Global Planning Solutions

We are looking for a

Business Development Manager Conferences and Events

Global Planning Solutions (GPS) is seeking an experienced business development professional to grow our portfolio of national and international association conferences, corporate meetings and events.

This is a hands-on business development role responsible for identifying and qualifying new opportunities, developing strategic relationships, leading proposals and presentations, and converting opportunities into long-term client partnerships. Working closely with the President and management team, this position will play a key role in expanding GPS's client base and achieving the company's growth objectives.

A BIT ABOUT US

Global Planning Solutions is a Canadian conference, event, and marketing management company with more than 55 years of experience delivering national and international programs. We partner with associations, corporations, and organizations to manage complex conferences and events from strategy through execution. Our services span conference management, exhibitions and sponsorship, corporate events, marketing and design, and digital solutions. As a long-standing member of the International Association of Professional Congress Organisers (IAPCO), GPS combines decades of industry experience with a forward-looking approach to technology, innovation and client service.

THE ROLE

- Develop and execute business development strategies to achieve annual new-business and revenue targets.
- Proactively identify, research and qualify new business opportunities within national and international association and corporate markets.
- Build and maintain a strong-qualified sales pipeline.
- Manage the complete sales cycle from prospecting and qualification through proposal, presentation, negotiation and contract close.
- Lead responses to RFPs and other competitive opportunities, working with internal teams to develop compelling strategies, proposals, presentations and pricing.
- Develop and deliver persuasive client presentations and pitches.

- Build and maintain relationships with prospective clients, association executives, destination marketing organizations (DMOs), convention bureaus, tourism partners and other industry stakeholders.
- Work closely with the President and management team to identify priority markets, prospects and strategic business-development opportunities.
- Collaborate with operations and other internal teams to ensure proposed solutions are operationally achievable and appropriately costed.
- Maintain accurate CRM records, including pipeline stages, opportunity values, next actions, expected decision dates and probability of closing.
- Prepare regular sales forecasts and report on pipeline value, conversion rates, new-business activity and performance against targets.
- Monitor industry trends, emerging markets and competitive activity to identify new opportunities.
- Represent GPS at industry events, conferences, trade shows, networking events and professional organizations.
- Ensure a structured and complete handover of newly contracted business to the operations team.

WHAT YOU BRING

- Demonstrated track record of meeting or exceeding sales targets and successfully generating and converting new business.
- 5+ years of progressive business development or sales experience, preferably within conferences, associations, hospitality, tourism or a related B2B services environment.
- Strong understanding of consultative B2B sales and the ability to manage long and complex sales cycles.
- Strong prospecting and business development skills with the ability to independently identify, qualify and develop new opportunities.
- Excellent proposal development, presentation, negotiation, and closing skills.
- Demonstrated ability to communicate and influence credibly with senior decision-makers and internal stakeholders.
- Strong relationship-building skills with clients, associations, destination organizations and industry partners.
- Highly organized and able to manage multiple opportunities, deadlines, and competing priorities.
- Strong commercial judgment and ability to understand client needs, budgets and business opportunities.
- Experience using CRM systems to manage pipelines, activities, opportunities and forecasts.
- Strong written and verbal communication skills; bilingual is considered a strong asset.

- Conference, association, hospitality or meetings-industry experience is preferred but not mandatory for candidates with significant relevant B2B sales experience.

WHAT WE OFFER

- Currently a remote-first role working with a team across Canada. The role could move to a hybrid option in the future.
- Competitive Salary and Commission Structure
- Health and wellness benefits package (eligible after 3 months)
- Vacation: 2 weeks paid time off
- Holidays: 9 paid statutory holidays plus office closure between Christmas Eve and New Years Day
- Professional development
- IT equipment
- Internet allowance
- A collaborative, senior team environment where your judgment and ownership are valued
- Room to shape process and contribute to the company's growth and business development, not just execute against a fixed playbook

HOW TO APPLY

Qualified candidates are invited to submit their **resume** and **cover letter**, along with **salary expectations**, **by email to** careers@globalplanning.ca. Please include "Business Development Manager" in the subject line. Tell us why you feel you are the right fit for the role and highlight your experience in relation to our requirements. Global Planning Solutions encourages applications from candidates of all backgrounds. Please note that only candidates who are being considered for an interview will be contacted.

ADDITIONAL INFORMATION

Position Type: Non-Management
Location: Remote (preferably based in GTA, Ontario, or Montreal, QC)
Reports To: President
Job Status: Permanent Full-Time
Application Deadline: When filled
Salary: $68,000 - $75,000 + Commissions
Candidates must be legally eligible to work in Canada and to travel internationally (valid passport required; no travel restrictions outside of Canada)