

Event

INDUSTRY SALARY SURVEY 2013

In association with



esprecruitment



Index

During 2013, Event Magazine, **esprecruitment** and Zing Insights once again united to distribute the 14th 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. We would like to thank all those who took the time to complete the confidential on-line questions from which a successful sample provided excellent figures and findings.

This data was analysed by Zing Insights 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.

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Sector comparisons on basic salary

AGENCY EVENTS MANAGEMENT

	2013 Min	2013 Max	2013 Av
Business Development Manager	25000	45000	35250
Business Development Director	45000	75000	56000
Event / Account Co-ordinator	14000	29000	22000
Event / Account Executive	18000	32000	25000
Event / Account Manager	20000	48000	31000
Account Director	26000	85000	50000

CHARITY/PUBLIC EVENTS

Marketing Executive	22000	30000	25250
Marketing Manager	26250	40000	33000
Event / Conference Co-ordinator	18400	35000	25750
Event Executive	23000	32700	26200
Event / Conference Manager	24000	45000	33750
Head of Events / Conferences	39500	85000	50250

COMMERCIAL CONFERENCES

Marketing Executive	20000	28500	26250
Marketing Manager	25000	40000	33000
Marketing Director	40000	70000	50000
Event / Conference Administrator	18250	24000	19000
Conference Co-ordinator	18000	26000	24000
Event Executive	22000	36500	26500
Conference Manager	26000	62000	32500
Conference Director	42000	72100	52500
Producer	24000	38000	28000
Senior Producer	32000	45000	35000
Sponsorship Manager	24000	55000	32000
Sponsorship Director	42250	72000	55000

CONF & INCENTIVE TRAVEL

Business Development Manager	21800	39250	32000
Account Executive	15000	25000	22000
Account Manager	20000	35000	28000
Account Director	40000	95000	51000

CORP IN-HOUSE

	2013 Min	2013 Max	2013 Av
Event Administrator	20000	35800	23000
Event Co-ordinator	19624	41000	27250
Event Executive	23000	45000	32000
Event Manager	30000	75000	39250
Head of Events / Conferences / Roadshows	50000	90000	72000

EVENT SERVICES

Business Development Executive	21150	26000	22000
Business Development Manager	22000	48000	32000
Business Development Director	32000	77000	49200
Event Co-ordinator	15000	21000	18200
Event Executive	18000	35000	25000
Project Manager	18000	51000	32000
Event Director	40000	70000	47350

EXHIBITIONS

Sales Co-ordinator	17200	27500	19300
Sales Executive	18275	28350	22500
Sales Manager	24000	48000	32250
Exhibition Director	40000	85000	56000
Marketing Executive	15500	30000	25500
Marketing Manager	23000	43000	34350
Marketing Director	40000	80000	60000
Operations Executive	20000	36000	24000
Operations Manager	26000	53500	34000
Operations Director	37000	96000	55000

EXPERIENTIAL

Marketing Director	34000	75000	54100
Account Manager	25000	70000	38500
Account Director	38500	75000	57350

HOTELS

	2013 Min	2013 Max	2013 Av
Sales Co-ordinator	15000	24000	21000
Sales Executive	17000	28000	23250
Sales Manager	17000	45000	30000
Director of Sales	40000	85000	64500
C&B Co-ordinator	16500	22000	19000
C&B Manager	21000	32000	26000
Events Director	35000	55000	43500

NOT-FOR-PROFIT

Marketing Executive	20000	32650	25200
Marketing Manager	20500	40000	30250
Event Co-ordinator	18500	34000	25100
Event Executive	21000	38000	27000
Event Manager	26000	45000	34000
Head of Events/Conferences	35000	70000	55000

PRODUCTION COMPANY

Business Development Manager	21000	56000	34000
Production Co-ordinator	19500	28000	22500
Operations/Event Executive	19250	28000	25000
Production Manager	26000	45000	36000
Logistics Manager	28000	55000	34000
Technical Manager	31000	60000	45000
Head of Production	41000	90000	63500

SPORT / MUSIC / PR

Event Co-ordinator	18000	30000	22200
Event Manager	20000	40000	32100
Event Director	35000	75000	50000

VENUES

	2013 Min	2013 Max	2013 Av
Sales Co-ordinator	16000	27040	21400
Sales Executive	18000	30000	23250
Sales Manager	23000	53000	35750
Sales & Marketing Director	42500	150000	58000
Marketing Executive	21000	27000	23000
Marketing Manager	22000	80250	36000
Event Co-ordinator	16000	26000	21250
Event Manager	19800	58000	30000
Operations Director	45000	108000	61500

