

LaingBuisson

INTELLIGENCE + INSIGHT

2022

Candidate Information Pack Event Executive



About LaingBuisson

LaingBuisson is the foremost name in health and social care business intelligence and we have established our reputation for insightful, objective and independent advice over 30 years. We are widely viewed as the go-to provider of market intelligence on health and social care not only by providers working in the sector, but also by advisors and suppliers.

We hold a series of high quality, well-attended conferences and events aimed at senior executives from health and social care providers, advisors, investors and suppliers to the sectors. These are supplemented by a series of webinars. In addition, we hold an annual award ceremony for 1,000+ guests.

We are also the chosen provider of data on the independent healthcare sector to the Office for National Statistics (ONS), which we are rightly proud of, underlining as it does the quality, integrity and importance of what we do. This data is also used by international bodies such as the WHO and the OECD.

Our reports, consultancy work and data are all highly-respected in the sector and play a key role in shaping business decisions and in influencing government policy. Our work is regularly cited in the press and recent appearances include *The Telegraph*, *The Times*, *The Guardian*, *The Financial Times* and Radio 4.

We publish four market-leading journals covering UK and international healthcare, social care, and medical travel and health tourism, drawing upon unique data and high-quality journalism to deliver in-depth analysis of the sector's stories, alongside contributions from key industry associations and sector experts.

We have a well-established online media portfolio including leading consumer websites such as [Private Healthcare UK](#), [GoPrivate.com](#), [HarleyStreet.com](#), and [Doctor Internet](#). We also operate B2B websites, including [Laingbuisson News](#), [Laingbuisson.com](#) and [LaingBuisson Events](#)

Our values

We ask all of our team to adhere to our values of Integrity, Teamwork and Service. Our purpose is to provide high quality, insightful business intelligence to our clients and fulfilling work for our people. We are in business to be profitable, but it is the way we do business that defines us.

We explain our values as follows.

Integrity

- We have a reputation for integrity, impartiality and independence. Our objectivity, transparency and experience are central to our success story.
- We have a thirty-year track record serving the healthcare and social care sectors with the highest quality business intelligence and data.
- We are trusted and respected for the work we do, and this means that providers, advisors, commissioners and investors look to LaingBuisson's work when they need to make key decisions.
- We are the chosen provider of data on the independent healthcare sector to the UK's Office for National Statistics.

Teamwork

- We value and trust our colleagues and believe a strong and motivated team fosters the best service to our customers.
- We promote diversity and respect the views of others and foster an environment where people trust and feel safe putting forward their opinions.
- We seek commitment and good performance, and recognising people spend a great deal of time at work, aim to inject a sense of fun alongside the serious business of getting a good job done well.
- We value collaboration both internally and with our partners and all undertake to facilitate this through good communication.

Service

- We seek first and foremost to please our customers. We keep our promises and act honestly.
- We listen to our customers and, where appropriate, offer appropriate challenge to ensure we provide them with the products and services that they really need.
- We commit to giving our customers superlative service, whether this means the timely delivery of products, returning a call or email promptly, or ensuring they are kept up to date on the progress of projects.
- We have an entrepreneurial spirit - we are proactive in seeking opportunities and creative in providing solutions.

Our work

The role of the Event Executive is to support our Head of Events in the planning and staging of our series of corporate events. You will be primarily responsible for the administrative aspects of the events and also for building relationships with key stakeholders, including suppliers, conference directors and speakers, as well as with our internal team. In addition to our in-person events, we also run regular topical webinars. To see more of what we do, go to www.laingbuissonevents.com and www.laingbuissonawards.com.

