



WORLDWIDE BUSINESS RESEARCH

LONDON - SINGAPORE - NEW YORK - SAO PAULO

International event organisers in the areas of  
E-Commerce, Financial Services,  
Supply Chain, Defense, Retailing,  
Procurement, Human Resources  
and Government



# WHY IS WBR LONDON A GREAT PLACE TO WORK?



If you thrive in an environment that is fast paced, that allows you ownership over projects, and gives you training, development and career progression, then WBR London is the perfect place for you.

In the mid-2000's as WBR transitioned from a start-up to an established, mature business, we made some critical decisions as a management team. However big we got, we never wanted to lose the entrepreneurial, risk-taking spirit, collaborative culture and sense of passion that pulsed through the company. But we knew that we needed to put in place some clear frameworks and supports to enable the business to continue its rapid growth.

Firstly, we established our Core Values. Unshakeable foundations upon which the business would continue to be built, that reflected the characteristics that had got us through the start-up period and that we admired and respected in our colleagues around us:

- Solutions hungry
- Clear, open and constructive communication
- Customer needs front-of-mind always
- Everyone is an entrepreneur
- Growth through continuous improvement
- High energy people on high value tasks
- Excellence in everything

We use our core values in several ways. Firstly, during recruitment to ensure that candidates have a similar set of beliefs and therefore will integrate into the culture; during inductions to reinforce what we consider acceptable and unacceptable behaviour; and as an on-going decision making reference for performance.

Another significant realisation was that all of us shared a passion for growth: growing our personal responsibilities, our skills, the products we managed, and of course ultimately the profits of the business. WBR is a growth business. We recruit people who are dynamic and ambitious. Each day is spent working out how we can grow the business, and grow the people within the business. What opportunities can we capitalize on, and how can we help our customers, our people and ourselves improve every day.

A third critical element of what makes WBR such a special environment is our belief and commitment to training and development. Deep induction training sets the foundation for your technical ability to complete the job; on the ground coaching ingrains this training and external and periodic internal modules hone your skills, aligned with a personalised Development Plan. In addition you will be exposed to leadership & management training through external consultants, as well as have the opportunity, if selected, to participate in WBR's Future Leaders Program, a rigorous 12 month course preparing the next generation of WBR leadership.

If you are looking for a career, not just a job, if you are open to rigorous training, if your personal beliefs match our core values, and if you enjoy taking risks and working in a fast paced environment, then WBR may be the perfect fit for you, as it has been for me.

*Amit Das*

**Amit Das,**  
Managing Director EMEA

## Growth path

Head of department  
Production manager  
Portfolio director  
Senior conference director  
Conference director  
Senior conference producer  
Conference producer

## Skills/traits we look for:

Commercial  
Deadline driven  
Entrepreneurial  
Results orientated  
Passionate  
Analytical  
Fast paced  
Strong communicator

The production department is at the heart of the business, feeding every other department with critical information and strategy. We focus on broad and extensive market research, writing great conference agendas, securing industry-leading figures as speakers, writing great sales copy, and driving the whole project team.

The most important task of a Producer is to understand markets – all aspects of markets: who the buyers are, who the sellers are, how they interact with each other and what their biggest challenges are. They need to become truly plugged in to their industries and to develop strong relationships with the key players at a senior level.

We pride ourselves on being the best production team in the industry, recruiting bright and rising entrepreneurs with a real commercial edge who we can then coach and mentor into brilliant producers and managers, through structured training programmes. With most conference company CEOs coming from a production background, we rely on you to become the leaders of tomorrow.

Joining WBR in January 2011, Ashaa started as a Conference Director in the Capital Markets Division having graduated from Brunel University with a First Class degree in Business Management and worked as a Senior Conference Producer at Incisive Media. After 12 months, Ashaa was promoted to Senior Conference Director and five months later again to Production Manager of the Capital Markets Division, where she now manages a team and over 10 large scale events of which some she has newly launched.



