

JOB DESCRIPTION - Buyer Engagement Manager

Job Title: Buyer Engagement Manager

Reports To: CEO – ATTA® Events

Location: Flexible (UK-based)

Purpose of Role

The Buyer Engagement Manager plays a pivotal role in curating the quality, diversity, and integrity of our buyer programmes across all owned events. They will lead the full buyer lifecycle - from strategic recruitment to relationship management - ensuring we consistently deliver the high-value, well-matched meeting experiences that define the event portfolio. This role acts as the bridge between buyers, event operations, and commercial outcomes.

Key Responsibilities

Buyer Recruitment & Management

- Proactively identify and recruit high-quality, trade-ready buyers aligned with the event's strategic objectives and exhibitor needs.
- Develop tailored recruitment plans for each owned event, based on geographic priorities, product interest, and market feedback.
- Manage all buyer applications, approvals, and onboarding using our event tech platform(s), ensuring a smooth and timely experience.
- Maintain, cleanse, and segment the hosted buyer database to enable effective tracking, re-engagement, and personalised communications.
- Ensure diversity and inclusion are reflected in buyer recruitment, representing a broad range of markets and business models.

Diary & Scheduling Oversight

- Collaborate with the Head of Events and Operations Manager to ensure buyer preferences are accurately captured and the meeting matching algorithm delivers high-quality results.
- Monitor the preferencing process and intervene to resolve mismatches, diary gaps, or scheduling anomalies.
- Oversee overflow and late matching processes to maximise meeting value for exhibitors and buyers.
- Manage diary-related communications and training for buyers in the lead-up to events, including platform walkthroughs and FAQs.

Relationship Management & Stakeholder Engagement

- Build strong, long-term relationships with buyers, particularly repeat attendees, key decision-makers, and influential agents.
- Develop and manage partnerships with tourism boards, trade associations, and DMCs for buyer nominations and co-promotions.
- Coordinate with sponsors on buyer-led deliverables, including curated buyer programmes, invitations, and VIP incentives.
- Act as a brand ambassador for ATTA® Events (Experience Africa Events Ltd) at trade shows and networking events to support ongoing buyer community development.

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Performance Tracking & Reporting

- Define KPIs and performance indicators for buyer engagement, including satisfaction scores, diary completion rates, show-up rates, and meeting ROI.
- Produce post-event reports analysing buyer performance, satisfaction, and feedback.
- Contribute to strategic event reviews, highlighting opportunities to improve the buyer experience.

Experience & Skills Required

- Experience in buyer management, hosted buyer programmes, or B2B event coordination (ideally within tourism, travel, or hospitality).
- Strong organisational skills with demonstrable experience in using CRM systems and event management platforms (e.g. EventsAir, Jublia, GRIP, or equivalent).
- Confident communicator with excellent written and verbal skills; able to represent EAE credibly at all levels.
- Proven track record of building productive relationships with buyers and industry stakeholders.
- Comfortable analysing data, spotting trends, and using insights to refine recruitment strategies.
- Familiarity with GDPR and best practices in data compliance.

Key Functional Responsibilities

Direct Ownership:

- Buyer Recruitment
- Buyer Management

Collaborative Involvement:

- Owned Event Tech Set-Up & Management
- Event Feedback
- Strategic Planning & Event Review
- Accessibility & Inclusivity