

cent of the event world received a rise of three per cent or less, up from 48 per cent the previous year. In 2008, 14 per cent of staff received a pay rise of more than ten per cent. Last year that figure was just five per cent.

## >> What motivates event staff?

Money, essentially, is what increasingly motivates them. Back in 2006 one third were motivated by finances, but that slipped to 15 per cent in the past two years. As a result of the recession and bonuses falling, though, the figure is back up to a quarter.

Interestingly, for the fourth year running no one is motivated by good training. Is this a damning reflection on levels of training within the event industry?

## >> Workforce

A total of 42 per cent of respondents suggested there were no changes in workforce levels in 2009, which is a good sign given the strain the industry was put under. One third saw their workforce fall by up to ten per cent and a few, nearly three per cent, saw it plummet by 40 per cent or more.

## >> How is the future looking?

Quite positive, finally, but not for 2010. Most professionals seem convinced 2011 will be a bonanza year, but 2010 will continue to be tough. A quarter of respondents believe we are in for 18 months of consolidation before recovery. Only a meagre three per cent think budgets will recover fully in 2010, so those bonuses and salary rises will have to wait a little longer.

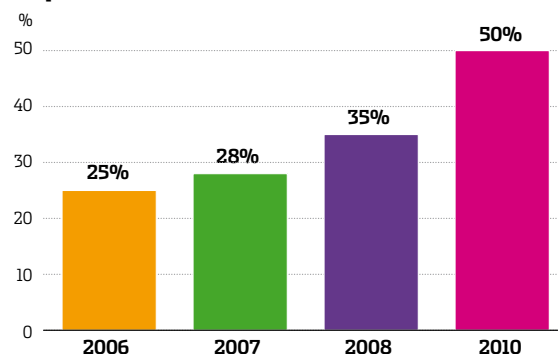
## >> The Olympics

The beacon of hope for all is the London 2012 Olympics. It is interesting, therefore, that 38 per cent of the industry say they are not getting involved in the Olympics at all. Happily, 18 per cent are already putting together a strategy for involvement.

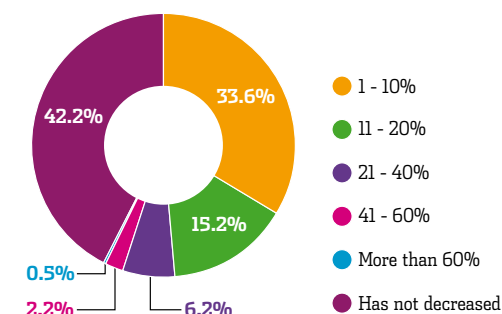
>> For more information about the results, log on to [eventmagazine.co.uk](http://eventmagazine.co.uk)



Percentage of respondents who have had no salary review in the past 12 months:



Has your company workforce decreased over the past year?



Did you receive the bonus/commission that you expected to earn last year?

