



esprecruitment, Event Magazine and Vivid Interface bring you the 11th annual event industry salary survey, compiled in December 2008

In December 2008, Event Magazine, **esprecruitment** and Vivid Interface undertook the 11th annual Event Industry Salary Survey.

The questionnaire was sent out to over 15,000 event industry professionals. The respondents represented a cross section of people from all sectors of the industry and a diverse geographical area. Our thanks go to all those who completed the confidential on-line questions from which a successful sample once again provided excellent figures and findings.

This data was analysed by Vivid Interface and **esprecruitment** to provide the statistics and facts you will find in this document.

The results presented in the tables, charts and accompanying analysis are widely used by employers and HR Managers keen to benchmark against industry standards, and employees seeking to verify that their salary conforms to market averages.

Index

Salaries	3-4
Benefits	4
Motivation	5
Prospects	6
Hours	7
International Market	7
Qualifications	7
Sector Comparisons: The Agency Sector	8
Sector Comparisons: The Exhibition and Exhibition/Event Services Sectors	9
Sector Comparisons: The Hotel and Venue Sectors	10
Sector Comparisons: The Corporate, Commercial Conference, Charity and Not-for-Profit Sectors	11
Further Analysis: The Corporate Sector	12
Contact Details	12

	2007 Av	2008 Av	2008 Min	2008 Max
EXHIBITIONS				
Sales Co-ordinator	21500	22750	18650	24500
Sales Executive	24500	24750	19500	28500
Sales Manager	32500	34250	25000	50000
Exhibition Director	50000	52000	38000	75000
Marketing Executive	25250	25500	23000	32000
Marketing Manager	34000	35000	24000	48000
Marketing Director	50000	50250	45250	55500
Operations Executive	24625	25000	22000	33000
Operations Manager	32000	35000	24000	65000
Operations Director	48000	48250	34000	77500
EVENT MANAGEMENT AGENCY				
Event/Account Co-ordinator	21140	22000	15000	25500
Event/Account Executive	21000	25500	19000	30000
Event/Account Manager	30000	30500	22250	52000
Account Director	42000	50000	32000	80000
Business Development Manager	35000	35500	27250	45000
HOTELS				
Sales Co-ordinator	20500	22000	16000	25000
Sales Executive	21000	22000	17000	24000
Sales Manager	32100	32500	27750	42000
Director of Sales	49000	55000	33000	68000
Conference & Banqueting Co-ordinator	19500	19750	15000	22250
Conference & Banqueting Manager	31500	31750	18250	65500
Director of Events	43750	45000	35000	65000
PRODUCTION COMPANY				
Production Co-ordinator	22500	22750	18500	28500
Production Manager	37750	38000	26300	60500
Head of Production	57500	57750	35250	66000
Business Development Manager	35000	37000	34000	40000
Business Development Director	54500	54750	37250	71000
Logistics Manager	35000	35150	29125	48250
Technical Manager	45000	45300	33150	55500
VENUES				
Sales Co-ordinator	21500	22000	17000	27500
Sales Executive	23000	24585	19000	30000
Sales Manager	33250	33250	22500	50000
Sales & Marketing Director	50000	50250	37500	65500
Marketing Executive	24500	24750	18500	29000
Marketing Manager	39750	39800	28000	48500
Event Co-ordinator	22000	22250	17750	30500
Event Manager	30000	32000	20000	62000
Operations Director	52500	54000	33000	80000

