

Conscious Kenya Festival Event Organizer

Event information

25-31 July 2022

Theme: Cultivating Inner Peace for Collective harmony

Venues: Online & in-person in Nairobi

Duration of consultancy: 6-7 weeks: preparation, festival week, post-festival

Roles & Responsibilities

Oversees the development and implementation of the Conscious Kenya Festival's goals, strategy, development, execution, and wrap-up. Managing the many moving parts in building a successful hybrid event. The tasks involved include:

- Procuring presenters, speakers, facilitators and sponsors
- Event development — deciding on strategy, topic, goals
- Event scheduling, rescheduling, canceling, and communication with the speakers and facilitating practitioners
- Setting a timeline and planning task deadlines
- Building the event programme and setting up the online events management platform
- Developing an audience engagement strategy
- Testing the on-site space and equipment for lighting, background noise, connectivity, technology, and backdrop
- Coordinating event marketing with the marketing team and consolidating all marketing resources such as headshots/bios, logos and descriptions from practitioners and sponsors
- Assigning event roles and facilitating communication with stakeholders
- Collaborating with sponsors and the Conscious Kenya marketing team to manage sponsor marketing and brand placement

- Promotion strategy — creating and implementing social media and email campaigns in collaboration with the marketing team
- Monitoring registration and waitlists
- Coordinating presenter needs, e.g., training/coaching/equipment needed etc
- Ordering additional services, such as closed captioning and other accessibility options, based on registrant requests
- Running a technology test prior to the event and addressing any concerns
- Day-of availability for troubleshooting and assistance
- Post-event recording management, reporting, and analysis to refine target event audiences, and evaluate ROI.
- Welcoming presenters and testing access, audio, and visual elements
- Queueing presentation materials, including slides and video
- Starting the broadcasts/webinars and acting as host and emcee for attendees, including verbal and in-chat expectations for engagement, how to request assistance, keeping the event's agenda on track, and announcing breaks
- Facilitating attendee/presenter Q&A and panel discussions
- Technical and connectivity assistance for registrants
- Monitoring the event's chat functions and content
- Wrapping up and ending the broadcast/webinar

Application Process

Please send your cover letter, CV and/or any other relevant information (portfolio, links) to eddy@consciouskenya.com and narissa@consciouskenya.com by Mon 20th June 2022.