

# Bleak house

» Perhaps unsurprisingly, this year's survey makes for some grim reading

This year's *Event* Salary Survey was again carried out with ESP Recruitment, and confirms suspicions that industry professionals who claimed to have had a good year in 2009 were probably telling porkies.

Variably, promotion prospects, bonuses and salary increases are all down. Staff retention was not so much a category to be measured, but a miracle.

Such doom and gloom is usually accompanied by a message of things looking up. But you'll have to visit *Trendwatch* (p16-17) if you want any rays of hope, and to get ESP's expert opinion on the results. The stats for this year's survey create a bleak landscape that Thomas Hardy and Charles Dickens would have been proud of. Read on if you dare.

### » Prospects for promotion

Across the industry, prospects for promotion have slipped significantly. Respondents to the survey were asked to rate their chances of moving up the ladder out of five (with one being 'hopeless' and five being 'excellent'). In the past three years the mean result has been around the 3.15 mark, or just above average. This year it slipped to 2.85 – not great, but significantly less.

There was also a clear decrease (an 11 per cent fall to a quarter of the sample) in people who think their best chance for promotion is to stay with their current firm.

### » The main reason for people leaving their last job

The reasons haven't fluctuated hugely. There was a five per cent rise, to 13 per cent, of people looking for a better package, a reflection maybe of promotion prospects being stifled. Redundancy, perhaps surprisingly, only rose two points to 14 per cent. Happily, there was also an increase in people who left their last job to join the event industry – outsiders still find it appealing.

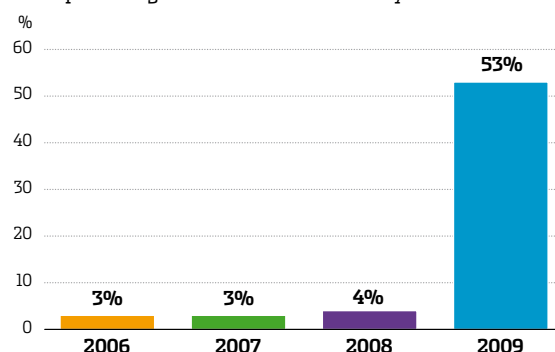
### » Bonuses and salary reviews

In a sector essentially based on sales, bonuses are a large part of an event professional's salary. Nearly two-thirds of respondents to the survey said they did not receive the bonus they expected last year, up eight per cent on 2008. The three previous years' figures had stayed fairly constant, highlighting how difficult 2009 was.

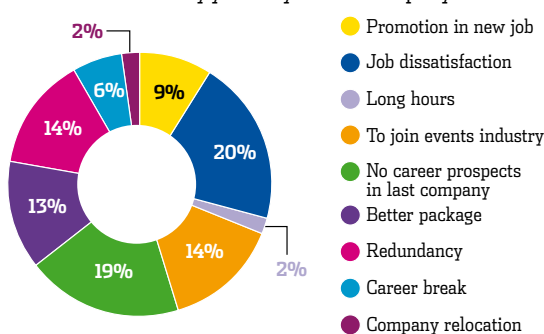
Financial constraints abound, then, and this is demonstrated further by the fact that only half of the industry had a salary review in 2009. In 2008 that figure was 65 per cent.

The percentage salary increase for those who were lucky enough to have a review makes depressing reading as well: 80 per

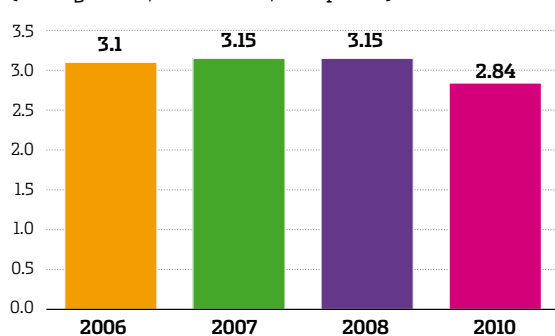
What percentage of staff received no salary increase?



The main reason why you left your last company:



How good are the prospects for promotion within your company? (Average score; 5 = excellent, 1 = hopeless)



**“There was an increase in people who left their last job to join the event industry – outsiders still find it appealing.”**