	2007 Av	2008 Av	2008 Min	2008 Max
EVENT SERVICES				
Business Development Executive	21000	22000	18500	25500
Business Development Manager	32000	32500	25250	56000
Business Development Director	47500	48000	38500	75000
Project Manager	32000	32300	20175	45000
Project Director	44500	48000	33000	95000
COMMERCIAL CONFERENCES				
Producer	29500	29750	21500	35500
Senior Producer	35000	35500	30125	45000
Event/Conference Administrator	19250	20000	17000	22000
Conference Co-ordinator	23750	24500	22000	28000
Conference Manager	31500	33000	23000	50000
Conference Director	52500	54000	45000	85000
Sponsorship Manager	32500	32750	21000	50250
Sponsorship Director	52000	52500	35500	61000
Marketing Executive	25550	25700	21500	32000
Marketing Manager	33000	33250	22000	40500
Marketing Director	47500	48000	38000	68000
CHARITY/PUBLIC SECTOR				
Event/Conference Co-ordinator	23400	23750	17250	30500
Event Executive	24750	25000	21500	28000
Event/Conference Manager	31750	32000	22000	46500
Head of Events/Conferences	42500	45000	36000	60000
Marketing Executive	25750	26000	25000	31000
Marketing Manager	31000	32500	25000	40000
CORPORATE IN-HOUSE				
Event Administrator	21000	23000	24000	28000
Event Co-ordinator	25250	25750	22000	40250
Event Manager	36500	38000	23000	70000
Head of Events/Conferences/Roadshows	70000	70250	43000	100500
NOT-FOR-PROFIT				
Marketing Executive	26000	28000	22000	30000
Marketing Manager	32500	33000	27000	44000
Event Co-ordinator	24000	25500	19250	34000
Event Executive	25750	26000	23000	33000
Event Manager	32000	34000	26000	53000
Event Director	52500	53000	48000	66000
CONFERENCE & INCENTIVE TRAVEL				
Event/Account/Operations Executive	23000	23500	20000	36750
Event/Account Manager	29250	30000	23000	45000
Account/Operations Director	42000	46000	38000	69000
Business Development Manager	32000	32500	28150	42000
SPORT/MUSIC/PR				
Event Manager	32000	32000	24000	44000

Average Salary

Men v women

	Men	Women
Corporate In-house	£42,943.68	£32,658.39
Exhibitions	£40,004.27	£29,580.69
Charity/Public Sector	£39,013.75	£27,369.96



Our results show that most industries offered a salary increase ranging from 1-3%. However the Experiential Marketing Agencies showed the highest increase in salaries, with 33% of respondents receiving more than a 10% increase last year, which signifies the current growth and buzz within this sector of the market.

Salary Increases

Per sector

	Industry Average	Exhibitions	Hotels	Venues	Venue Finding Agency	Commercial Conferences	Corporate In-house	Event Mgmt Agency	C&I Travel Agency	Production Company	Event Services	Charity/Public Sector	NFP/ Association	Sport/Music/PR	Experiential Mktg Agency
Nil	4%	3%	14%	5%	0%	0%	6%	6%	5%	9%	0%	3%	2%	6%	7%
1 to 3%	44%	33%	50%	43%	60%	43%	48%	42%	36%	18%	39%	52%	53%	33%	33%
4 to 6%	24%	27%	14%	27%	20%	26%	24%	21%	27%	9%	26%	25%	31%	22%	13%
7 to 10 %	14%	12%	14%	13%	20%	17%	11%	14%	18%	36%	17%	15%	7%	17%	13%
More than 10%	14%	25%	7%	13%	0%	15%	10%	17%	14%	27%	17%	5%	7%	22%	33%

Benefits

Most important benefits

	Exhibitions	Hotels	Venues	Venue Finding Agency	Commercial Conferences	Corporate In-house	Event Mgmt Agency	C&I Travel Agency	Production Company	Event Services	Charity/Public Sector	NFP/ Association	Sport/Music/PR	Experiential Mktg Agency	Other
Bonus/profit share	38%	50%	43%	60%	44%	41%	50%	43%	35%	38%	20%	26%	38%	38%	28%
Flexible working hours	19%	14%	23%	10%	18%	15%	20%	17%	27%	10%	42%	34%	22%	8%	37%
Company pension contributions	12%	14%	7%	10%	16%	23%	8%	6%	4%	18%	21%	20%	16%	17%	12%
Medical insurance	3%	4%	4%	0%	7%	9%	5%	14%	8%	5%	4%	3%	6%	13%	5%
Commission	13%	7%	9%	20%	7%	2%	6%	9%	4%	8%	1%	2%	6%	0%	3%
Company car	4%	4%	0%	0%	3%	3%	3%	0%	0%	5%	3%	2%	0%	4%	7%
Share options	3%	0%	1%	0%	0%	1%	1%	0%	8%	3%	0%	0%	0%	4%	1%
Sabbaticals	0%	0%	1%	0%	2%	1%	1%	0%	0%	0%	0%	0%	0%	4%	0%
None of these	7%	7%	12%	0%	3%	6%	7%	11%	15%	15%	9%	13%	13%	13%	7%

