

Senior Manager, Event Technology & Registration

(Remote USA, east coast preferred. 20% travel required).

About Tied Together Marketing (TTM)

TTM produces events that rock worlds, shift perspectives, and sear brands into unforgettable moments. We design bespoke experiences from the ground up, ensuring no two events are ever alike. Woman-owned since 2000, we work on the domestic and international stage with cultural fluency and an instinct for what's next. Our team pairs creativity with an obsession for detail, so every event runs smoothly and reflects our client organization's own voice, position, and personality.

We believe great technology should make an event feel easier, more engaging, and more connected, not more complicated.

Do you love turning complicated event technology and registration needs into organized, seamless experiences? Are you the person who can look at an event and immediately see how the registration, attendee data, mobile app, engagement tools, onsite technology, and reporting should all work together? Can you lead a team of technology experts while still jumping into a building yourself when the event needs you? TTM is looking for a **Senior Manager, Event Technology & Registration** to lead our event technology and registration function and oversee the technology side of the attendee experience.

This is a hands-on leadership role for someone who knows event technology inside and out, loves creating systems and processes, can manage a team and multiple client projects, and knows how to make complicated things feel simple.

Responsibilities

- Lead and manage the event technology and registration function, including team assignments, quality control, and standards of work.
- Serve as the senior event technology expert and escalation point for the TTM team, clients, and event producers.
- Own the technology strategy for all events in our portfolio
- Lead technology selection, implementation, and optimization across platforms such as Cvent, Swoogo, RainFocus, Bizzabo, EventMobi, ON24, Goldcast, and similar platforms.

- Oversee registration websites, registration workflows, event emails, agendas, attendee communications, check-in, and onsite registration.
- Partner with event producers and clients to understand event goals and requirements, recommend technology solutions, scope projects, establish timelines, and ensure successful delivery.
- Establish and maintain technology team processes and standards, including templates, workflows, quality control, testing, naming conventions, documentation, and best practices that scale across multiple clients and events.
- Review and quality-check event technology builds before launch. Ensure registration experiences function properly, information displays correctly, integrations work, links work, and all details are accurate.
- Manage project timelines and team capacity across multiple events and clients. Identify upcoming deadlines, resource needs, and potential issues before they become problems.
- Lead the strategy and execution of attendee engagement technology, including live polling, Q&A, surveys, networking, personalized schedules, targeted content, push notifications, and other interactive experiences.
- Oversee mobile event app strategy and implementation, ensuring the app supports the overall attendee experience rather than simply existing because every event has one.
- Own attendee data strategy, reporting, and analytics. Ensure registration and engagement data is captured accurately and turned into useful information for our clients.
- Oversee integrations between registration and event technology platforms and client CRM, marketing, communications, analytics, and other systems.
- Partner with the broader TTM team to connect event technology with event production, creative, marketing, communications, AV, onsite registration, and other event needs.
- Manage and develop relationships with event technology vendors and partners.
- Research emerging event technology and recommend new tools, platforms, and processes that improve the attendee experience, client outcomes, and team efficiency.
- Train, mentor, and develop the event technology and registration team.
- Provide calm, clear technology leadership during live events and help troubleshoot issues when things inevitably get weird.
- Build in Cvent and other platforms when needed. This is a leadership role, but we're still an events company. We need someone willing to jump into the work and get it done when the team needs an extra set of hands.

Qualifications

- 7+ years of experience in event technology, registration technology, event operations, or a related field.
- Robust experience with Cvent is required. Cvent certification is a plus.
- Ability to travel globally approximately 20% of the year.
- Previous team leadership or management experience, preferably within event technology, registration, or event operations, with strong people-management skills in a remote setting including delegation, prioritization, feedback, coaching, and accountability.
- Strong working knowledge of event technology platforms, including complex registration, websites, emails, surveys, agendas, onsite technology, and attendee engagement tools such as mobile event apps, live polling, Q&A, personalized agendas, and networking.
- Experience with platforms such as Swoogo, RainFocus, Bizzabo, EventMobi, ON24, Goldcast, Stova, or similar platforms.
- Understanding of event data, reporting, integrations, APIs, CRM, UTM connections, and data flows.
- Strong project management experience with the ability to manage multiple clients, events, deadlines, and competing priorities simultaneously.
- Excellent written and verbal communication skills with comfort communicating across clients, event producers, vendors, and internal teams.
- Exceptional attention to detail and a strong commitment to quality control.
- Strong problem-solving skills and comfort troubleshooting technology and event-related challenges, staying solution-oriented when the pressure is on.
- Passion for operational excellence and creating processes that make teams more efficient.
- Curious about emerging event technology and able to distinguish between something genuinely useful and something that is simply shiny.

Essential tools and technical proficiencies

- Cvent - strong experience with Cvent's registration and event management platform; Cvent certification is a plus
- Event technology platforms - experience with Swoogo, RainFocus, Bizzabo, EventMobi, ON24, Goldcast, Stova, or similar platforms
- Attendee engagement technology - experience with event apps, live polling, Q&A, surveys, networking, personalized schedules, targeted content, and related tools
- Data and integrations - working knowledge of APIs, CRM, UTM integrations, reporting, analytics, and attendee data management

- Project management and collaboration tools - experience with platforms such as Slack, Asana, Notion, or similar tools
- Microsoft Office Suite and Google Workspace - including advanced Excel/Sheets for data and reporting, PowerPoint/Slides for client presentations, and comprehensive email management

Benefits & Working at TTM

- Remote work environment with travel
- Travel requirement is approximately 20% of the role, visiting incredible global destinations for client events
- Employment structure: Hourly W2 position with competitive benefits package including health insurance contribution, PTO, company holidays and sick pay
- Compensation: Competitive salary based on experience level, plus performance bonuses
- Work commitment: Full-time position averaging 40 hours per week with extended hours during active event periods and onsite events
- Travel requirements: Valid US passport required for domestic and potential international event support
- Team dynamics: Collaborative team requiring flexibility for real-time coordination and client calls within East Coast business hours
- Location requirement: Applicants must be live in the US and be United States citizens with valid passport; East Coast preferred for optimal team collaboration and client service

Connect with us!

Website: www.tiedtogether.net

Instagram: @ttm_events

LinkedIn: <https://www.linkedin.com/company/tied-together-marketing>