*“ From day one at WBR I was given autonomy to get involved in strategic projects such as topic launch generation and validation, building external partnerships with sponsors and media partners, and budgeting. This role enabled me to enhance my business skills and develop my finance sector knowledge significantly due to the increased exposure to external market leaders in the finance industry as well as experienced internal conference experts. If you want to achieve excellence and enjoy continuously improving yourself WBR is the perfect career choice for you. ”*

**Ashaa Khunti,**  
Production Manager, Capital Markets Division,  
**EMEA / APAC**

Joining WBR in August 2006, Tom started as a Conference Producer in the Automotive Division having graduated from Kings College London with a 2:1 in English Language and Literature and worked as Commissioning Editor at Brown Reference Publishing. Promoted several times over the past 7 years as he managed regional Automotive and Defence and Security portfolios, Tom now holds the position of Portfolio Director for the group's Procurement events in Europe.



*“ Producing events is a passion I share with my colleagues here at WBR enabling me to combine in-depth research and relationship-building to deliver large-scale customer-focused events that make a positive change to the industries they serve. WBR's commitment to quality means a lot to me and the freedom given to producers to design and create the very best product opens up new and rewarding experiences with every event. ”*

**Tom Webber,**  
Portfolio Director, Procurement,  
**EMEA**

# SPONSORSHIP

Sponsorship provides the main revenue stream for WBR. We work with Fortune 1000 companies to help them achieve their business objectives:

- Thought leadership: an opportunity to demonstrate their expertise and intellectual leadership on a subject area.
- Branding: positioning in the market place as a leader
- Market & customer insight into launching a new product, solution or service into the marketplace
- Networking: meeting, mingling and developing relationships with existing clients and new prospects

- Lead generation: qualified leads for the sales pipeline
- The opportunity to progress existing leads closer towards a sale

Every solution we provide is bespoke to each client meaning we are able to deliver ROI that cannot be gained through other forms of marketing activity.

We support new members of the team with dedicated training and development time to evolve their existing skill set to be successful within our environment. We have focused on developing industry leading training practices, adopting tools and processes from leading sales organisations. We will expect the contribution made by the company to be matched by on-going personal development on the part of every new team member.

Lachlan joined in 2004 after being recruited whilst waiting tables at a dinner for WBR global sales and Managing Directors. During his first year Lachlan quickly found his feet in the conference industry working in delegate acquisition, and with the assistance of senior colleagues, and the benefit of an industry leading sales training programme, in 2007 he initiated the move to become a delegate Sales manager. After running a successful delegate sales team for 2.5 years, he went traveling for a year only to return as valuable member of the WBR Sponsorship sales team in 2011. Lachlan is now a divisional sales director responsible for managing the post brochure sponsorship team.



*“ WBR has been a massive life changing journey for me. Every day I am dealing with new people, learning new skills and becoming better at everything I do. Who would ever want to leave a job that continues to give so much. And I get paid. ”*

Lachlan Macdonald,  
Divisional Sales Director  
EMEA



*“ At WBR, you will be given every opportunity to realise and exceed your personal career objectives. Working with colleagues who are open, professional and highly passionate about their jobs. Since joining, I have learnt more in the last three years about industry, behaviours and most of all had fun along the way. WBR is perfect for you if you want to achieve excellence, if you enjoy working in a challenging environment and if you are eager to improve yourself further. ”*

Lizzie Fox,  
ProcureCon Portfolio Director,  
EMEA

## Growth path

Head of department  
Divisional sales director/  
portfolio sales director  
Business development  
manager  
Senior sales manager  
Sales manager  
Sales executive

## Skills/traits we look for:

Integrity  
Attention to detail  
Disciplined  
Positivity  
Resilient  
Self awareness  
Entrepreneurial  
Over achiever  
Ambitious & goal oriented



## Growth path

Head of department  
Deputy/divisional marketing director  
Senior marketing manager/content manager/database manager  
Marketing manager  
Trainee marketing manager  
Marketing executive  
Marketing intern

## Skills/traits we look for:

Passionate  
Driven  
Results orientated  
Lateral thinker  
Strong communicator  
Analytical  
Proactive  
Innovative  
Entrepreneurial

The marketing department play a central role in the organisation and product cycle. Areas we are responsible for include strategy development and execution, all aspects of branding and promotion, communications, creating and developing partnerships with other organisations, website/social media management and data management.