Most important motivator at work

■ Highest ■ Lowest

	Exhibitions	Hotels	Venues	Venue Finding Agency	Commercial Conferences	Corporate In-house	Event Mgmt Agency	C&I Travel Agency	Production Company	Event Services	Charity/ Public Sector	NFP/ Association	Sport/ Music/PR	Experiential Mktg Agency	Other
Money	10%	14%	16%	30%	13%	16%	14%	23%	23%	15%	11%	15%	16%	8%	15%
Working environment	16%	18%	14%	10%	13%	14%	14%	3%	19%	20%	14%	13%	9%	25%	9%
Variety of projects	6%	7%	9%	10%	3%	18%	18%	6%	15%	18%	15%	18%	9%	8%	9%
Personal development	14%	14%	21%	20%	21%	10%	17%	29%	8%	13%	17%	23%	16%	21%	9%
Creativity of projects	10%	4%	10%	0%	7%	13%	9%	9%	4%	13%	15%	13%	6%	17%	16%
Recognition from your clients	8%	7%	7%	10%	2%	7%	10%	9%	4%	10%	6%	8%	6%	4%	7%
Recognition from your boss	8%	4%	7%	0%	7%	10%	7%	9%	0%	3%	5%	2%	6%	0%	11%
Recognition from your peers	4%	0%	3%	0%	5%	2%	6%	3%	8%	3%	3%	2%	6%	4%	7%
Increased responsibility	9%	7%	3%	10%	18%	5%	1%	9%	8%	3%	8%	5%	13%	4%	9%
Promotional prospects	7%	14%	3%	10%	5%	4%	2%	0%	4%	3%	3%	2%	6%	8%	4%
Job title/seniority	3%	4%	4%	0%	3%	2%	2%	3%	4%	3%	1%	0%	0%	0%	0%
Training	0%	4%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	3%	0%	0%
None of these	3%	4%	2%	0%	3%	0%	1%	0%	4%	0%	2%	0%	3%	0%	4%

Ranked no. 1 motivator across all sectors: year on year comparison

	2007	2008
Money	15%	15%
Promotional prospects	4%	4%
Job title/seniority	1%	2% ▲
Increased responsibility	4%	7% ▲
Creativity of projects	11%	11%
Personal development	12%	16% ▲
Recognition from your peers	4%	4%
Recognition from your boss	9%	7% ▼
Recognition from your clients	9%	7% ▼
Training	0%	0%
Working environment	15%	14% ▼
Variety of projects	13%	13%
None	2%	2%

■ Highest ■ Lowest

Our survey showed that the opportunity for personal development came just ahead of money as the top motivator in 2008. However, training came out bottom which is interesting since it goes hand in hand with personal development.

Perhaps, despite the common perception, there are more important factors that employees look for than simply a higher salary.

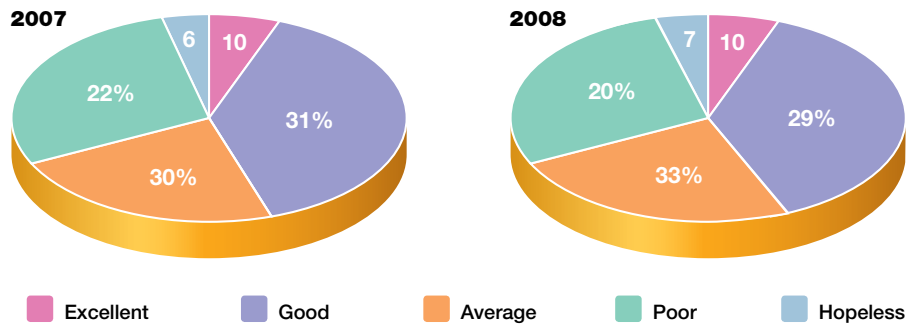
These results are backed up by the fact that a lack of career prospects was the number one reason for staff leaving their last job.