Our regular events include:

- Social Care Conference
- Private Healthcare Summit
- Private Acute Healthcare Conference
- UK Healthcare Market Review Launch
- Investing in Healthcare and Real Estate Conference
- Retirement Housing Conference
- Innovation in Care Conference
- LaingBuisson Awards

Our portfolio of products includes:

Market Reports

Dentistry
 Health Cover
 Diagnostics
 Healthcare Workforce & Recruitment
 Investing in Healthcare and Real Estate
 Private Healthcare: Self-Pay
 Digital Health
 Private Acute Healthcare
 Adult Specialist Care
 Care Homes for Older People
 Care Home Construction
 Retirement Housing
 UK Healthcare Market Review
 Childcare
 Children's Services
 Homecare and Supported Living
 Housing with Care
 Population Health Management
 Private Acute Healthcare French Market Report

Journals

Healthcare Markets
 Care Markets
 Healthcare Markets *international*
 International Medical Travel Journal (IMTJ)

Data Solutions

LaingBuisson Vision
 CareSearch
 CareMonitor
 CareDirectory

Patient Acquisition

GoPrivate – www.goprivate.com
 Private Healthcare UK – www.privatehealth.co.uk
 Treatment Abroad – www.treatmentabroad.com
 Fertility Treatment Abroad www.fertility.treatmentabroad.com
 Doctor Internet – www.doctorinternet.ae
 Harley Street – www.harleystreet.com

The benefits of working at LaingBuisson

Informing markets and policy that affect our everyday lives

LaingBuisson is a small company, comprising around 30 members of staff. However, we work with a vast array of partners and independent consultants, all of whom we count as part of the LaingBuisson 'family', to achieve our objectives. In particular, we work closely with our sister company [Public Policy Projects](#).

We are located in offices in London, Berkhamsted, Worcester and Blackpool. Our Event team is based in Berkhamsted, alongside our Marketing and Digital team. Our Research, Sales and Editorial teams are based in London, Finance and HR are in Worcester and Blackpool is home to our Data team. You may be asked to travel between offices occasionally, not only for your work but also so you get to know your colleagues in person.

"There is something uniquely rewarding about knowing you've put on a good event – that everything has run smoothly and that your delegates, speakers and conference director are pleased with the day. Of course, there is lots to do to reach that point, but we get a lot of support from colleagues across the business and there is a great teamworking spirit here."

Jade Cummings, Head of Events

Professional development

We know that one of the things that our employees look for is to develop their own careers. On joining LaingBuisson, you will be given on-the-job training to enable you to do your job. We will also discuss with you any skills gaps you may have (e.g. training on a particular computer program) and, as appropriate, arrange training. Your professional development is in your own hands. We are happy to support ongoing training for our people and do so through a combination of training courses which we organise for teams and courses identified for individuals. If you find a course which you consider will help you in your role, please speak to your manager and HR.

Other opportunities lie in the wider business. Learning about 'a day in the life of...' another colleague is actively encouraged. As opportunities arise, as appropriate, we like to consider our current team first, whether that is for promotion or a sideways move into a different specialism.

Flexible working

LaingBuisson has a flexible working policy. While our normal office hours are 9am-5:30pm in all of our offices, our employees are welcome to work flexible hours subject to the needs of their team and the agreement of their manager.

Following the pandemic, we have adopted a hybrid working policy, and some colleagues work some days at home and some days at the office. We would discuss your preferred working pattern with you when you join.

As an Event Executive, in ordinary circumstances we expect you to spend at least part of your time at the office so that you can interact with and learn from colleagues. You will be required to be on site to prepare for and run our live events, sometimes for long hours.

Salary

We offer a competitive salary which is reviewed annually.

The starting salary for this role is £22,000 per annum.

Bonus

LaingBuisson operates a discretionary bonus scheme for all employees who have been employed for the full calendar year in question. It is based on your performance and the profitability of your department. This means that if the company and department does well and you meet your performance targets you may be eligible for a payment when our Executive Committee considers the bonus pool.

Holidays

Full time staff have 23 days leave per year plus paid holiday on the usual bank and public holidays as recognised in England (i.e. New Year's Day, Good Friday, Easter Monday, May Day, Spring Bank Holiday, Late Summer Bank Holiday, Christmas Day and Boxing Day). Your holiday entitlement will rise to 24 days after two years' continuous service and 25 days after five years' continuous service. Staff who have completed 10 years' continuous service will be entitled to 27 days leave.

Pension

LaingBuisson offer an autoenrolment pension which you will be eligible for once you have completed 3 months' service. The current contribution rates are 5% (employee) and 4% (employer).