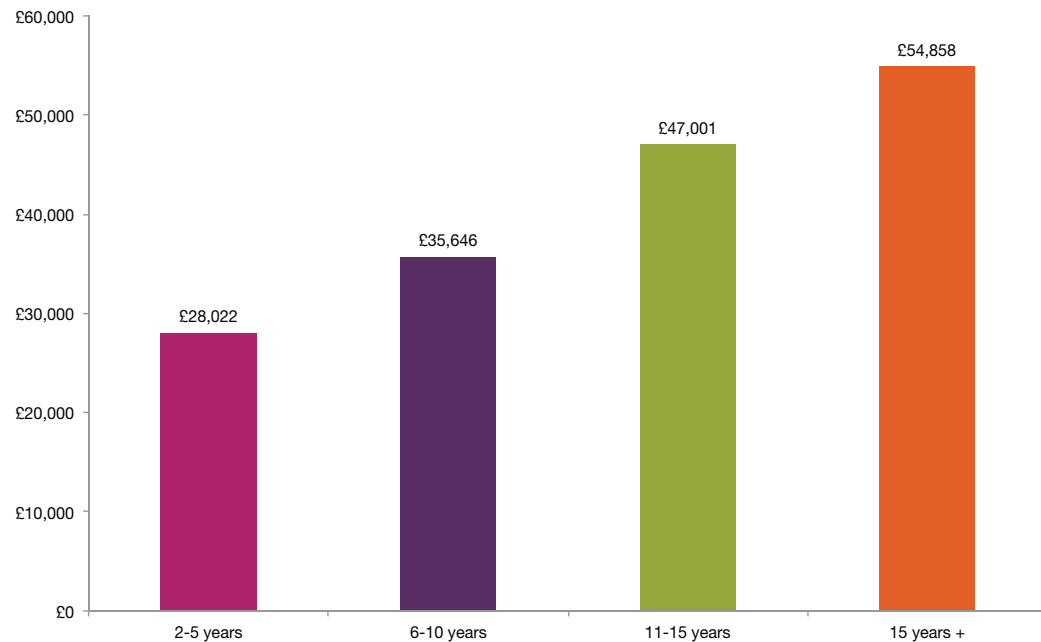
“The salary information in this survey is an average across the UK of small, medium and large companies, so please take into consideration the size of company you work for and the location when comparing your salary.”

Average Incomes Across Industry**Mean Salary by Seniority**

Mean Salary by Age



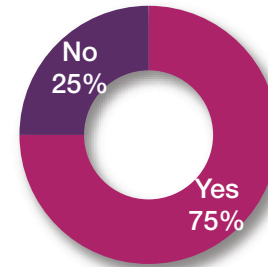
Mean Salary by Experience



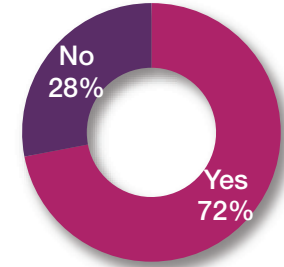
- Average number of hours worked within events sector: 44 per week
- Average number of hours worked within UK: 48 per week

Has your salary been reviewed in the last 12 months?