How good are the prospects for promotion within your company?

	Exhibitions	Hotels	Venues	Venue Finding Agency	Commercial Conferences	Corporate In-house	Event Mgmt Agency	C&I Travel Agency	Production Company	Event Services	Charity/ Public Sector	NFP/ Association	Sport/ Music/PR	Experiential Mktg Agency	Other
Excellent	15%	7%	11%	10%	2%	8%	17%	17%	12%	10%	5%	7%	9%	13%	8%
Good	32%	29%	30%	40%	34%	31%	32%	26%	35%	40%	17%	11%	31%	46%	29%
Average	22%	29%	30%	30%	39%	37%	28%	37%	31%	30%	44%	30%	41%	33%	31%
Poor	20%	18%	23%	10%	16%	20%	15%	20%	23%	20%	26%	33%	9%	8%	24%
Hopeless	10%	18%	7%	10%	8%	5%	7%	0%	0%	0%	8%	20%	9%	0%	8%

■ Highest ■ Lowest

Prospects: 2007 v 2008



Length of service v promotion: how often should I get promoted?

	Length of service per company (years)	Average number of promotions per company	Average length of time in job before promotion (years)
Exhibitions	5.0	1.32	3.8
Hotels	2.0	0.75	2.7
Venues	3.0	0.79	3.8
Venue Finding Agency	4.0	0.80	5.0
Commercial Conferences	3.0	1.02	3.0
Corporate In-house	4.0	1.19	3.4
Event Management Agency	4.0	0.94	4.3
Conference & Incentive Travel Agency	4.0	1.03	3.9
Production Company	5.0	1.15	4.3
Event Services	4.0	0.75	5.3
Charity or Public Sector	4.0	0.77	5.2
Not-for-Profit/Association	5.0	1.20	4.2

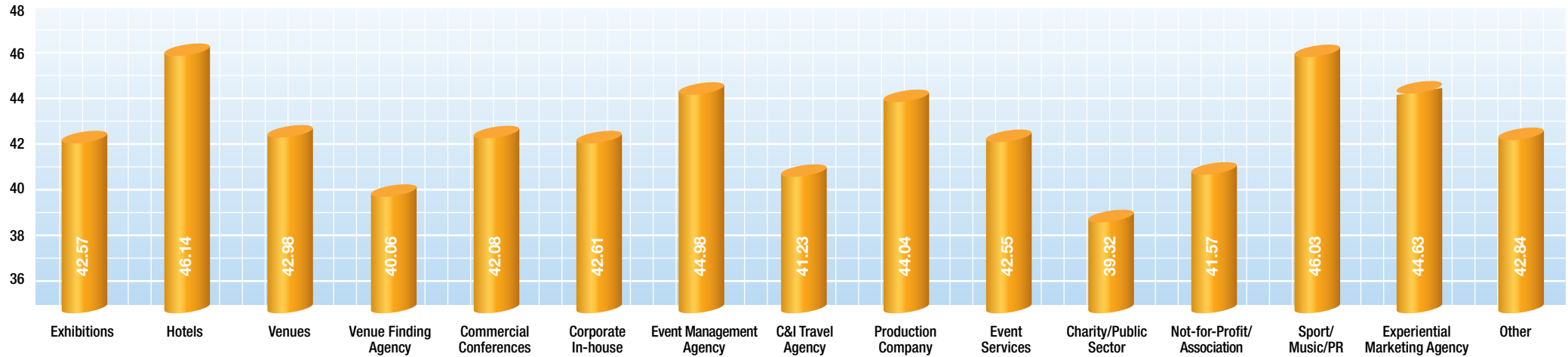
Which of these do you agree with?

