




Interoffice Memorandum

August 11, 2022

TO: County Commissioners

FROM: Mayor Jerry L. Demings 

SUBJECT: **CONSENT AGENDA ITEM – August 30, 2022**
Managerial Appointment - Deputy Director - Convention Center

After a nationwide search, I am pleased to announce the appointment of Mr. Eric Blanc, CMP, as Deputy Director for the Orange County Convention Center (OCCC). As the Deputy Director, Mr. Blanc will oversee the Sales and Event Management Division, to include oversight of Exhibit Services and Marketing and Communications.

In this position, Mr. Blanc will create and manage budgets for all areas of responsibility; collaborate with the OCCC's catering, audio visual, and technology contractors to develop strategies to increase market share and create more sales opportunities with OCCC clients; direct the development and implementation of the division's annual and long-range sales goals and plans; supervise all sales efforts, to include promotions, rates, space availability, booking, and contracting; work with internal marketing staff to develop local, state, national and international marketing strategies for the convention center in cooperation with Visit Orlando; and represent the OCCC at business and social functions, industry events and sales presentations to local, state and national groups and organizations.

Mr. Blanc is currently Orange County Convention Center's Sr. Director of Sales. In addition to his thirty years of experience in the events and sales fields, he earned a Bachelor of Science degree in Business and Marketing from Florida State University. He also holds a certificate of completion from the IAAM Public Assembly Facility Management School.

His appointment will be effective the first full pay period following Board approval at an annual salary of \$155,001.60.

Action Requested: Confirmation of the Mayor's managerial appointment of Eric Blanc, CMP, Deputy Director, Convention Center.

Attachment

cc: Byron W. Brooks, AICP, County Administrator
J. Ricardo Daye, Human Resources Director
Mark Tester, Executive Director, Convention Center
David Ingram, General Manager, Convention Center
Ray Walls, Deputy Director, Convention Center
Terry Devitt, Deputy Director, Convention Center

ERIC BLANC SR., CMP

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CAREER OBJECTIVE

Work in a fast paced, competitive environment that provides challenges and encourages creativity and professional development within the hospitality industry. Lead a team where I can train, mentor and guide staff to pursue their own professional development goals.

EDUCATION

CMP - Certified Meeting Professional (July 1998)

IAAM (Oglebay) Public Assembly Facility Management School
Certificate of Completion - Class Representative (June 1995)

Florida State University, Tallahassee, Florida
Bachelor of Science Degree in Business - Marketing (August 1991)

Jesuit High School, New Orleans, Louisiana
Diploma of Merit - Honors Program (May 1987)

WORK HISTORY

Orange County Convention Center – Orlando, Florida (December 2019 – present)

Sr. Director of Sales (March 2020 – Present)

Responsible for management of the Sales Division (as well as temporary oversight of the Event Management, Exhibitor Services, and Marketing Divisions from April 2022-July 2022). Create and manage budgets for all areas of responsibility. Collaborates with the venue's catering, audio visual, and technology contractors to develop strategies to increase market share and create more sales opportunities with OCCC clients. Develop, recommend, monitor, and review policies and procedures of the convention center. Work with the center's IT Division on EBMS database design and development opportunities to increase overall efficiency of the CRM database. Direct the development and implementation of the division's annual and long-range sales goals and plans. Supervise all sales efforts, to include promotions, rates, space availability, booking, and contracting. Work with the Marketing Division to develop local, state, national and international marketing strategies for the convention center in cooperation with Visit Orlando (Destination Marketing Organization). Represent OCCC at business and social functions, industry events and sales presentations to local, state and national groups and organizations. Create benchmarking metrics for monitoring bookings, revenues and room night production. Manage and train sales and administrative staff.

Assistant Director of Sales (December 2019 – March 2020)

Responsible for supervision of all sales managers and administrative staff of the Sales Division of the center. Assist in development and implementation of the department's annual and long-range sales plans. Supervise sales related activities to include space availability, booking, and contracting. Represent OCCC at business and social functions, industry events and sales presentations to local, state and national groups and organizations. Work with Visit Orlando (Destination Marketing Organization) sales team on soliciting City-wide sales opportunities. Create benchmarking metrics for monitoring bookings, revenues and room night production. Manage and train sales managers.