We take an integral role in ensuring that our events and their respective brands receive the credibility and exposure that they deserve, by actively targeting our audience and communicating with them in a variety of ways, from sharing useful information and content to writing promotional copy and messaging for our customers to deliver revenue.

We pride our team as an academy for marketing, where we recruit bright and rising stars into the business and then coach and mentor them into brilliant marketers and managers, through structured training programmes. We're always looking to develop our strategies and keep in touch with the latest market trends to stay one step ahead – with us we can guarantee you will learn and grow. If you're a naturally curious and driven individual and keen on digital marketing overall, a marketing career at WBR is the right fit for you.

Joining WBR in 2006 Nick started as a Marketing Executive having graduated from Bristol University of the West of England with a Marketing degree. After nine months in the role Nick was promoted to Trainee Marketing Manager and six months later to Marketing Manager. After three and a half years Nick was managing two of WBR's largest events delivering profit growth year on year. After five years Nick became Deputy Marketing Director EMEA / APAC and now manages a team of seven people and over 15 large scale events.



*“ Since starting at WBR I feel like I've been constantly developing my skills and behaviours. The training and experience gained has enabled me to not only move up the company but also to learn invaluable skills for life. People ask why I'm still here after 7 years and the reason is because I'm still being challenged and I'm still doing new things each day. ”*

**Nick Dowdeswell,**  
Deputy Marketing Director  
**EMEA / APAC**



*“ In the last two years at WBR I have received lots of training to help with my development and I feel that my marketing and communication skills have rapidly developed, which is mirrored by my progression within the company. This is an exciting role as I'm getting experience working on global events and it's a really fast paced environment so I'm constantly challenged with each event which pushes me to always be developing my skills. ”*

**Laura Gordon,**  
Marketing Manager  
**EMEA / APAC**

# DELEGATE SALES

In business, nothing happens until somebody sells something. We are a department of highly driven & motivated individuals with a supportive management team that have created a development and training culture that makes us the leaders in the conference industry. Our strength is generated from our commitment to nurture talent, provide opportunities and recognition to our people. We recognize the importance of each individual in the success of the entire company.

Delegate sales are responsible for providing the people that make of our events. C level executives, from Fortune 1000 companies, in the industries we operate in. Our role is to communicate to them the value of attending our events and we achieve this by using a

consultative sales approach, which identifies the challenges that our prospects are tasked with overcoming and the solutions our events can offer them.

In a single day you will be calling people in Europe, Middle East and Africa and you will have to adjust your sales approach to achieve your sales targets, gaining invaluable experience in dealing with different nationalities and industries. Our role is diverse, fun, fast paced and lucrative, that is why many of our executives enjoy longstanding careers with us in project and people management and in senior sales positions within the business.

Additionally we pride ourselves in having one of the best training programs the industry can offer, so if you are interested in developing solid foundations for a successful career in sales, join us.

Rowan joined WBR from sister company IQPC in 2011 as a Delegate Sales Executive. From the day he started, Rowan displayed the core characteristics required to excel in a fast-paced, results-driven sales environment and was promoted to Project Leader within six months of starting. Having been earmarked for management, Rowan was then sent to work in WBR's Singapore office for a few months before returning to build, and manage a sales team in London. After his first full year in management, Rowan now manages a team of six people across a broad portfolio of events.



*" I did not become an events professional knowingly. After graduating in Psychology, I was offered a position in a company to sell delegate places to corporate events.. which meant nothing to me, but everyone seemed to be making good money so I accepted the offer. almost 4 years later, I'm very happy that I did. Now, above anything else in business I value honesty, transparency and structure, all of which I've received in abundance at WBR. "*

Rowan Morris,  
Sales Manager,  
EMEA



*" Since joining WBR in April 2011, I've been working on a variety of interesting projects always supported by an outstanding team of individuals. I've gained a lot of professional and life experience and have been enjoying every single challenge that my job had put in front of me so far. I would definitely recommend WBR as an employer of choice to every individual seeking career in sales "*

Elizaveta Britenkova,  
Senior Business Development Executive  
EMEA

## Growth path

Head of department  
Deputy sales director  
Senior sales manager  
Sales manager  
Business development manager  
Business development executive  
Project manager  
Senior sales executive  
Sales executive