My best chances of promotion are to stay with my current company
 Promotion would mean moving to another co. in the events industry
 Promotion would mean leaving the events industry

	2007	2008
My best chances of promotion are to stay with my current company	35%	35%
Promotion would mean moving to another co. in the events industry	62%	65% ▲
Promotion would mean leaving the events industry	11%	7% ▼

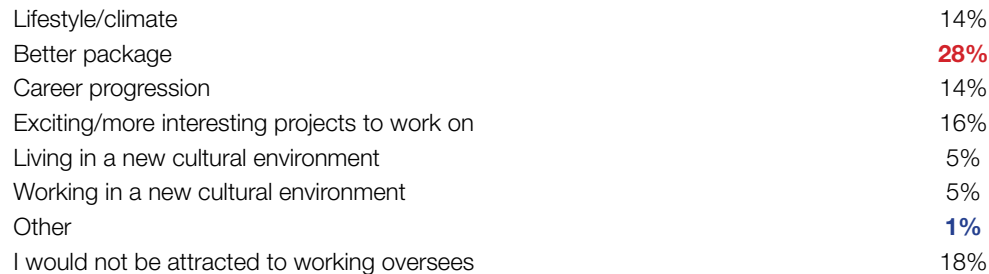
■ Highest ■ Lowest

Average working hours a week



The International Market

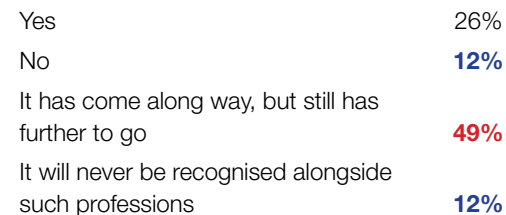
The Events Industry has been booming around the world, particularly in the Middle East. What would attract you to move overseas to work?



■ Highest ■ Lowest

Qualifications

It's a decade since the event management degree was launched. Do you think that events has become a recognised profession alongside accountancy, legal, teaching, etc?



■ Highest ■ Lowest

Having an event related degree gives those graduates a competitive edge over those with non industry related degrees, partly because of the sandwich year in which they gain direct experience.

The Agency Sector

Which of these was the main reason you left your last company?

	Industry Average	Venue Finding Agency	Agency Event Management	C&I Travel Agency	Production Company
No career prospects in last company	18%	10%	19%	9%	8%
Job dissatisfaction	20%	10%	16%	29%	4%
I have not left a company within the industry	0%	30%	13%	9%	27%
Redundancy	12%	30%	11%	11%	8%
Better package	8%	10%	4%	0%	8%
To join the events industry	9%	10%	13%	3%	8%
Promotion in new job	9%	0%	7%	3%	8%
Career break	4%	0%	3%	3%	4%
Company relocation	2%	0%	2%	6%	0%
Long hours	2%	0%	0%	3%	0%
Other	16%	0%	13%	26%	27%

How good are the prospects for promotion within your company?

	Industry Average	Venue Finding Agency	Agency Event Management	C&I Travel Agency	Production Company
Excellent	10%	10%	17%	17%	12%
Good	29%	40%	32%	26%	35%
Average	33%	30%	28%	37%	31%
Poor	20%	10%	15%	20%	23%
Hopeless	7%	10%	7%	0%	0%

■ Highest ■ Lowest

Average working hours a week



Average salary

	Average	Min	Max
Event Management: Event/Account Manager	£30,500	£22,250	£52,000
Production Company: Production Manager	£38,000	£26,300	£60,500
Production Company: Logistics Manager	£35,150	£29,125	£48,250
C&I: Event/Account Manager	£30,000	£23,000	£45,000

The Exhibition and Exhibition/Event Services Sectors

Which of these was the main reason you left your last company?