Other benefits

The other benefits offered by LaingBuisson include:

- Life Insurance (4 x salary)
- Health Cash Plan
- Season ticket loan
- Cycle to work loan
- Tech loan scheme
- 'Love Electric' electric car scheme
- Employee assistance programme

The job of Event Executive

As Event Executive your role will be to support our Head of Events in the flawless planning and staging of our corporate events. We are looking for someone with strong, proven administrative skills, aptitude for building relationships with a complex internal and external stakeholder groups, and project management ability. An understanding of the principles of marketing will be helpful.

This role will offer the right candidate insight into new developments in the healthcare and social care sectors at a time when they are always in the news, as well as the opportunity to build your career in event management.

In return, we offer the support of our friendly and experienced team who will share their passion and know-how for events. As you develop in the role, there will be opportunities to increase your responsibilities and grow your range of skills.

Key responsibilities include:

- To be responsible for all administrative aspects of arranging and managing events.
- To co-ordinate with speakers, sponsors and exhibitors, maintaining a relationship with them in the run up to the event.
- To assist the Head of Events in sourcing venues, hotels and catering for events.
- To co-ordinate and be the main point of contact for event suppliers such as AV, décor, etc, as necessary.
- To be onsite at events and provide first line customer service to delegates, speakers and suppliers.
- To create event materials, including name badges, staffing schedules and feedback surveys.
- To co-ordinate the dispatch of LaingBuisson exhibition stands and marketing materials to our events and any third-party events that the company attends.
- To arrange travel, accommodation and any special or individual requirements for speakers and staff attending events.

Personal skills and attributes:

- Excellent administrative skills – you will be competent and experienced in diary management, correspondence, electronic filing and presentation.
- Project management – you will be able to assist with planning projects and implementing those plans.
- First-class communication skills – you will be able to communicate and build positive relationships with people at all levels up to senior management, including colleagues, suppliers and speakers.
- Multi-tasker and self-starter – you will be able to manage and prioritise your own workload with the minimum of supervision.
- *Desirable:* Marketing – you will understand basic event marketing principles.
- *Desirable:* Videoconferencing – you will have a working knowledge of widely-used platforms such as Zoom and how these can be used for webinars.

What's expected of you?

A job description is all very well, but what will you be doing on a day to day basis? As an Event Executive, you will be doing the following:

- Taking primary responsibility for the administration of the events. This includes (but is not restricted to) making sure the key people have the event and any rehearsals in their diary, chasing people for content, reformatting presentations and making sure the event budget is kept up to date.
- Providing first class customer service at events. Once you are on site, you will very much be the face of LaingBuisson and along with the Head of Events, you will be working hard to ensure a great experience for all of our speakers, suppliers and delegates.
- Supporting the project management of the events, working closely with the Head of Events to make sure everything is covered and that you implement the plans on time and to budget.

Your work will be overseen by Jade Cummings, Head of Events. Other key relationships include:

- Our Commercial Director, Sarah Ward
- Our Conference Directors
- Our Digital Communication and Marketing team
- Our Sales team who promote and sell sponsorship and tickets for the events

While we will provide you with the support you require to succeed and you will need to work collaboratively, you will also have a high degree of autonomy and independence and you will be encouraged to take responsibility for your own workload. Our ideal candidates will have the skills, experience and drive to progress and advance their careers within LaingBuisson.

How to Apply

To apply, please send your CV and a covering letter to jobs@laingbuisson.com quoting EE0722 in the subject line.

This is where you make your case for the job. Please read the job specification carefully and make sure you tell us how you fit the person specification and what you could bring to LaingBuisson and this role.

If your application is taken forwards, you may be asked to provide further information, to complete a work-related assessment and be invited to an interview.

Applications will be reviewed on a rolling basis.

Before applying, please note the following:

- LaingBuisson is committed to promoting equality and diversity in all our work. We welcome applications from all suitably qualified people regardless of their race, sex, disability, gender reassignment, marriage/civil partnership, pregnancy/maternity, religion or belief.
- This role is offered on a full-time basis.