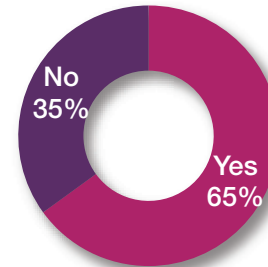
2006



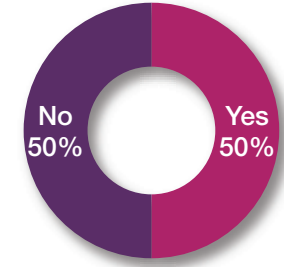
2007



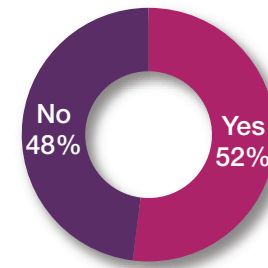
2008



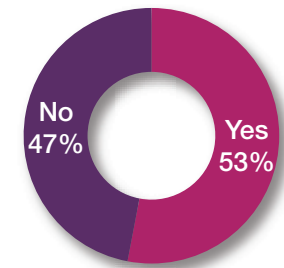
2010



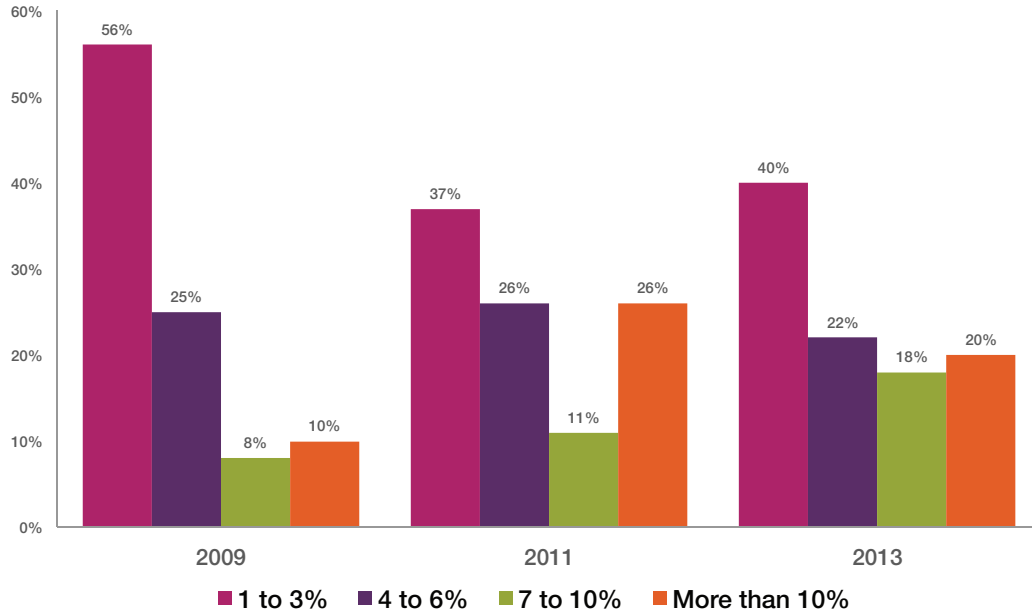
2011



2013



What percentage salary increase did you receive?



- Experiential and Event Services received 6% and Commercial Conferences 5%
- Hotels, Venues, Corporate and Not-for-Profit received 3%
- Charity and public sector got a 2% rise on average
- Men and women both received 4% on average

“Salary increases this year seem to be a bit more even across all the different % bands than in the last 2 surveys which seems to indicate things have leveled out since the recession. There are still a high % that only got 1-3%, which is lower than the average across all sectors, but as there are a higher number that received 7-10%+, it has brought the average up to 4%.”

Commission Received

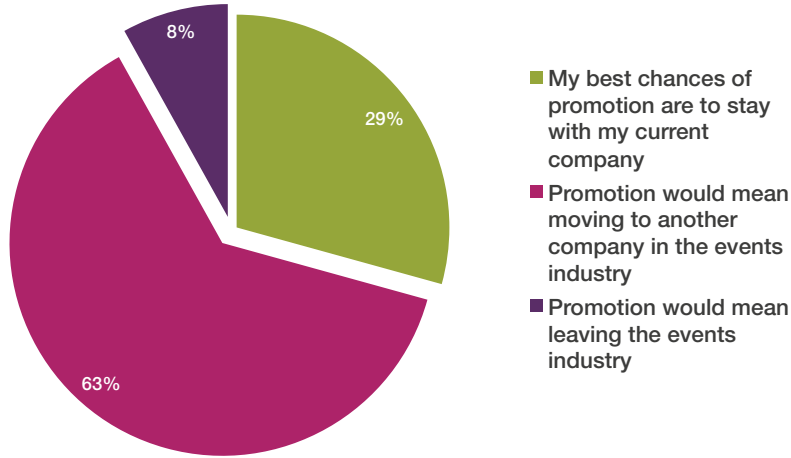
	2011	2013
Commission	£2,329.00	£2,095.00
Bonus	£2,730.00	£4,111.00
Profit Share	£2,556.00	£3,310.00

“Commission seems to have dropped slightly and bonuses and profit share payments have gone up which tends to mean that sales people aren’t making as much commission in comparison to operations and marketing professionals who tend to earn bonuses. Sales commissions may be down because sales people haven’t sold as well in general or because targets are higher now that the recession is over and thus less achievable.”

Did you receive the bonus/commission that you expected to?

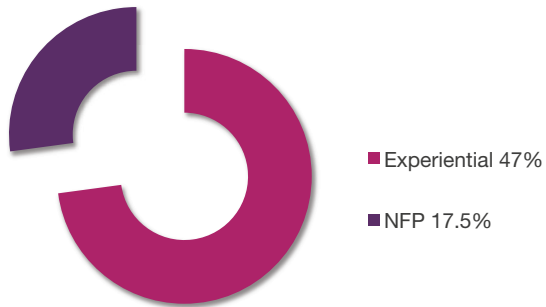
	Yes	No
Average	59%	41%
Hotels	30.4%	69.6%
Venues	66.3%	33.7%
Event Management Agency	53.4%	46.6%
Production	64.7%	35.3%
Experiential	58.3%	41.7%
Commercial Conference	47.1%	52.9%
Corporate In-house	68.8%	31.2%
Charity or Public Sector	21.9%	78.1%
Not-For-Profit	60.5%	39.5%
Exhibitions	70.7%	29.3%
Male	67.5%	32.5%
Female	55%	45%