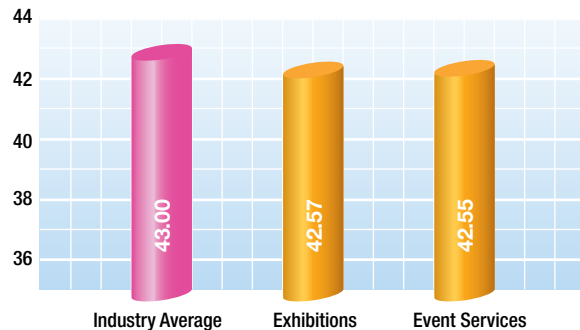
	Industry Average	Exhibitions	Event Services
No career prospects in last company	18%	20%	10%
Job dissatisfaction	20%	15%	10%
I have not left a company within the industry	0%	17%	25%
Redundancy	12%	8%	13%
Better package	8%	8%	8%
To join the events industry	9%	7%	10%
Promotion in new job	10%	4%	15%
Career break	4%	1%	0%
Company relocation	2%	2%	0%
Long hours	2%	1%	3%
Other	16%	15%	8%

How good are the prospects for promotion within your company?

	Industry Average	Exhibitions	Event Services
Excellent	10%	15%	10%
Good	29%	32%	40%
Average	33%	22%	30%
Poor	20%	20%	20%
Hopeless	7%	10%	0%

■ Highest ■ Lowest

Average working hours a week



Salary increases: average v exhibitions

	Industry Average	Exhibitions
Nil	4%	3%
1 to 3%	44%	33%
4 to 6%	24%	27%
7 to 10 %	14%	12%
More than 10%	14%	25%

■ Highest ■ Lowest

Ranked no. 1 benefit – exhibitions

Bonus/profit share	38%
Flexible working hours	19%
Company pension contributions	12%
Medical insurance	3%
Commission	13%
Company car	4%
Share options	3%
Sabbaticals	0%
None of these	7%

■ Highest ■ Lowest

The Hotel and Venue Sectors

Which of these was the main reason you left your last company?

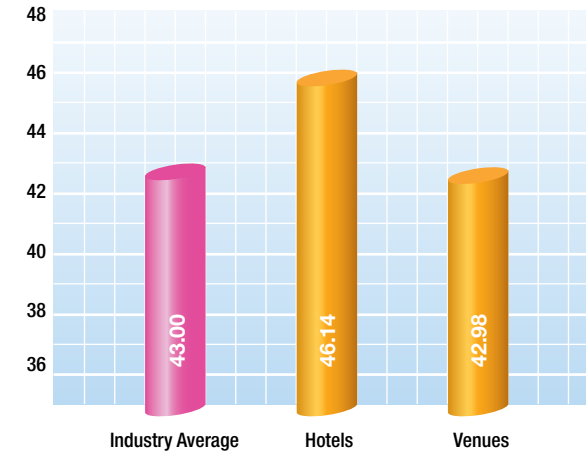
	Industry Average	Hotels	Venues
No career prospects in last company	18%	18%	11%
Job dissatisfaction	20%	32%	16%
I have not left a company within the industry	0%	11%	11%
Redundancy	12%	4%	4%
Better package	8%	11%	11%
To join the events industry	9%	4%	4%
Promotion in new job	10%	11%	13%
Career break	4%	0%	5%
Company relocation	2%	0%	1%
Long hours	2%	7%	5%
Other	16%	4%	16%

How good are the prospects for promotion within your company?

	Industry Average	Hotels	Venues
Excellent	10%	7%	11%
Good	29%	29%	30%
Average	33%	29%	30%
Poor	20%	18%	23%
Hopeless	7%	18%	7%

■ Highest ■ Lowest

Average working hours a week



Average salary

	Average	Min	Max
Hotels: Conference & Banqueting Manager	£31,750	£18,250	£65,500
Venues: Event Manager	£32,000	£20,000	£62,000

The Corporate, Commercial Conference, Charity and Not-for-Profit Sectors

Which of these was the main reason you left your last company?

