

FOLKS

People creating events.

We're currently looking for a :

Event & Hospitality Project Manager Automotive

**Nice to
meet you,
we're Folks.**

We have more than 30 years of experience in events, hospitality and corporate travel. We aim to be the most creative, expert and dedicated partner for our client's events and travel around the world. And we're funny too, sometimes it helps.

As a

**Event & Hospitality
Project Manager**

You will lead and coordinate automotive-focused projects from briefing to execution. You will create and deliver premium hospitality programmes, experiential events and brand activations while ensuring flawless execution, client satisfaction and operational excellence.

About the **job**

Your Responsibilities

- Lead and coordinate automotive projects from briefing to execution
- Manage premium experiences such as: Press launches, Media drives, Dealer events, Test-drive experiences, VIP hospitality programs, Brand activations, International experiential events, Roadshows and product launches

Client Management

- Act as the main point of contact for clients
- Lead client meetings & internal meetings
- Understand client objectives and translate them into impactful event concepts and experiences
- Build long-term trusted relationships with clients, suppliers & partners
- Investigate and propose suitable overnight accommodation.
- Secure necessary logistics throughout the programme
- Arrange inspection trip(s)
- Create and manage an event mailbox
- Create a country schedule and event programme
- Manage registrations using a digital guest registration systems
- Use the digital guest registration platform to create a simple pre-event website for programme
- Manage a control master list with all attendee information so that
 - Arrival and departure details of all media is known for transfers or parking requirements
 - Hospitality numbers
 - Any overnights
 - Manage and maintain the Event Master Schedule (daily schedule).
 - Manage all accommodation and hospitality arrangements, including mitigation of attrition, no-shows and cancellations. Hotel commission.
 - Manage all suppliers in terms of programme requirements, levels of service, food & beverage.
 - Secure WiFi at all locations
 - Manage hotspots, if required, at start (user IDs, passwords) and end of event

Project Coordination

- Manage daily administration tasks, timelines, budgets, logistics, suppliers, production, staffing and operational planning
- Coordinate with client, creative teams, production partners, venues, caterers, hotels, transport partners, and technical suppliers
- Ensure smooth communication between all stakeholders: client, supplier briefing, lead team & briefing all
- Budget management & retro planning

Brand Experience & Activation

- Contribute to the development of creative event concepts and brand experiences
- Support the creation and execution of activation strategies that strengthen customer engagement and brand visibility

On-Site Event Execution

- Be present on-site (national & abroad) during events to oversee operations and ensure flawless delivery
- Solve challenges quickly and proactively in a high-pressure environment
- Guarantee premium hospitality standards at every touchpoint

Must-haves (because we're picky)

We are looking for someone dynamic, entrepreneurial, and passionate about both the automotive industry and live event experiences.

- Minimum 3–5 years of experience in: Event Management, Project Management, Account Management, Automotive Hospitality, Brand Activation or Experiential Marketing
- Experience within an event agency or experiential agency environment is a strong plus
- Passion for automotive brands, mobility, premium hospitality, and customer experience
- Strong organizational and multitasking skills with excellent attention to detail
- Creative mindset combined with strong operational execution
- Client-focused, solution-oriented, and results-driven
- Comfortable working in fast-paced environments and managing multiple deadlines
- Hands-on mentality with flexibility to travel and work on-site during events
- Fluent in: Dutch, French, English
- Driver's License (B) required
- Audiovisual knowledge
- Office: Word, PowerPoint, Outlook, Excel (data management, pivot tables) & Canva.
- Curious about trends in: Automotive, Technology, Sustainability, Experiential marketing, Premium hospitality

All about what **we offer**

- A challenging role within a dynamic event agency
- The opportunity to work for leading automotive brands
- Exciting national & international projects and premium events
- A creative, passionate, and entrepreneurial team
- A fast-moving environment where no two days are the same

Ready to join our team? Apply now by sending your CV and motivation letter to

hello@wearefolks.be

Company : FOLKS

Location : OFFICE (Brussels, Liège & Remote)

Start : As soon as possible

Type of contract : employed or freelance

