

# Executive Director of Programming & Show Experience

(Reports to Show Runner) – Contract Position or Volunteer.

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

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## 1. Core Departments Managed

This position provides strategic oversight for all **programming divisions, creative content, and attendee experiences** at GeekFest West. The Executive Director of Programming serves as the *Show Runner* — ensuring every schedule, event, and production across all departments aligns with the brand, mission, and vision of the convention.

Department	Description	Sub-Leads / Key Roles
<b>Director of Programming for Cosplay &amp; Celebrity Experiences</b>	Oversees guest signings, workshops, cosplay contests, and artist coordination.	Cosplay Lead, Artist Coordinator
<b>Gaming &amp; Developer Director</b>	Manages all tournaments, LAN/BYOPC, indie showcases, and game-related panels.	Esports Manager, Indie Dev Liaison
<b>Director of Evening &amp; Main Event Experiences</b>	Produces after-hours, upsell-ticketed, and adult-friendly programming.	Evening Events Producer, Talent Coordinator
<b>Director of Core GeekFest West &amp; Main Event Experiences</b>	Produces ceremonies, headline shows, and flagship event content.	Main Stage Producer, AV Lead
<b>Workshops, Panels, &amp; Education</b>	Manages daytime workshops, creator talks, and fan-led sessions across multiple tracks.	Panel Coordinator, Moderator Team

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## 2. Decision Authority Parameters

This person has the highest creative and operational control over programming within established budgetary and policy limits:

Area	Authority Level	Notes
<b>Programming Strategy &amp; Vision</b>	Full authority to set programming direction and event tone for GeekFest West.	Aligns with Foundation and Board goals.
<b>Director Oversight</b>	Supervises and approves work of all programming-related Directors.	Can delegate tasks and redistribute responsibilities.
<b>Event Scheduling &amp; Structure</b>	Ultimate authority over all festival-wide scheduling and time-slot allocations.	Coordinates with Operations to resolve conflicts.
<b>Content Approval</b>	Final sign-off on all panels, performances, and special events.	Ensures compliance with brand and code of conduct.
<b>Budget Allocation (Programming)</b>	May recommend budget changes and program funding.	Finance must approve final amounts.
<b>Volunteer Leadership</b>	Can recruit, appoint, and remove volunteer leads or area directors.	Must document personnel changes with HR/Board.

### 3. Performance & Success Metrics

Performance is measured on overall event **cohesion, creative quality, audience engagement, and leadership effectiveness**.

Metric	Target Example	Source
<b>Total Programming Output</b>	200+ scheduled sessions across all tracks	Master Schedule
<b>Cross-Department Alignment</b>	100% schedule synchronization	Leadership Reports
<b>Attendee Satisfaction (Programming)</b>	90%+ positive feedback	Post-Event Surveys
<b>Director Reporting Compliance</b>	100% of Directors submit pre- and post-event reports	Quarterly Checkpoints
<b>Operational Punctuality</b>	All stages and rooms start within 5 minutes of scheduled times	Ops Logs

### 4. Pre-Event Planning Milestones

Timeline	Milestone	Deliverable
<b>January 2026</b>	Meet with Programming Division Directors and finalize departmental scopes.	Updated org chart and leadership commitments.
<b>Feb 2026</b>	Launch all programming submission portals (panels, gaming, workshops, developers).	System activation and public announcement.

Timeline	Milestone	Deliverable
<b>Feb 21st 2026</b>	Review and approve draft programming grids from all Directors.	Unified Version 1 Schedule.
<b>March 1st 2026</b>	Approve final combined event schedule and interdepartmental overlaps.	Final Master Programming Grid.
<b>June 15th 2026</b>	Sign off on public release of the full schedule, signage, and printed guides.	Marketing-approved content.
<b>Event Week</b>	Oversee total festival operation, resolve conflicts, lead show command.	Daily summary reports and closing review.

## 5. Interdepartmental Interfaces

This executive collaborates across all departments and serves as the **creative control hub** for the convention:

- With **Operations Director**: Venue logistics, room configurations, and show flow.
- With **Marketing Director**: Public release of programming schedules and guest promotions.
- With **Finance Director**: Budget oversight, spending authorization, and cost reviews.
- With **Vendor Relations Director**: Integration of vendor activations into the programming grid.
- With **Board of Directors / President**: Reporting on progress, metrics, and event execution.
- With **Volunteer Coordinator**: Leadership staffing and interdepartmental coordination.

## 6. Out-of-Scope Boundaries

To maintain strategic focus and avoid duplication:

- No authority over vendor contracts, exhibitor sales, or sponsorship deals.
- Does not manage facility rental or insurance contracts.
- Cannot alter brand or marketing visuals without Marketing approval.
- Does not process or approve payments directly (Finance handles execution).
- Not responsible for ticketing, concessions, or merchandise sales.

## 7. Documentation & Reporting

- Must maintain a **Master Programming & Event Grid** (Zoho / Excel) integrating all departmental schedules.

- Submit **quarterly progress reports** to the President or Board.
- Deliver a **Post-Event Executive Report** summarizing attendance, outcomes, and recommendations for the next year.
- Archive all programming data and maintain institutional continuity for future planning.