Promotion



My best chances of promotion are to stay with my current company:

Promotion means moving to another company:



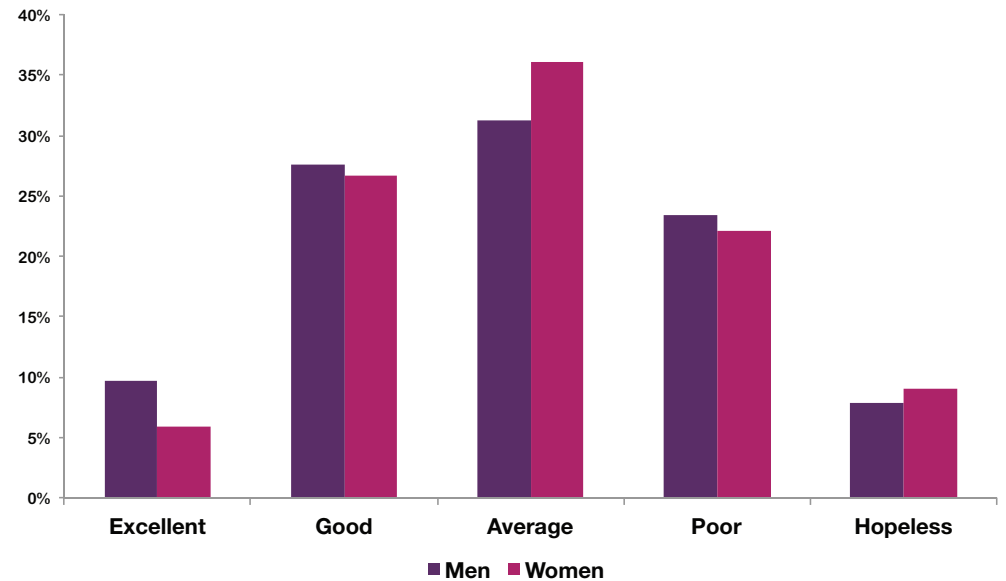
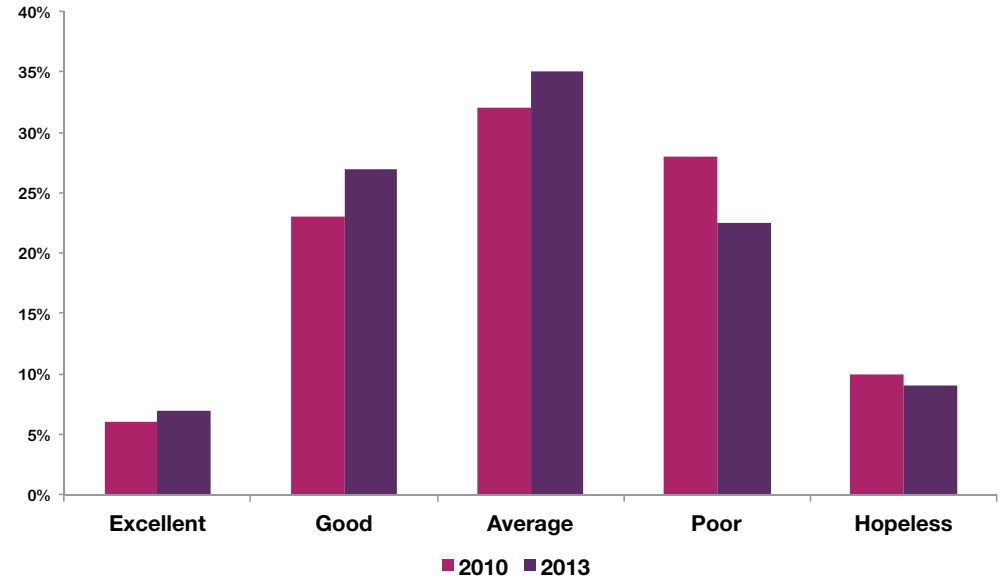
Promotion would mean leaving the events industry:



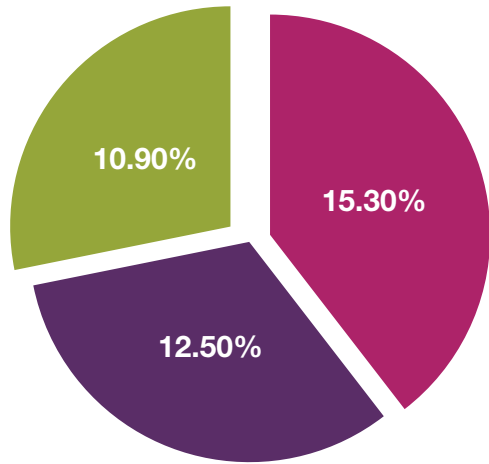
“The charts above show that there is a glass ceiling in terms of promotion opportunities for employees if two thirds of people think they have to leave their current company to progress. Companies are losing the staff they have invested in and all that company and client knowledge is walking out the door.”

