

Host Organising Committee (HOC)

Position Description – *Commercial and Creative Director - House of Friendship*

OVERVIEW OF THE HOUSE OF FRIENDSHIP

The House of Friendship (HOF) is the name of the RI Exhibition hall at the convention. It should reflect the historical background and culture of the host country or emphasize characteristics of the host city that set it apart from other cities. Originality, beauty, and function have been the hallmarks of the HOF at previous conventions. It also provides clubs and districts with an opportunity to share their success stories in service through the varied exhibits.

RI and the HOC will jointly develop and execute plans for the HOF, including designing an attractive floor plan including decorations to the HOF (attractive entrance units, lounges, and welcome banners), developing an entertainment program for the HOF stage, arranging for HOF food and beverage concessions, and planning host sales and souvenir booths.

OVERVIEW OF ROLE

RI is responsible for all operational and logistical aspects of the HOF including but not limited to the design of and establishment of the initial space allocation and booth layout as well as the provision of a team of people on the ground to manage and co-ordinate the HOF during the convention

This role focuses on five key aspects of the HOF that require a mix of creativity and commercial acumen to ensure the HOC can make recommendations to RI that are financially and logistically viable, align with the overall theme of the conference and bring a strong local flavour to the HOF that enable delegates to experience Melbourne's culture and uniqueness. These areas include:

1. HOC Merchandising
2. Entertainment
3. Fellowship Space
4. Selling Melbourne as a destination to conference delegates
5. Rotary Expo

KEY RESPONSIBILITIES

To be read in conjunction with the RI Manual Conventions 2020 particularly pages 86-87.

HOC Merchandising

- Source and recommend to RI appropriately designed and priced **convention souvenirs** (including with the 2023 convention logo) to be sold in the host sales and souvenir booths in the HOF.
- Source relevant and appropriate **local merchandise** to be sold in the Host sales and souvenir booth.
- Negotiate cost of souvenirs including an acceptable profit margin to help raise revenue to fund the operation of the HOC

Entertainment

- Source and recommend appropriately themed local entertainment that will add to the atmosphere of the HOF.

Fellowship Space

- Within the area available, create an inviting, interactive, welcoming space within the HOF that offers attendees a range of opportunities to partake in Fellowship and/or relaxing activities.

Selling Melbourne as a destination for attendees

- Source commercially viable and attractive tourist packages in and around the Melbourne area for delegates and their partners to purchase and attend during free time or after the convention.
- Negotiations with tourist companies should include a “commission” on potential sales.

Rotary Expo

- Develop and recommend an exciting, interactive expo that will appeal to delegates, friends of Rotary and the general public enabling all to experience and observe Rotary achievements and the uniqueness and culture of Melbourne.
- Ensure the Expo/Entertainment aligns with and compliments Events including Signature Events and Host Hospitality.

Liaison

Work closely with the *HOF Director – Operations and Logistics*.

KEY POSITION REQUIREMENTS

- Good knowledge and understanding of Rotary and Rotarians
- Good knowledge and understanding of Melbourne and surrounds, its culture and uniqueness as a destination
- Is a visionary with innovative and strategic skills and abilities
- Ability to negotiate and deliver a good deal
- Good communication and people skills
- Ability to work in a team environment
- Good Rotary connections
- Has attended at least one prior convention (desirable)