



## EVENTS DIRECTOR

### Overview

The Canadian Psychological Association (CPA) is a not-for-profit professional association representing the country's scientists, practitioners, and educators of psychology with a membership of over 7,000. Its vision is a society where understanding of diverse human needs, behaviours and aspirations drive legislation, policies and programs for individuals, organizations, and communities. It strives to achieve this by advancing research, knowledge, and the application of psychology in the service of society through advocacy, support, and collaboration.

This individual will be responsible for leading a distributed team in the development and delivery of events for the CPA. This is an opportunity to envision how in-person and remote events, including the annual convention, in person workshops, forums, career fairs, and other events can be delivered to meet the varied needs of and increase the value proposition for the CPA's membership. The new landscape of blending the delivery methodology of events will allow for innovation and creativity to contribute to making the CPA a best-in-class organization for events.

As part of the management team, the Events Director will provide strategic guidance and operational planning to enhance the convention and other events to ensure that members are provided with excellent educational, engagement, and networking opportunities; grow the CPA's membership base; and augment the CPA's non-dues revenue. *This is an Ottawa-based, hybrid position requiring in-office work and accommodating remote work within Ontario.*

### Responsibility Highlights

- Plan and facilitate logistics for all events, including contract negotiations, guest lists, venue preparation, presentation materials, security, catering, entertainment, transportation, equipment, decor, and marketing materials
- Stay current, and often ahead of the curve, on event planning, design, and production trends, proactively identifying and solving operational challenges

### Financial Management

- Create and manage the budgets associated with all events
- Recommend initiatives and opportunities to achieve financial targets that will leverage growth in our event offerings

### Event Services

- Event Planning
  - Develop the project plans for the annual convention and any other CPA-organized events
  - Develop and manage an outsourcing plan for on-site services for events
- Venue and Services Liaison
  - Nurture and build relationships with vendors, venues, and other industry contacts to craft and implement creative and logistical aspects of all events
- Convention Chair



- Chair and organize regular event planning meetings with relevant CPA staff and Convention Committee
- Ensure the development of policies and procedures that would serve as guidelines for the proper execution of CPA events

### **Sponsorship, Partnerships, and Exhibitor Management**

- Oversee the corporate sponsorship, partnership, and exhibitor strategic plan to increase non-dues generation activities for the convention

### **Team Management**

- Manage direct and indirect reports dedicated to events and sponsorship

### **Skills & Knowledge**

- Excellent organizational skills, with proven abilities to multi-task and prioritize
- Excellent interpersonal skills and leadership qualities
- Strong knowledge of software systems related to project management, event management, and registration modules
- Thorough knowledge of the RFP process
- Experience with contract review, negotiations, and management
- Excellent problem-solving skills
- Excellent English written and oral communication
- Functional in French language
- Familiarity with project management tools/techniques an asset
- Ability to deal with people effectively in high pressure situations

### **Qualifications**

- Event management diploma or courses, Certified Meeting Professional designation or degree in a hospitality-related field
- 5+ years of proven experience in event planning/management/direction, inclusive of in-person/hybrid/virtual events
- Training and experience in financial management
- Project management experience
- Experience managing staff

The CPA is committed to an inclusive environment and respects candidates from all backgrounds regardless of race, gender, ethnicity, religion, age, national origin, disability, sexual orientation, or any other category protected by applicable law.

141, ave Laurier Ave. West  
Suite 702  
Ottawa (Ontario)  
K1P 5J3  
(613) 237-2144  
1-888-472-0657  
Fax: (613) 237-1674

E-mail/Courriel :  
cpa@cpa.ca

www.cpa.ca