

# Director of Evening & Main Event Experiences

(Reports to Show Runner or Executive Director)

## Operational Parameters & Management Scope – Volunteer Position –

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### 1. Core Departments Managed

This director oversees all **evening and after-hours events** held after 7:00 PM that require separate or upsell ticketing. These experiences are designed to expand the GeekFest West weekend through unique, themed entertainment for adult and premium audiences.

Department	Description	Sub-Leads / Key Roles
Comedy & Live Entertainment	Curate and produce comedy acts, live geek-themed performances, and variety shows.	Comedy Coordinator, Stage Producer
Guest Speaker Series (After Dark)	Organize evening Q&A sessions or storytelling events with celebrity and industry guests.	Speaker Liaison, Guest Coordinator
Game Show Events	Manage live audience game shows, trivia nights, and interactive competitions.	Game Show Host, Technical Lead
Sing-Alongs & Musical Performances	Coordinate geek-centric sing-alongs, karaoke, and live music experiences.	Music Coordinator, AV Lead
Parties & Social Mixers	Oversee themed parties, dance events, and special gatherings for VIP or 21+ audiences.	Party Manager, Venue Liaison

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### 2. Decision Authority Parameters

This person has creative and operational control within the following boundaries:

Area	Authority Level	Notes
Evening Event Booking	Full authority to identify, propose, and recommend entertainment acts and hosts.	Contracts and payments require Executive Director approval.
Programming Schedule (After 7 PM)	Full control to create and finalize the evening event lineup.	Must coordinate with Operations and Programming for space conflicts.

Area	Authority Level	Notes
<b>Ticketing &amp; Pricing Recommendations</b>	Can propose pricing tiers and seating configurations.	Final ticketing decisions managed by Finance and Box Office.
<b>Event Themes &amp; Content</b>	Creative authority to approve event tone, music, and structure.	Must comply with Code of Conduct and brand guidelines.
<b>Volunteer &amp; Staff Assignments</b>	Can assign event staff, ushers, and technical volunteers.	Works through Volunteer Coordinator.

### 3. Performance & Success Metrics

Each year, this role is evaluated on measurable outcomes tied to **revenue generation, guest satisfaction, and production quality**.

Metric	Target Example	Source
<b>Total Ticketed Evening Events</b>	6–10 major after-hours events	Event Master Schedule
<b>Average Ticket Sales per Event</b>	85% of available capacity	Box Office Reports
<b>Post-Event Satisfaction Rating</b>	90% positive audience feedback	Attendee Surveys
<b>Revenue Goal Achievement</b>	100% of projected ticket sales target	Finance Department
<b>On-Time Show Start / End Rates</b>	100% adherence to posted schedule	Operations Log

### 4. Pre-Event Planning Milestones

Timeline	Milestone	Deliverable
<b>January 2026</b>	Begin scouting and outreach to evening talent, guest speakers, and show hosts.	Contact list and proposal submissions.
<b>Feb 21st 2026</b>	Draft initial lineup of evening events and proposed ticket tiers.	Version 1 evening event grid.
<b>March 1st 2026</b>	Finalize contracts, production needs, and AV/staging requirements.	Locked evening schedule sent to Marketing.
<b>June 15th 2026</b>	Publish ticketing links, finalize signage, and announce performers.	Marketing-approved content and Box Office integration.
<b>Event Week</b>	Oversee rehearsals, live execution, and nightly wrap-up reports.	Daily summary and Post-Event Analysis Report.

### 5. Interdepartmental Interfaces

This director collaborates across departments to ensure smooth and professional after-hours execution:

- With **Operations Director**: Evening venue layouts, security, and staging support.
- With **Marketing Director**: Promotion of premium ticket events and artist announcements.
- With **Finance Director**: Ticket pricing, budget tracking, and performer payments.
- With **Volunteer Coordinator**: Staffing for ushers, check-in, and crowd management.
- With **Programming Director**: Avoiding schedule overlap with main daytime content.
- With **Guest Relations**: Coordination for celebrity speakers and post-panel receptions.

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## 6. Out-of-Scope Boundaries

To prevent overlap and maintain departmental focus:

- No authority over vendor or exhibit hall operations.
- No control over daytime programming or general admission panels.
- Cannot approve or process performer contracts or financial transactions.
- Cannot modify pricing structures without Finance approval.
- Not responsible for concessions, alcohol sales, or venue compliance.

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## 7. Documentation & Reporting

- Maintain an **Evening Events Master Sheet** (Zoho / Excel) tracking shows, ticket counts, and budgets.
- Submit a **Nightly Operations Log** summarizing attendance, issues, and technical performance.
- Complete a **Post-Event Review Packet** including attendance data, revenue outcomes, and recommendations for next year.