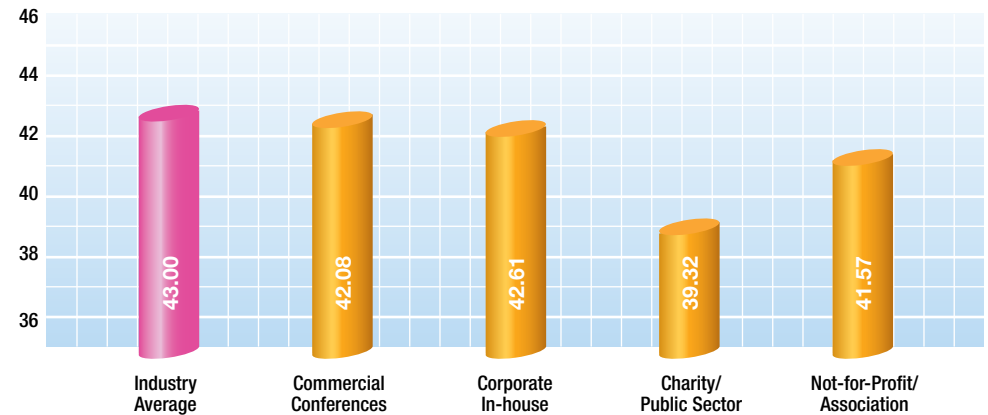
	Industry Average	Commercial Conferences	Corporate In-house	Charity Public Sector	Not-for-Profit Association
No career prospects in last company	18%	16%	19%	13%	15%
Job dissatisfaction	20%	26%	18%	13%	21%
I have not left a company within the industry	0%	20%	13%	15%	13%
Redundancy	12%	11%	14%	9%	10%
Better package	8%	2%	5%	6%	3%
To join the events industry	9%	8%	7%	9%	7%
Promotion in new job	10%	7%	7%	12%	8%
Career break	4%	2%	5%	8%	2%
Company relocation	2%	2%	1%	0%	2%
Long hours	2%	0%	1%	3%	2%
Other	16%	7%	10%	13%	18%

How good are the prospects for promotion within your company?

	Industry Average	Commercial Conferences	Corporate In-house	Charity/Public Sector	Not-for-Profit Association
Excellent	10%	2%	8%	5%	7%
Good	29%	34%	31%	17%	11%
Average	33%	39%	37%	44%	30%
Poor	20%	16%	20%	26%	33%
Hopeless	7%	8%	5%	8%	20%

■ Highest ■ Lowest

Average working hours a week

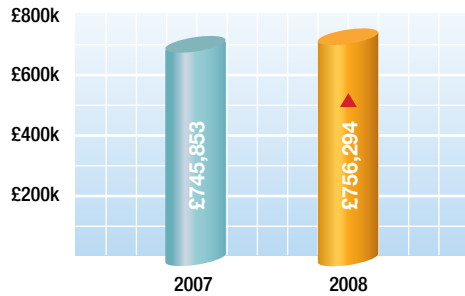


Average salary

	Average	Min	Max
Commercial Conference: Conference Manager	£33,000	£23,000	£50,000
Charity/Public Sector: Event/Conf Manager	£32,000	£22,000	£46,500
Corporate In-house: Event Manager	£38,000	£23,000	£70,000
Not-for-Profit: Event Manager	£34,000	£26,000	£53,000

Further Analysis: Corporate Sector

Average annual event budget



Annual bonus: industries

Finance	£3,626
Pharmaceutical	£2,500
IT	£2,204
Professional services	£2,037

How good are the prospects for promotion within your company?

	Industry Average	Corporate In-house
Excellent	10%	8%
Good	29%	31%
Average	33%	37%
Poor	20%	20%
Hopeless	7%	5%

Salary increases: average v corporate in-house

	Industry Average	Corporate in-house
Nil	4%	6%
1 to 3%	44%	48%
4 to 6%	24%	24%
7 to 10 %	14%	11%
More than 10%	14%	10%

Average salary: managing events in the UK v overseas

Predominantly overseas	£43,187
Predominantly UK	£35,408
UK only	£28,199

Average salary: industry sector

Finance	£35,798
Pharmaceutical	£35,870
IT	£37,232
Professional services	£33,148

To contact:

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*Salaries within the corporate market can vary depending on which industry you work in. Often an Event Co-ordinator within a bank will be at a similar level and salary to an Event Manager in other industries.