



Canadian Franchise Association – Head of Events

Lead One of Canada's Premier Events Portfolios

Are you an experienced event leader who thrives on delivering exceptional conferences, trade shows, and experiences that drive engagement, growth, and revenue?

Our client, the Canadian Franchise Association (CFA), is seeking a strategic and highly organized **Head of Events** to lead a diverse national portfolio of in-person, virtual, and hybrid events, including a flagship annual convention, three industry-showcasing trade shows, conferences, executive forums, networking programs, and educational events. This is an opportunity to shape the future of a respected national organization while leading a talented team and working alongside industry leaders, volunteers, sponsors, and partners.

What You'll Do

As Head of Events, you will oversee the full event lifecycle—from strategy and budgeting to execution and post-event evaluation. You will:

- Lead the planning and delivery of a multi-event portfolio (70 currently) across Canada

- Develop annual event strategies, budgets, forecasts, and growth plans
- Drive attendance, sponsorship, exhibitor, and event revenue performance
- Advise on venue selection, and lead vendor negotiations, contracts, logistics, and production
- Collaborate with marketing, education, membership, sales, and finance teams to maximize event success
- Lead and mentor event staff while fostering a culture of excellence and accountability to KPIs
- Build strong relationships with volunteer committees, speakers, sponsors, and stakeholders
- Identify new event opportunities and innovative programming ideas that enable business success, build engagement with industry stakeholders, and enhance CFA's financial performance.

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Attn: Jack Shand, FCMC, CAE, Practice Lead-Executive Search • Tel: (905) 274-7438 • Email: events@portagegroup.com

*We thank all applicants for their interest in Canadian Franchise Association (CFA) . Those selected for an interview will be contacted.
For more information about Canadian Franchise Association (CFA), please visit cfa.ca*

For more information about The Portage Group Inc., please visit www.portagegroup.com

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What You Bring

You are a seasoned events professional with a track record of successfully leading complex, high-profile events and managing teams, budgets, and multiple priorities.

Qualifications include:

- 12+ years of progressive experience leading conferences, trade shows, conventions, or large event portfolios
- Proven leadership experience managing staff, contractors, and volunteers
- Exceptional project management skills with the ability to oversee multiple events simultaneously
- Strong financial acumen, including budgeting, forecasting, revenue generation, and sponsorship development
- Experience negotiating and managing vendor and venue contracts
- Excellent communication, presentation, and stakeholder management skills
- Experience with CRM and project management platforms (Salesforce, Asana, or similar)
- Post-secondary education in a relevant discipline

Prospective candidates should note that the office is in Toronto (near Pearson Airport) and currently the organization operates on a hybrid work schedule (approximately two days per week in office). There is travel across Canada in this role. The successful candidate must have use of a reliable vehicle.

Why This Opportunity?

This role offers the chance to make a visible impact on a national stage with a high-profile, dynamic industry. You'll lead meaningful events that bring together industry leaders and decision-makers, manage a significant revenue-generating portfolio, and help shape the strategic direction of a growing organization.

Application Process

If you're a results-oriented event leader who combines strategic thinking with flawless execution, we'd like to hear from you. Applications, to include a current résumé and brief cover letter, may be directed to:

The Portage Group – Attn. Jack Shand, FCMC,
Practice Lead-Executive Search

events@portagegroup.com

Questions may be also sent to the email address.

Applications will be reviewed on a rolling basis. A hiring decision is anticipated in August. This is a new position for the organization.

The organization is exempt from Ontario Regulation 476/24 with respect to salary disclosure given its size, however, details will be provided to applicants chosen for and before an interview. Applicants may wish to include a statement of compensation expectations when applying.

We thank all applicants for their interest. Individuals selected for interview may expect to be contacted between late June and through July.



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