



Search for Management Services for the BestCities Global Alliance

Dedicated to excellence, BestCities Global Alliance is the first convention bureau alliance in the world, and is an international network of 12 leading convention destinations - Berlin, Bogotá, Cape Town, Copenhagen, Dubai, Edinburgh, Houston, Madrid, Melbourne, Singapore, Tokyo, and Vancouver.

By working together, BestCities adds a unique value to its member cities. This 'Alliance thinking' not only brings a level of creative client solutions no individual partner city could deliver on their own, but in turn helps BestCities' members achieve their own objectives, better than they could alone

BestCities would like to invite suitably qualified companies/candidates to apply for the Provision of management services to the alliance for a 2+1 year contract period from January 2020, that would report to the Board of Directors of the Alliance.

Applications should include:

- Brief proposal with expected budget
- Details of management company team composition and relevant CVs
- Proof of relevant track record
- 1-2 references

Please submit your interest and applications by 31 March 2019 to: Chair@bestcities.net

Shortlisted candidates may be asked to attend interviews by the Board in May 2019 in Frankfurt.

1. Key Roles for Management Services

Management Company to comprise of a full-time Managing Director to manage the Alliance, as well as a full-time business development manager.

Other services and roles include marketing; client engagement and partnerships (company may propose a mix of full-time and part-time positions and/or outsourced services).

Under the direction of the Managing Director, the scope of responsibilities of the Management Services include:

1.1 Strategic Management:

- a. Develop a strategic plan, with an annual with detailed work schedule and timelines to the Board and Committees as directed by the Board.
- b. Manage to achieve the vision, goals, strategies, tactics, actions and outcomes that are identified in the strategic plan and action plan.
- c. Work with the Board to implement board policies.
- d. Development of a dashboard and reporting of tracking indicators that would enable the Board to provide direction and monitor performance.

1.2 Business Development and Client Engagements

- a. Manage and track the Alliance's business development accounts and client relationships.
- b. Grow engagement with potential as well as existing clients that will drive business across the partner cities.
- c. Maintain database and report on tracking indicators and success outcomes as relevant to partner cities and the Alliance as a whole.

1.3 Developing and Growing Partnerships

- a. Identify and establish potential partners and opportunities with synergistic alignment to the Alliance
- b. Drive and grow partnerships

1.4 Brand, marketing and communications

- a. To propose and carry out activities in line with the Alliance's brand platform to ensure strategic brand positioning and awareness
- b. Oversee media and communications plan as well as media engagement initiatives

1.5 Operational Administration

- a. To operate the organization on a day-to-day basis
- b. To organize at least twice-yearly Board meetings and provide timely reporting to the Board
- c. To oversee the budget and financial matters of the Alliance
- d. Direct contracted staff and other support to activate programs and oversee third-party partnerships where relevant

2. Deliverables: Strategic Plan Execution

As per the strategic plan, Management Company is responsible for delivering action plans and outcomes based on the following key focus areas for the 2020-2022 period:

Key Focus Areas:

2.1 Exceptional Customer Experiences: Ensuring the Alliance collaborates and connects through initiatives that benefit clients. Some of our regular activities include the annual BestCities Global Forum; Strategic Thinkers meeting and other client engagements.

2.2 Innovative Thought Leadership: Contribute to knowledge creation through various legacy and other relevant initiatives, such as our partnership with ICCA on Incredible Impacts.

2.3 Connecting a Global Community: To enhance the Alliance's connections through meaningful partnerships globally

2.4 High Performing Organisation: To ensure sufficient resources to build an effective and efficient organisation.

3. Success Outcomes

The success outcomes and key performance indicators that will be measured as related to the following areas: **Growing Knowledge; Growing Reputation and Growing Business.**

4. Qualifications Required

- A strong authoritative and representative voice of the Alliance
- Extensive experience and networks in the business events industry
- Proven track record of relevant industry and management experience
- Ability to set the overall strategic direction of the alliance and possesses a strategic and analytic mind set
- Ability to plan and implement short and long term business strategies to achieve the key objectives of the alliance
- Ability to put in place the processes to achieve key outcomes
- Proactive and collaborative in seeking new opportunities and developing partnerships both within and outside the business events industry
- Ability to connect the dots for synergistic relationships
- Have strong business acumen and business development skills
- Able to multi-task having strategic oversight with administrative and budget matters
- Targets driven and outcomes-focused
- Written and verbal fluency in English
- Able to travel globally

About BestCities.

BestCities is an alliance that never settles for best when it comes to business events, we continuously push for better.

The quality and reach of our global community and our open knowledge exchange, allows our partners and clients to develop and offer experiences that make a more positive impact and leave a stronger and lasting legacy on the world.

Founded with this community spirit we continue to believe that our world prospers when it comes together, works together and shares generously.

We are the BestCities Global Alliance.

What We Stand For.

We harness the power of collaboration and community to create positive impact through business events.

The key principles of the BestCities brand platform are defined as:

- When one of us wins we all win – our interests are mutual, the best result for one will benefit all – whether you are a client or a partner
- We make knowledge work for everyone – the connections we make and the knowledge we share creates opportunities to improve and enhance everything we deliver
- We can always be better than today – we continuously raise the bar, never resting on our laurels, developing through dialogue and purposeful innovation
- We make a positive impact that lasts – by creating the most impactful events and providing a positive influence on business and communities we aim to leave a legacy that lasts

For more information, please visit www.bestcities.net.

Interested applications may approach the following board members for any queries:

Steen Jakobsen
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Dubai Business Events and City Operations
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