These are the highest and lowest industry percentages for each criteria.

How good are your prospects for promotion?



3 main reasons for leaving your last job?

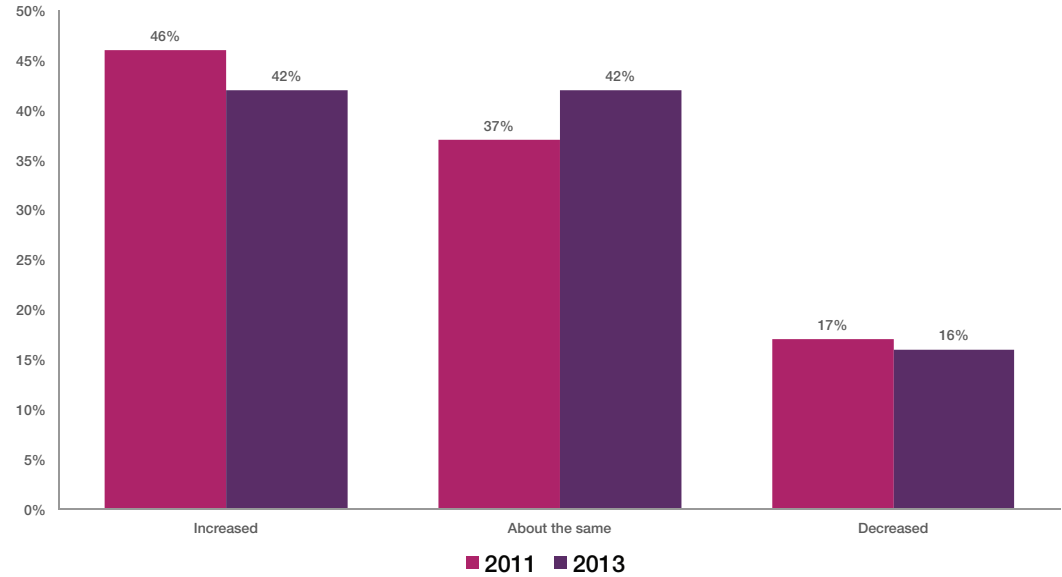


■ No career prospects in company ■ Redundancy ■ Job Dissatisfaction

Top 5 reasons for leaving

	Men		Women
No career prospects	13.7%	No career prospects	16%
Better Package	12.6%	Redundancy	12.8%
Redundancy	11.6%	Job Dissatisfaction	10.8%
Job Dissatisfaction	11%	To join events industry	7.7%
Promotion in new job	10.8%	Promotion in new job	7.5%

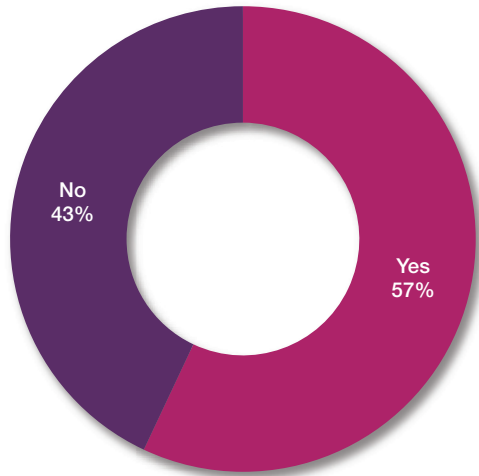
What extent has your workforce changed over the last year?



By industry

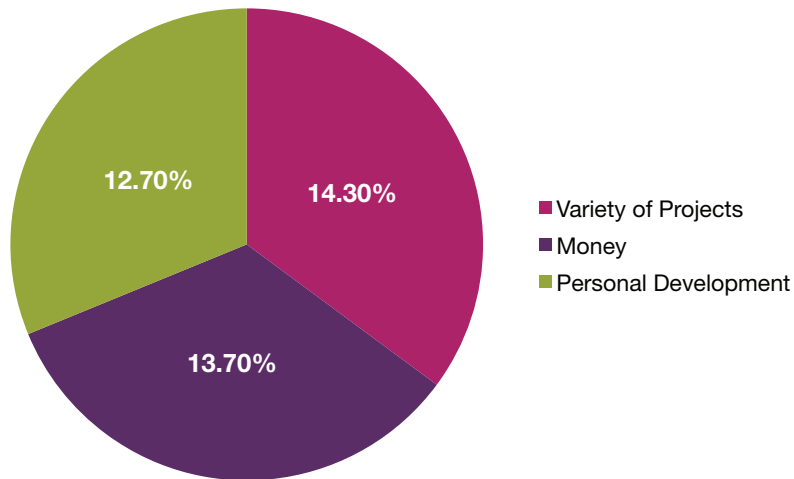
	About the same/Increased	Decreased
Exhibitions	85.7%	14.3%
Hotels	92.6%	7.4%
Venues	85.9%	14.1%
Commercial Conference	92.3%	7.7%
Corporate In-house	85.2%	14.8%
Event Management Agency	87.6%	12.4%
C&IT	82.6%	17.4%
Production	90.7%	9.3%
Experiential	76.5%	23.5%
Event Services	86.5%	13.5%
Charity or Public Sector	75%	25%
Not-For-Profit	88.3%	11.7%