## Skills/traits we look for:

Articulate  
Confident  
Ambitious  
Quick thinker  
Solutions focused  
Self developer  
Previous sales experience

## Growth path

Head of department  
Deputy head of event management  
Senior event manager  
Venues manager  
Portfolio development manager  
Specialised senior event manager  
Event manager  
Event assistant  
Registrations manager

## Skills/traits we look for:

Financial awareness  
Ability to multi-task  
Outstanding customer service skills  
Calm under pressure  
Commercially minded  
Solutions hungry  
Assertiveness & proactivity  
Innovative  
Striving for continuous improvement  
A 'can do' attitude

We are dedicated to delivering events with a "wow factor" combined with outstanding customer service whilst also maintaining healthy gross profit margins for the business. Whether delegate, sponsor or speaker, we go out of our way to make our customers feel that they are important and that what they think & say truly matters. We listen to our customers before during & after our events to ensure we provide exactly what they want and need. Further to that, we organise the logistics of our conferences and exhibitions down to the finest detail which results in seamless events. Our clients regularly comment on how well organised our events are and how well looked after they feel.

We are responsible for all logistics (pre-event, onsite and post event). We are the main point of contact for all customers, providing an exceptionally high level of customer service. Our duties include consistent management of event forecasts, supplier negotiation, coordination/implementation of mobile apps, setup and management of partnering websites, organising signage and programme design, AV contracting/stage management and venue searches for gala dinners, cocktail parties and conferences.

After a few years working in the music industry for a small music promoter company Karin decided to move industry and joined WBR in 2011 as an Event Manager. After six months she started co-managing larger events and in November 2013 was promoted to Senior Event Manager. She is now in charge of the largest event organised by WBR.



*"I've been working at WBR for over 2 years and it has been a great experience. It is a company that brings new challenges every day and provides you with all the tools to grow as a professional and improve yourself constantly. Two of the things I enjoy the most at WBR are the positive atmosphere in the office and the open-mindedness and approachability of the management team."*

Karin Lemke,  
Senior Event Manager  
EMEA

After graduating from Sheffield University in 2011 with a degree in English Language and Linguistics, Lucy joined WBR as a Production Assistant. After a year, she moved into the Event Management department as an Event Coordinator, before being promoted to Event Manager in June 2013. Lucy now manages the operations of 6 large scale events a year across a variety of sectors.



*"What makes WBR stand out for me is the people. Each event allows us to work with different individuals from other departments which helps establish a bond with colleagues. The office atmosphere is fun and motivating and there is a shared strive for excellence which crosses departments and enables individual employees and the company itself to constantly grow."*

Lucy May,  
Event Manager  
EMEA



WBR is the world's biggest large-scale conference company and part of the PLS group, one of the world's leading providers of strategic business intelligence with 16 offices worldwide.

We organise over 100 annual conferences across a variety of industries aimed at bringing together and educating over 10,000 senior executives from Fortune 1000 companies – a true “Who’s Who” of today’s corporate world. From Automotive events in Bucharest to Logistics conferences in Arizona and Finance summits in Hong Kong, we are dedicated to exceeding the needs of our customers around the world.

In addition to our industry leading conferences, our professional services marketing division, WBR Digital, connects solution providers to their target audiences with year-round online branding and engagement lead generation campaigns.

 [www.wbr.co.uk](http://www.wbr.co.uk)



In support of WBR's annual industry events, Digital Boardroom hosts regular virtual roundtables that bring together business leaders to exchange ideas and experience on the topics that matter to them most; whether that's a pressing business challenge (such as combating e-commerce fraud) or an exciting opportunity (such as converting customer data into sales). Strictly limited to no more than 6 participants to ensure value for everyone, these intimate 90-minute Roundtable Discussions enable off-the-record dialogue and brainstorming with peers around a tightly defined topic.

Is Digital Boardroom the right career move for you?

Digital Boardroom is an exciting new business being built in response to the networking and information needs of the world's business leaders and we need dynamic, ambitious individuals to spearhead content and sales. If your goal is to be part of an exciting new business venture, to be recognised as a top performer, stand out from the crowd, and have very fast career progression to management, then let us help you achieve this dream...

 [www.digital-boardroom.com](http://www.digital-boardroom.com)

