

Company Brief: Borderless Access Limited

With digital-first products and specialized online research services, Borderless Access stands out as a company with proven market and business transformations cutting across industries and domains that connect brands with the voice of customers to create a positive business impact.

Having worked with Fortune 100 clients and global clientele of MR firms, Ad Agencies, Consultancy firms and End Enterprises for the past 15 years, we deliver validated genuine customer insights using our proprietary quality framework and AI-ML technology. We use best-of-class digital tools with robust fraud-detection methods. Borderless Access offers end-to-end research solutions, including qualitative and quantitative insights, competitive & market intelligence, niche audience data and advanced analytics.

Borderless Access established its presence in 2008 in Silicon Valley of India – Bangalore, and further expanded its presence in client markets of the **US, UK, Germany, Romania, South Africa, Saudi Arabia and UAE**. Its current employee strength is 400+, working full time based across Bangalore and other International cities.

Awarded with ‘23 Top Online Research Companies 2023’ by Quirk’s Media, ‘GRIT Top 50 Innovative Supplier 2022’, ‘ESOMAR Research Effectiveness Award – GOLD, 2021’; Best Partner Paper Award at PAMRO 2019; Borderless Access is a certified ‘Great Place to Work’ and is affiliated with leading market research governing bodies such as ESOMAR, MRS (UK), Insights Association, Intellus, EPHMRA, BHBIA, PAMRO, SAMRA and MRSI.

Borderless Access values data security, privacy, and confidentiality; and is ISO 27001:2013 & ISO 27701:2019 certified and GDPR & CCPA compliant company.

Learn more about our services and credentials on our website – www.borderlessaccess.com

Job Overview:

The Global Events and Conferences Manager will be responsible for the strategic planning, execution, and delivery of all global conferences, events, and webinars for Borderless Access. This role requires hands-on experience in managing both B2B conferences and events globally, with the ability to handle multiple stakeholders, drive high attendance rates, and deliver impactful experiences. The candidate will ensure that these events align with the business goals, raise brand awareness, generate leads, and strengthen relationships with key stakeholders.

Key Responsibilities:

- **Event Strategy & Planning:**
 - Develop and execute the global events strategy for Borderless Access, including physical and virtual conferences, webinars, tradeshow, and partner events.
 - Align event objectives with broader marketing and business goals to drive lead generation, brand awareness, and industry leadership.
 - Collaborate with cross-functional teams (sales, product, content, and customer success) to define event objectives, messaging, and targeted audiences.
- **Event Execution & Management:**

- Plan, coordinate, and manage all aspects of global events, including speaker coordination, attendee engagement, logistics, budgeting, vendor management, and post-event follow-up.
- Manage relationships with event agencies, vendors, and partners to ensure smooth execution of events.
- Coordinate the event marketing strategy to ensure strong promotion, attendance, and engagement through email, social media, PR, and other channels.
- **Content Development & Curation:**
 - Collaborate with internal and external speakers to develop compelling event content, including keynotes, panel discussions, and workshops.
 - Ensure that event content aligns with Borderless Access' strategic objectives and resonates with target audiences.
- **Post-Event Analysis & Optimization:**
 - Conduct post-event evaluations and provide detailed analysis on attendee engagement, lead generation, ROI, and overall event performance.
 - Continuously optimize event strategies based on feedback, performance, and industry trends.

Key Platforms/Tools:

- **Event Management & Hosting Platforms:**
 - Cvent, Eventbrite, Hopin, Bizzabo, ON24
- **Webinar Platforms:**
 - Zoom Webinars, GoToWebinar, Webex Events, Microsoft Teams
- **Marketing Automation Tools:**
 - HubSpot, Marketo, Pardot, Eloqua
- **CRM Platforms:**
 - Salesforce, Zoho CRM
- **Project Management Tools:**
 - Asana, Monday.com, Trello
- **Event Analytics & Engagement Tools:**
 - Google Analytics, Splash, Slido (for audience engagement)
- **Social Media Management Tools:**
 - Hootsuite, Buffer, Sprout Social
- **Budgeting & Financial Tools:**
 - Microsoft Excel, Smartsheet, QuickBooks (for event budget management)

Key Performance Indicators (KPIs):

- **Event Attendance & Participation:**
 - Number of attendees for each event (physical and virtual).
 - Attendee engagement metrics (session participation, post-event feedback, content downloads).
- **Lead Generation:**
 - Number of marketing-qualified leads (MQLs) and sales-qualified leads (SQLs) generated through events.
 - Conversion rate of event leads to customers.
- **Event ROI:**

- Return on investment for each event, including the cost per lead and overall revenue attributed to the event.
- **Brand Awareness:**
 - Increase in brand visibility as a result of event participation (measured through media mentions, social shares, and event buzz).
- **Customer & Partner Engagement:**
 - Number of key client and partner meetings held during conferences and events.
 - Relationship-building metrics (such as follow-up opportunities and partnership agreements).

Qualifications & Experience:

- Bachelor's degree in Marketing, Event Management, Communications, or a related field.
- 5-9 years of experience in managing global B2B events and conferences, both physical and virtual.
- Proven track record of delivering high-quality, ROI-positive global events.
- Strong project management skills and the ability to manage multiple events simultaneously.
- Experience with budgeting, vendor management, and event logistics for international markets.
- Excellent communication and interpersonal skills, with experience working in a fast-paced, collaborative environment.

This role requires a proactive and detail-oriented leader who can handle the complexities of global event management while delivering exceptional results that drive business growth and brand awareness.