Does your company offer flexible working?



- Highest sectors offering flexible working: Charity or Public sector 71%
- Lowest sectors offering flexible working: Hotels & C+IT 44%

What motivates you?



	Men	Women
1	Money	Variety of Projects
2	Variety of Projects	Personal Development
3	Creativity of Projects	Money

Top 3 benefits received

	% Received	% Employees who wanted it
Company pension	53.4%	19.5%
Flexible working hours	39.9%	30.2%
Bonus/profit share	39.5%	35.1%

Top 3 benefits employees want to receive

Bonus/ Profit Share	35.1%
Flexible working hours	30.2%
Company pension	19.5%

Top 3 benefits employees want to receive

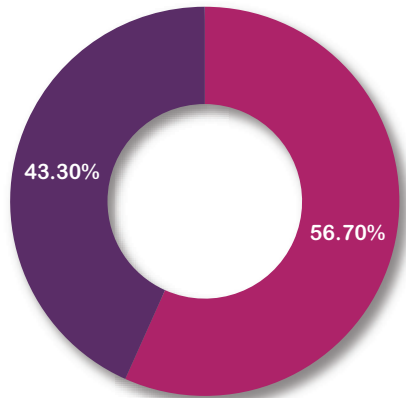
	Men		Women
Bonus/ Profit Share	38.9%	Flexible working hours	34.2%
Flexible working hours	20%	Bonus/ Profit Share	33.6%
Company pension contributions	17.3%	Company pension contributions	20.3%

“There is a disparity between what employers receive and what they actually want to receive. Perhaps employers should ask their employees?”

Women in Business

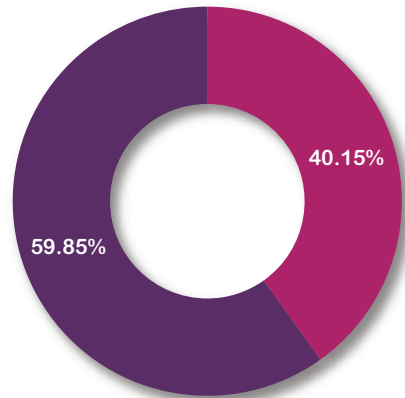
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What proportion of your workforce are women?



■ Women ■ Men

What proportion of your companies management are women?

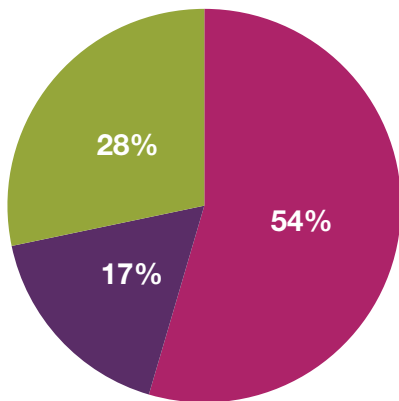


■ Women ■ Men

Social Media

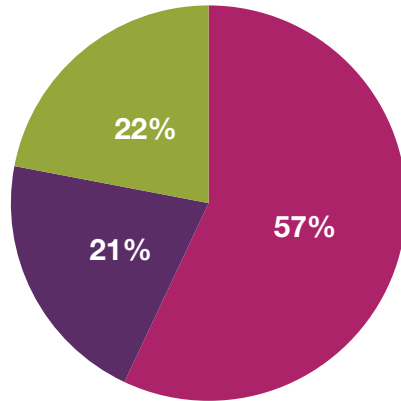
Does your company have a social media strategy?