OAI Visual Branding – Tampa, Florida (August 2019 – December 2019)

Director of Business Development

Develop and implement sales and marketing plans to increase market share in existing competitive markets. Identify new and developing markets for OAI to target. Identify major business opportunities, solicit, and respond to RFP's as necessary. Work with Director of Sales to develop and implement complimentary strategies to increase sales across all lines of business. Act as project manager for large scale contracts secured, working with client and internal departments on design, production, and installation elements.

Yacht Starship – Tampa, Florida (May 2019 – July 2019)

Director of Sales

Responsible for the overall management and implementation of the organization sales plan. Train and supervise Sales Managers and Event Services Coordinators. Develop marketing and promotional strategies to expand market share. Monitor sales performance for group, wedding, and transient markets. Work with sales team to increase bookings of existing leads as well as generate new leads. Review and monitor various performance reports related to leads, bookings, and conventions.

Alliance of American Football – Tampa, Florida (May 2018 – April 2019)

Vice President of Logistics

Responsible for research, development, and negotiation of league wide vendor relationships for services such as travel, housing, transportation, graphics, and production for the league as well as all teams within the league. Also responsible for developing budgets in aforementioned areas, as well as developing timelines for delivery and payment of vendor services. Research, develop, and negotiate contracts for office and meeting space, as well as practice facilities for each team, as well as warehousing and other facilities required by the league and its teams. Work with league security on identifying and developing security protocols for all game day facilities, as well as practice and office sites. Work with each game venue on assessment of game day needs and developing game-day production guidelines for each venue for game day operations. Develop, recommend, monitor, and review policies and procedures of.

Tampa Convention Center – Tampa, Florida (November 2010 – April 2018)

Director of Sales, Marketing, and Convention Services

Responsible for overall operation and management of the sales, marketing, and convention services divisions of the center. Also responsible for managing the sales, marketing, and services efforts of the venue's catering, audio visual, rigging, security, event staffing, and technology contractors. Develop, recommend, monitor, and review policies and procedures of the convention center. Direct the development and implementation of the department's annual and long-range marketing plans. Supervise all sales efforts, to include advertising, promotions, rates, space availability, booking, and contracting. Direct the local, state, national and international marketing strategies for the convention center in cooperation with Visit Tampa Bay (Destination Marketing Organization). Represent Tampa Convention Center at business and social functions, industry events and sales presentations to local, state and national groups and organizations. Create benchmarking metrics to compare annual results for bookings, revenues and room night production. Manage and train sales, convention services, and administrative staff. Serve on the venue Capital Improvement Planning Committee, the Visit Tampa Bay Downtown Strategic Committee, and Visit Tampa Bay Sales Committee.

The Freeman Companies - Orlando, Florida (January 2004 – October 2010)

National Sales Manager

Sell Freeman equipment and services to tradeshow managers and associations. Negotiate contracts, pricing, and other concessions for tradeshows. Solicit business, utilizing leads from local, state, and national contacts in the convention industry. Develop working relationships with convention facility staffs in order to cultivate increased leads for Freeman. Represent the company at industry related functions. Entertain perspective clients and facility personnel. Produce conventions and trade shows booked by Freeman to provide equipment and services. Create budgets for staffing, transportation, production, and all other aspects of producing a show. Manage and train on-site production staff and coordinate Freeman related activities with facility personnel.

GES Expositions - Orlando, Florida (October 2003 – January 2004)

National Sales Manager

Sell GES equipment and services to tradeshow managers and associations. Negotiate contracts, pricing, and other concessions for tradeshows. Solicit business, utilizing leads from local, state, and national contacts in the convention industry. Develop working relationships with convention facility staffs to cultivate leads for GES. Entertain perspective clients and facility personnel. Create budgets for staffing, transportation, production, and all other aspects of producing a show.

