida by events held at the OCCC. This calculation includes induced impact from job creation and gains in resident income levels attributed to event-related activity.

Despite the impacts of the COVID-19 pandemic, overall the OCCC generated a total economic impact of \$1 billion, across 119 events with approximately 735,000 attendees this fiscal year. The OCCC calculates economic impact on citywide delegates per research provided by PFM Group Consulting LLC, who specialize in real estate, fiscal impact assessments, and the Florida economy. Citywide events (conventions, tradeshow and conferences) have been shown to drive significant economic impact in the form of multiple hotel nights, restaurant dining, transportation, and retail and entertainment spending.

IBS – KBIS 2022 Testimonial: <https://vimeo.com/682980284>

HIMSS 2022 Testimonial: <https://vimeo.com/690607300>

PGA 2022 Testimonial: <https://vimeo.com/673230957>

GSX Testimonial: <https://vimeo.com/636475308>



SUSTAINABILITY AND CORPORATE SOCIAL RESPONSIBILITY

By attending an event hosted by the OCCC, attendees support one of the most innovative, large-scale sustainability programs in the United States. The OCCC has demonstrated industry and community leadership by pioneering pathways for large venues to achieve continuously improving levels of sustainability stewardship.

While the OCCC is committed to sustainability and the economic development of Orange County, it also strives to give back to the community through charitable contributions and partnerships with several of the region's non-profit organizations. Since 2013, approximately \$14.2 million has been donated to local charities.

In fiscal year 2019-2020, nearly \$840,000 in funds and merchandise, and approximately 1.1 million pounds of goods, were donated to local organizations by visiting conventions and trade shows, and their exhibitors and attendees.

In fiscal year 2020-2021, nearly \$220,000 in food and merchandise, including approximately 13,725 pounds of food, were donated to local organizations, including The Great Oaks Village, Second Harvest Food Bank of Central Florida, Libby's Legacy, United Against Poverty, Orlando Union Rescue Mission, One Heart for Women and Children, and Orange County Public Schools.

Donations: <https://vimeo.com/547492839>

Community Partnerships: <https://vimeo.com/401627483>

POSITION SUMMARY

This position will report to the Executive Director and serve as the Deputy Director providing leadership and guidance to the sales, marketing and event service Divisions and building long-term relationships with clients. Provide leadership to ensure short-term and long-term goals and strategies are implemented to generate a positive economic impact on the community. This position will work closely with Visit Orlando to secure the best business for the venue.

ESSENTIAL FUNCTIONS

- Direct, supervise and support Sales, Marketing, Communications and Event Services divisions.
- Review and approve all bookings, conventions, trade shows, sporting events, etc.
- Undertake continuous analysis of competitive environment and consumer trends related to optimal sales contacts and revenues.
- Works closely with Visit Orlando for unified sales, marketing and advertising strategies representing the OCCC.
- In collaboration with Visit Orlando, Convention Division lead development, sales and conversion of convention bookings with the OCCC sales team and Visit Orlando Sales team to maximize business, attendance, room nights and economic impact.
- Implement an annual strategic sales plan to drive conventions and tradeshow to provide economic impact for the Destination.
- Implement a marketing and communications plan designed to promote the OCCC as a world-class first tier Convention Center.

- Administers the design and production of all collateral materials, including brochures, policies, floor-plans, advertising print and digital and maintaining the OCCC website.
- Oversee advertising and industry sponsorships to promote and align market segment industries with goals and objectives.
- Understands the importance of elevating media relations, brand equity and reputation management to foster community goodwill for the Center, Orange County and the Destination.
- Hire, lead, develop, coach, and counsel division staff. Responsible for staff performance reviews.
- Represent OCCC at industry conventions and tradeshow.
- Work with Event Services on Event Planning guide for current updates and implementation of information for Clients and Division
- Implements annual training for all primary Divisions with On-site Service Partners.
- Administers monthly on-site partner meetings to review sales, revenues, travel etc.
- Monitor and achieves goals booked for convention business into future years.
- Meet with stakeholders to evaluate signature events and identify new event opportunities.
- Build, engage, network and create strong relationships with clients, connected hotels and I-Drive stakeholders.
- Actively participates in industry meetings and serve on industry boards and committees, i.e. PCMA, MPI, IAEE, ASAE.
- Reviews contractual obligations with all OCCC Service Partners and Gold Key Partners are met.
- Review and approve all annual travel, promotions, advertising budgets and Division annual budgets.

ESSENTIAL SKILLS

- Excellent communication skills and the ability to connect with external and internal customers at all levels.
- Possess exceptional credibility to be respected as a leader and a mentor in the workplace.
- Demonstrates exceptional business acumen and ability to present meaningful solutions to customers' business requirements.
- Leadership skill: visionary, optimistic, changing, diplomatic, engaging to promote diversity and equity on all teams.
- Excellent organizational skills and ability to meet deadlines.
- Prior experience working with senior management including C-level executives and elected officials.
- Ability to be a self-starter and work through various projects while dealing with a variety of personalities and situations.
- A leader that people are excited to work with and for; can develop, retain, and attract talent at all levels and across all disciplines.
- A visionary manager, able to focus on the day to day and plan for the future
- Expertise in sales, marketing, communications and event services; consensus – building skills with understanding of media landscape.
- Excellent communication skills, written, verbal and presentations.
- Proven track record of existing client relations and exceptional customer service.
- Ability to handle stressful situations of service failures or miscommunications, managing details and events without errors.
- This position is high profile and requires exposure dealing with elected officials, media, travel industry management, as well as vendors and community partners and stakeholders.
- Ability to work both independently and on diverse and dynamic teams.
- Proficient using all MS office programs.

IDEAL EXPERIENCE

- At least 15 years working experience working within a first or second-tier convention destination.
- AGM or GM from a mid to large convention center.

- Director of Event Service or Director of Sales that is service and operationally focused from a major convention center, major convention hotel or a DMO that has major convention hotels and convention center.
- Perhaps a proven leader that is currently leading a large team from the general contracting/tradeshow segment.

KEY CHARACTERISTICS

- Visionary
- Relationship builder
- Creative
- Competitive
- Consensus builder
- Outgoing
- Engaging
- Problem solver
- Visible
- Strategic
- Community-minded
- Empathetic
- Advocate

KEY PRIORITIES FOR THE FIRST 6 MONTHS TO 1 YEAR

1. Work with team to review the customer journey from client contact to onsite execution and make improvements to insure OCCC is meeting goal of being the Center of Hospitality.
2. Establish a customer survey and review with Executive Director.
3. Establish relationships with all partners, sponsors, I-Drive hotels, and Visit Orlando.
4. Review how the convention center books and schedules space (set and tear down times) evaluate opportunities to layer space and/or schedule space with efficiency to maximize occupancy.
5. Evaluate space and service, pricing models.
6. Familiarize with OCCC Long Range plan and work with Executive Director on updating plan
7. Ensure that diversity, equity, and inclusion are woven into the fabric of this division.

If interested in learning more about this great opportunity, please send your resume to the SearchWide Global Executive listed below.



Mark Gnatovic, Executive Vice President | SearchWide Global

www.searchwideglobal.com | info@searchwideglobal.com

817-789-9879 (mobile)

About SearchWide Global

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