2011



■ Yes on a basic level
■ Yes at an advanced level
■ Not really no

2013



■ Yes on a basic level
■ Yes at an advanced level
■ Not really no

INDUSTRY COMPARISONS: Hotels & Venues

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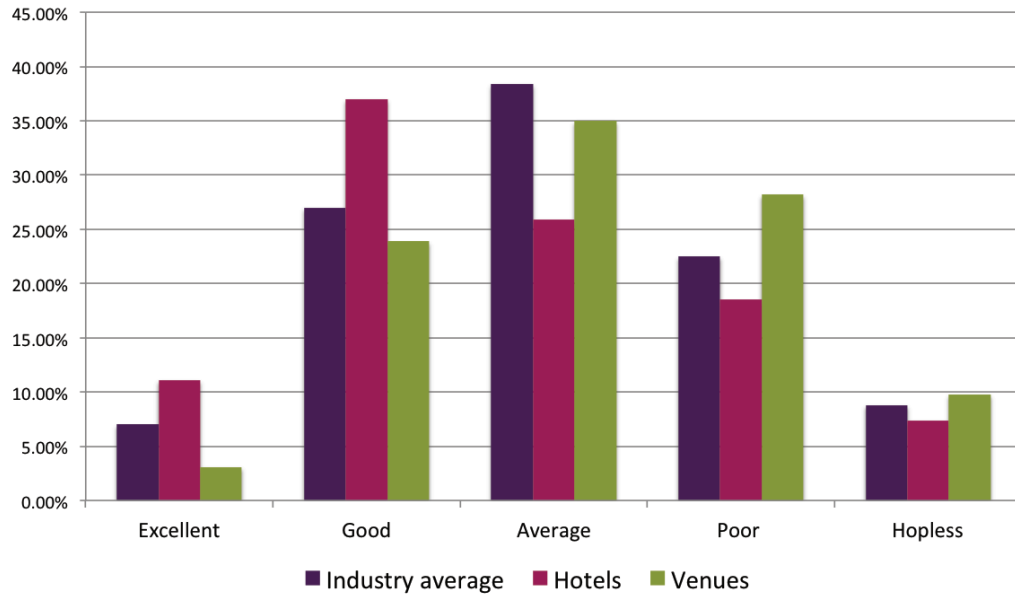
Which of these was the main reason why you left your last job?

	Industry Average	Hotels	Venues
Promotion in new job	8.4%	7.4%	11.7%
Job Dissatisfaction	10.9%	7.4%	11.7%
Long Hours	1.6%	3.7%	2.5%
To join the events industry	6.9%	7.4%	4.9%
No career prospects in the last company	15.3%	11.1%	21.5%
Better Package	7.9%	22.2%	8.6%
Redundancy	12.5%	7.4%	9.8%
Career Break	3.5%	3.7%	2.5%
Company relocation	1%	0%	0.6%
Commuting time	2.1%	7.4%	1.2%
Company culture	4.1%	3.7%	2.5%
Working relationship with colleagues	0.8%	3.7%	0.6%
Working relationship with management	3.4%	3.7%	3.7%
Other	8.7%	0%	9.8%

Which of these do you agree with?

	Hotels	Venues
My best chances of promotion are to stay with my current job	22.2%	19.6%
Promotion means moving to another company in the events industry	74.1%	73.6%
Promotion would mean leaving the events industry	3.7%	6.7%

How good are the prospects for promotion within your company?



No.1 benefit received?

	Industry average	Hotels	Venues
Company car	1.9%	3.7%	0.6%
Medical insurance	4%	7.4%	2.5%
Company pension contributions	19.5%	18.5%	18.5%
Commision	6.6%	0%	12.3%
Share options	2.1%	3.7%	2.5%
Sabbaticals	0.6%	0%	0.6%
Flexible working hours	30.2%	25.9%	24.7%
Bonus/profit share	35.1%	40.7%	38.3%

What motivates you at work?

No.1 Motivator?

	Industry Average	Hotels	Venues
Money	13.7%	22.2%	12.9%
Promotional Prospects	5.2%	7.4%	5.5%
Job Title/Seniority	1%	0%	1.8%
Increased Responsibility	5.8%	0%	4.9%
Creative of Projects	11.1%	7.4%	9.2%
Personal Development	12.7%	14.8%	15.3%
Recognition from your Peers	5.1%	0%	4.9%
Recognition from your Boss	8.7%	0%	8%
Recognition from your Clients	7.6%	18.5%	10.4%
Training	0.4%	0%	0%
Work Environment	11.4%	11.1%	9.8%
Variety of Projects	14.3%	3.7%	12.9%
Flexible Working	3.1%	0%	4.3%

Has your salary been reviewed in the last twelve months?