Ortho McNeil Pharmaceuticals - Tampa, Florida (April 2003 – October 2003)

Sales Representative

Promote Ortho McNeil Pharmaceuticals to General Practice and Family Practice Physicians in the Tampa Bay and surrounding areas. Provide educational and technical information to Doctors and nurses regarding the benefits and effects of Ortho McNeil products on potential patients. Maintain a working knowledge of all competitive pharmaceuticals and their therapeutic advantages and disadvantages in order to drive sales of my products. Produce and implement marketing plans for promoting my products to Bay Area physicians. Maintain a database of 500 physicians who were potential customers of OMP products.

The Freeman Companies - Orlando, Florida (July 2000 – April 2003)

Sales Manager

Sell Freeman equipment and services to tradeshow managers and associations. Negotiate contracts, pricing, and other concessions for tradeshow. Solicit business, utilizing leads from local and state contacts in the convention industry. Develop working relationships with convention facility staffs in order to cultivate increased leads for Freeman.

Tampa Convention Center - Tampa, Florida (June 1993 – June 2000)

Event Services Supervisor (June 1999 – June 2000)

Supervise the Event Services Department. Provide technical support and guidance to subordinate event staff. Train and monitor the progress of new event coordinators and part time event staff. Provide feedback, evaluate progress, and discipline where necessary. Produce staffing and coverage schedules. Design a comprehensive training program for increasing the efficiency of the Event Services Department. Manage department budget and develop opportunities for increased facility revenue. Promote better communications between facility departments. Coordinate the facility's largest and most complex events.

Senior Events Coordinator (June 1993 – June 1999)

Coordinate the Tampa Convention Center's largest conventions, trade shows, conferences, and public events. Produce proper staffing levels and event expense reports for use by both clients and convention center staff. Develop and implement a training program for new event coordinators and part time event staff. Provide technical guidance and support to the staff for the ConCentrics and AutoCAD systems. Develop the Tampa Convention Center Ambassador Program and Ambassador Guide, designed to increase the level of customer service and satisfaction. Assist the Marketing department in developing new sales and services programs for the facility. Market and book the entertainment, sports, consumer show, and community event markets.

Florida Suncoast Dome - St. Petersburg, Florida (March 1992 – June 1993)

Event Coordinator (March 1992 – June 1993)

Coordinate concerts, sporting events, conventions, trade shows, and public shows. Produce detailed event cost projections for use by the Facility Manager in pursuing potential business. Develop staffing guidelines to ensure proper staffing levels for facility events. Produce detailed settlement reports for use by the facility accountant during post-show settlement proceedings. Hire and train all part time event staff (i.e. ushers, ticket takers, parking attendants, and parking cashiers). Produce a training manual and training program for all part time event staff. Serve as Event Manager on Duty during all facility events.

SPECIAL EVENTS MANAGEMENT

Sector Coordinator (July 1996 – August 1996)

1996 Centennial Olympic Games - Athens, Georgia

Train and supervise the volunteer event staff during the Men's and Women's Soccer events for the 1996 Olympic Games. Assist in the development of security and emergency evacuation procedures for the Athens Olympic Soccer Complex.

Special Events Consultant (June 1994 – December 1996)

Florida Classic Association (Football Game) – Tampa, Florida

Serve as a Special Events Consultant to the Florida Classic Association Executive Director. Supervise all working committees, which were involved in event planning. Work with the participating schools and venues on all technical and logistical aspects of the Florida Classic Football Weekend. Serve as the Event Manager for game day operations. Book and coordinate entertainment for non-football related Florida Classic events.

MEMBERSHIPS

Omega Psi Phi Fraternity, Inc. – Chapter President (2003-2005), Statewide Organization Board of Directors (2006-2008)

Convention Industry Council (CIC) – CMP Board of Directors (2013 – 2014)

Convention Sales Professionals International (CSPI) – Board of Directors (2012 – 2015), President Elect (2013-2014)

Event Services Professionals Association (ESPA) – Board of Directors (2004 – 2012), President Elect (2010-2011)

Professional Convention Management Association (PCMA) – PCMA Annual Meeting Planning Committee (2008)

International Association of Exhibitions and Events (IAEE)

International Association of Venue Managers (IAVM)

Meeting Planners International (MPI)

National Coalition of Black Meeting Planners (NCBMP)