

# Executive Director of Guest Relations

(Reports to Show Runner / Executive Producer)

## Operational Parameters & Management Scope – Executive Leadership Position –

### 1. Core Departments Managed

The **Executive Director of Guest Relations** oversees all guest-facing operations across GeekFest West — managing the logistics, hospitality, and coordination of all invited guests, including celebrity talent, panelists, artists, industry professionals, and VIPs. This position serves as the primary point of contact for all guests before, during, and after the event, ensuring an exceptional and professional experience.

Department	Description	Sub-Leads / Key Roles
Guest Coordination & Hospitality	Manage invitations, contracts, scheduling, and on-site hosting for all guests and talent.	Guest Relations Manager, Hospitality Lead
Transportation & Lodging	Coordinate flights, hotel bookings, and ground transport for guests.	Travel Coordinator
Green Room & VIP Lounge Operations	Oversee guest lounges, backstage areas, and VIP meet-and-greet access.	VIP Lounge Supervisor, Catering Lead
Volunteer & Liaison Management	Supervise Volunteer Director and assign personal handlers or area liaisons to each guest.	Volunteer Director, Guest Liaison Team
Credentialing & Access Control	Ensure accurate pass levels for guests, managers, and entourages.	Credential Manager

### 2. Decision Authority Parameters

This position holds full operational authority over all guest-related logistics and communication under the overall direction of the Show Runner.

Area	Authority Level	Notes
Guest Invitations & Approvals	Can propose, vet, and recommend guest invitations.	Final approval by Show Runner or Board.
Contract Negotiation Support	May assist in negotiation and logistics of contracts (non-financial).	Finance must finalize and execute contracts.

Area	Authority Level	Notes
<b>Hospitality &amp; Lodging Assignments</b>	Full authority to book, assign, and adjust guest accommodations.	Must stay within approved budget allocations.
<b>Transportation Coordination</b>	Full control over scheduling of guest arrivals, departures, and event transit.	Works with Operations for driver scheduling.
<b>Volunteer Assignments for Guests</b>	May assign and oversee all guest handlers and liaisons.	Works through Volunteer Director.
<b>Guest Experience Standards</b>	Full creative and operational control of guest hospitality tone and experience.	Must align with GeekFest West brand standards.

### 3. Performance & Success Metrics

This role is measured on guest satisfaction, accuracy of logistics, and quality of professional relationships.

Metric	Target Example	Source
<b>Guest Satisfaction Rating</b>	95%+ positive feedback from post-event surveys	Guest Feedback Reports
<b>On-Time Guest Arrival &amp; Scheduling</b>	100% arrivals confirmed pre-show	Logistics Tracker
<b>Incident Resolution Response Time</b>	All issues resolved within 1 hour of report	Guest Ops Log
<b>Volunteer Assignment Accuracy</b>	100% of guests paired with trained liaisons	Volunteer Master Sheet
<b>Retention of Returning Guests</b>	80%+ rebook rate or interest from prior attendees	Annual Guest Database

### 4. Pre-Event Planning Milestones

Timeline	Milestone	Deliverable
<b>Q1 2026</b>	Begin guest recruitment list and invitation outreach.	Initial contact list and proposal document.
<b>Q1 2026</b>	Confirm first wave of invited guests and coordinate lodging/transport reservations.	Master Guest List version 1.
<b>March 21st 2026</b>	Finalize travel itineraries, green room layout, and liaison assignments.	Guest Travel Matrix & Staffing Grid.
<b>April 1st 2026</b>	Lock all guest confirmations, appearances, and session schedules.	Final Guest Schedule sent to Programming & Marketing.

Timeline	Milestone	Deliverable
<b>June 15th 2026</b>	Confirm all arrivals, produce guest welcome kits, and train liaison staff.	Guest Readiness Report and briefing materials.
<b>Event Week</b>	Manage guest arrivals, transportation, green room, and conflict resolution.	Daily Guest Report and Post-Event Summary.

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## 5. Interdepartmental Interfaces

This executive collaborates across departments to ensure guest logistics, safety, and satisfaction are prioritized and aligned with show operations:

- With **Show Runner / Executive Producer**: Approval of guest lists, budgets, and hospitality standards.
  - With **Executive Director of Programming**: Coordination of guest appearances, panels, and main stage sessions.
  - With **Finance & Ticketing**: Payment tracking, reimbursements, and VIP credential accuracy.
  - With **Operations Director**: Transportation scheduling, parking, and on-site access logistics.
  - With **Volunteer Director**: Staffing for guest liaisons, check-ins, and green room operations.
  - With **Marketing Director**: Coordination of guest announcements, photography, and signing schedules.
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## 6. Out-of-Scope Boundaries

To maintain structure and consistency:

- Does not set or alter overall event budgets or departmental funding.
  - Does not execute or sign financial contracts.
  - Does not handle security or crowd control (handled by Operations).
  - Cannot alter or release marketing content without approval.
  - Not responsible for programming or vendor-related logistics outside of guest commitments.
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## 7. Documentation & Reporting

- Maintain a **Guest Master Tracker** (Zoho / Excel) containing all guest details, schedules, and assignments.

- Produce **Weekly Pre-Event Reports** to the Show Runner summarizing confirmed guests and pending logistics.
- Submit a **Post-Event Guest Relations Report** summarizing performance metrics, feedback, and recommendations.
- Archive all guest communication, contracts (non-financial copies), and travel documentation for records.