



Graduate Training Programme

12 month Graduate Training Programme with a day to day focus on Audience Acquisition

Kisaco Research is looking for bright, proactive and articulate graduates to drive attendance for a portfolio of events focused on many of today's fastest moving markets, including AI and Technology, Consumer markets including Beauty, Women's Health and Pets and Life Sciences.

Over the course of a year we will train and develop successful candidates in all aspects of conference research and production, including sponsorship sales, audience acquisition, conference marketing, operations, basic finance and conference research and production. A total of 20 Development Modules will be presented every two weeks and exercises set across every business function.

Day to day the focus will be on audience acquisition which requires an interest in business landscapes and a comfort level in calling senior-level executives to identify and chase revenue opportunities. This is the perfect role for recent grads looking to build their career, with a focus on business development, account management and driving revenue.

We are happy to consider both grads and those who have at least one year of experience in sales, and can work both independently and as a team player in a small team. This person will be hands on, enthusiastic, ambitious, competitive, adaptable and flexible with a strong work ethic. Impeccable phone manner is a must, as well as strong interpersonal skills and the ability to keep up in a fast-paced environment. This role commands a competitive salary and uncapped commission.

At the end of the year if performance levels are hit we will offer grads a permanent role in audience acquisition and they are also free to apply for any other functional roles available in production marketing and sponsorship sales. We view our audience acquisition team as a talent engine for the rest of the business.

What's in it for you?

- The further you go in your career the more it becomes about people. Understanding the needs of our attendees, listening, asking the right questions - building these skillsets at the start of your career will ultimately help you accelerate it.
- Access a full comprehensive training and development programme that covers key skills required by every team from research and analysis to finance and operations to marketing and sales at Kisaco Research
- Learn classic sales techniques allowing you to convert inbound leads into sales. You'll be supported by some of the most experienced and successful conference executives in the business.
- Hone your research skills and work from a comprehensive brief to source and identify new revenue opportunities. Closing deals is satisfying, closing deals that you sourced from scratch is immensely satisfying.

- Planning & Reporting: Efficiently tracking your targets and performance will be critical throughout your career.
- Feedback Loop: Opportunity to attend local and away conferences to talk to and meet attendees and understand the value they derive first hand. Having this 'voice of the customer' feedback drives stronger more confident sales conversations in the future

Qualifications:

- Excellent phone manners and professional demeanour
- English Fluency; Can work in the UK
- Bachelor's level education or equivalent
- Confidence and strong negotiation skills
- Proficient knowledge of Excel, Microsoft Word