

# Director of Core GeekFest West & 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 **main event productions and signature show elements** that shape the GeekFest West identity and attendee experience. These are the large-scale, crowd-driving programs central to the weekend’s story, including ceremonies, contests, show-wide reveals, and cross-department collaborations.

Department	Description	Sub-Leads / Key Roles
Opening & Closing Ceremonies	Plan, script, and produce the official start and finale of GeekFest West.	Stage Producer, Script Coordinator
Main Stage Shows & Awards	Manage headline productions, live awards, and special recognitions.	Main Stage Manager, AV Lead
GeekFest West Feature Events	Oversee convention-wide moments (e.g., Geek Parade, Mega Game, Charity Events).	Feature Event Coordinator, Volunteer Captain
Guest Appearances (Main Stage)	Coordinate keynote or celebrity appearances during major sessions.	Guest Liaison, Production Assistant
Partner Collaborations	Manage large partnerships or cross-brand events featured in the main schedule.	Partner Coordinator, Sponsor Liaison

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### 2. Decision Authority Parameters

This person has operational and creative control for all headline content within established boundaries:

Area	Authority Level	Notes
Main Event Scheduling	Full authority to propose and finalize main event times.	Must coordinate with Operations and Programming to prevent conflicts.

Area	Authority Level	Notes
<b>Ceremony Content &amp; Script</b>	Authority to write, edit, and approve show scripts and run-of-show elements.	Executive Director signs off on final script.
<b>Stage Production Design</b>	Can recommend lighting, sound, and visual concepts.	Implementation by Operations & AV Team.
<b>Talent Coordination (Main Stage)</b>	May request and schedule guest appearances.	Guest contracts handled by Executive Director.
<b>Volunteer &amp; Staff Assignments</b>	Can request and direct on-stage crew and backstage support.	Works through Volunteer Coordinator.

### 3. Performance & Success Metrics

Performance is measured by **event quality, audience engagement, and production efficiency.**

Metric	Target Example	Source
<b>Main Events Executed Successfully</b>	8–12 headline shows across the weekend	Event Master Schedule
<b>Average Audience Capacity</b>	90% average seating fill	Attendance Reports
<b>Show Start/End Punctuality</b>	100% on-time performance	Stage Ops Log
<b>Attendee Satisfaction (Main Events)</b>	95% positive rating	Post-Event Surveys
<b>Guest &amp; Partner Feedback</b>	90% satisfaction from participants	Guest Liaison Reports

### 4. Pre-Event Planning Milestones

Timeline	Milestone	Deliverable
<b>January 2026</b>	Begin planning for Opening/Closing Ceremonies and identify flagship shows.	Proposal list and outline submitted to Executive Team.
<b>Feb 21st 2026</b>	Draft full weekend main event grid, including ceremony scripts and partner segments.	Version 1 Main Event Schedule.
<b>March 1st 2026</b>	Finalize production logistics, AV requirements, and staffing.	Locked run-of-show and technical plan sent to Marketing.
<b>June 15th 2026</b>	Approve and publish finalized schedule; coordinate signage and on-site promotions.	Marketing-approved materials and signage layouts.
<b>Event Week</b>	Oversee rehearsals, live execution, and show flow.	Daily reports and Post-Event Wrap Summary.

## 5. Interdepartmental Interfaces

This director collaborates across departments to ensure seamless festival-wide integration:

- With **Operations Director**: Stage design, AV coordination, and staffing.
  - With **Marketing Director**: Branding, announcements, and sponsor visibility.
  - With **Programming & Experiences**: Synchronization of ceremony guests and major moments.
  - With **Gaming & Developer Director**: Integration of tournaments or awards into ceremonies.
  - With **Finance Director**: Budgeting for production costs and guest travel.
  - With **Volunteer Coordinator**: Crew management for stage and seating teams.
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## 6. Out-of-Scope Boundaries

To maintain clarity of role:

- No control over vendor or exhibitor hall management.
  - No involvement in daytime workshop or gaming schedules.
  - Cannot approve contracts, sponsorships, or financial transactions.
  - Cannot alter marketing content without Marketing approval.
  - Not responsible for security, ticketing, or insurance compliance.
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## 7. Documentation & Reporting

- Maintain a **Main Event Master Sheet** (Zoho / Excel) detailing event times, scripts, and staff assignments.
- Produce a **Daily Main Stage Report** during the event.
- Complete a **Post-Event Summary Packet** including metrics, highlights, and improvement recommendations.