

# “TOP 50”

## INTERVIEW QUESTIONS

### VICE PRESIDENT OF EVENTS

1. What has been the largest single event you have personally overseen?
2. How many international events have you held in your past 3 positions?
3. What international logistics have you found to be the most challenging?
4. What type of award challenges have you discovered internationally?
5. What has been the largest event staff that you have overseen?
6. What has been the largest budget you have managed?
7. What event management software are you familiar with?
8. What are the steps you would go through to establish a fore casted budget for a large event that would exceed 30,000 people?
9. Who have you reported to on the organizational chart in the past 3 positions?
10. In your experience, have your events been profitable? Describe how you have mitigated the overall expenses.

*For additional questions go to:* [www.DirectSalesExperts.com](http://www.DirectSalesExperts.com)



**CRAIG A. FLEMING**  
FOUNDER AND CEO

#### ABOUT DIRECT SALES EXPERTS INC.

Direct Sales Experts is a global Executive Search Firm that specializes in “Leadership Identification”. Their focus is the Direct Sales, Network Marketing, MLM, Party Plan and Social Selling channels. At Direct Sales Experts they have spent a lifetime building relationships with the channel’s strongest leaders. By utilizing a network of 50,000 executives, their focus when working for you is to identify, interview, qualify and deliver quickly high performing proven leaders to help grow your business. Many of the world’s leading Direct Sales Organizations seek advice and council on Executive Recruiting, leadership development and succession planning.



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Name of Candidate: \_\_\_\_\_

Date: \_\_\_\_\_ Time: \_\_\_\_\_ Interviewer: \_\_\_\_\_

## ANSWERS:

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
- 4 \_\_\_\_\_
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- 6 \_\_\_\_\_
- 7 \_\_\_\_\_
- 8 \_\_\_\_\_
- 9 \_\_\_\_\_
- 10 \_\_\_\_\_

## COMPANY PRIORITIES:

Check the Box Yes or No if the person fits in the organization and then rank 1-10 with 10 being a perfect fit.

|                    | Fit Y/N | Ranking 1-10 | Thoughts |
|--------------------|---------|--------------|----------|
| Culture            | _____   | _____        | _____    |
| Leadership         | _____   | _____        | _____    |
| Skill Sets         | _____   | _____        | _____    |
| Articulation       | _____   | _____        | _____    |
| Team Player        | _____   | _____        | _____    |
| Management Style   | _____   | _____        | _____    |
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| Mission            | _____   | _____        | _____    |
| Strategic Thinking | _____   | _____        | _____    |
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|                    | _____   | _____        | _____    |
| <b>TOTALS</b>      | _____   | _____        | _____    |

**INTERVIEWER FINAL THOUGHTS:** \_\_\_\_\_  
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# TOP

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### VICE PRESIDENT OF EVENTS

11. What are some of the most important skills for a Vice President of Events?

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12. How many events did you plan last year?

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13. What has been your experience in working with outside vendors?

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14. Have you set up a vendor exhibition hall and how did you manage that?

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15. In your past 3 companies, did you sell product at the event and what type of sales volume did you experience?

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16. Have you sold tickets to your events? Describe that process.

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17. Did you sell swag at your events?

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18. How did you manage ticket sales? Was this responsibility apart of your department?

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19. What type of incentives have you created for people to buy early?

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20. Have you organized and conducted any virtual large-scale events?

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## ANSWERS:

- 11 \_\_\_\_\_
- 12 \_\_\_\_\_
- 13 \_\_\_\_\_
- 14 \_\_\_\_\_
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- 19 \_\_\_\_\_
- 20 \_\_\_\_\_

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**INTERVIEWER FINAL THOUGHTS:** \_\_\_\_\_  
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### VICE PRESIDENT OF EVENTS

21. What type of software was used to stream the event?
22. Did you use any prerecorded presentations?
23. In your last virtual event did you have breakout rooms?
24. Have you had experience working with ADA regulations?
25. How have you identified and planned for special needs at your events?
26. Have you held events in different languages? Describe that process.
27. What type of checklist system have you developed to ensure that nothing is missed?
28. Describe your event day check in system and how that has been streamlined over your career.
29. What has been your site selection experience?
30. How have you negotiated venue pricing to stay within budget?

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- 21 \_\_\_\_\_
- 22 \_\_\_\_\_
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- 30 \_\_\_\_\_

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31. How have you used social media to promote your events?

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32. Who within the company do you most heavily rely upon for help and support?

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33. What type of unique experiences have you provided guests at your most recent events?

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34. How have you insured that top distributors are taken care of in a VIP way?

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35. How have you obtained feedback from each event to make the next one better?

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36. How do you measure success from an event?

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37. What KPI's do you use to track your progress?

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38. How do you stay on budget for each event? Describe the process.

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39. What type of systems, policies, procedures and documentation have you developed over the years?

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40. How would you describe yourself in 3 words?

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### VICE PRESIDENT OF EVENTS

41. What are your biggest strengths?

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42. What weaknesses have you had to work on?

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43. Why are you considering a move currently?

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44. What do you like best about our company?

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45. How would you describe your leadership style?

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46. How would your boss best describe you?

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47. Within each event, how have you promoted the company culture?

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48. What has been your best event ever and what was your role?

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49. How have you handled drama at an event? Describe.

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50. How soon would you be available to get started?

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