	Average	Hotels	Venues
Yes	53.4%	44.4%	49.1%
No	46.6%	55.6%	50.9%

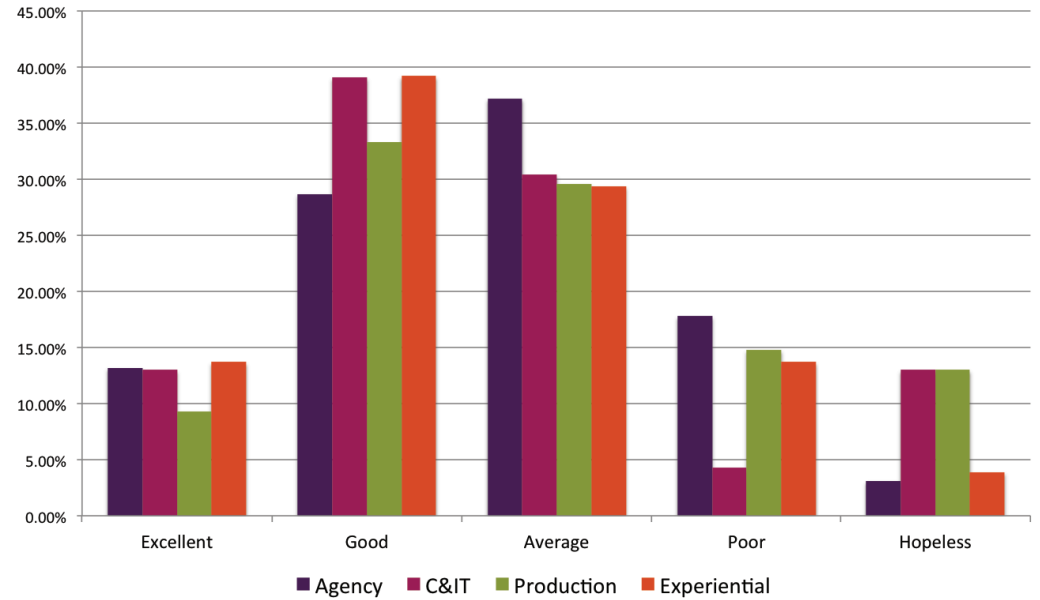
Which of these was the main reason for why you left your last job?

	Industry Average	Agency	C&IT	Production	Experiential
Promotion in new job	8.4%	3.9%	0%	3.7%	11.8%
Job Dissatisfaction	10.9%	9.3%	13%	7.4%	9.8%
Long Hours	1.6%	0%	0%	3.7%	2%
To join the events industry	6.9%	7.8%	17.4%	9.3%	5.9%
No career prospects in the last company	15.3%	18.6%	17.4%	13%	17.6%
Better Package	7.9%	10.1%	17.4%	9.3%	5.9%
Redundancy	12.5%	10.9%	8.7%	13%	7.8%
Career Break	3.5%	0.8%	4.3%	3.7%	3.9%
Company relocation	1%	1.6%	0%	0%	0%
Commuting time	2.1%	3.1%	0%	1.9%	0%
Company culture	4.1%	4.7%	4.3%	7.4%	2%
Working relationship with colleagues	0.8%	0%	0%	0%	0%
Working relationship with management	3.4%	3.9%	4.3%	1.9%	3.9%
Other	8.7%	9.3%	4.3%	9.3%	7.8%

Which of these do you agree with?

	Agency	C&IT	Production	Experiential
My best chances of promotion are to stay with my current job	38.8%	39.1%	38.9%	47.1%
Promotion means moving to another company in the events industry	55%	47.8%	50%	47.1%
Promotion would mean leaving the events industry	6.2%	13%	11.1%	5.9%

How good are the prospects for promotion within your company?



No.1 Benefit?

	Agency	C&IT	Production	Experiential
Company car	1.6%	0%	3.8%	0%
Medical insurance	4.7%	0%	3.8%	6%
Company pension contributions	11.8%	23.8%	15.4%	6%
Commision	1.6%	14.3%	3.8%	4%
Share options	0.8%	0%	9.6%	0%
Sabbaticals	1.6%	0%	1.9%	0%
Flexible working hours	26%	19%	34.6%	20%
Bonus/profit share	52%	42.9%	26.9%	64%

What motivates you at work?

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No.1 Motivator?

	Agency	C&IT	Production	Experiential
Money	10.1%	17.4%	13%	19.6%
Promotional Prospects	4.7%	4.3%	5.6%	5.9%
Increased Responsibility	7.8%	13%	5.6%	5.9%
Creativity of Projects	13.2%	8.7%	18.5%	21.6%
Personal development	14%	4.3%	9.3%	9.8%
Recognition from your peers	3.9%	4.3%	1.9%	9.8%
Recognition from your boss	9.3%	13%	11.1%	5.9%
Recognition from your clients	10.1%	8.7%	9.3%	3.9%
Working Environment	11.6%	4.3%	11.1%	7.8%
Variety of Projects	14%	21.7%	14.8%	7.8%
Flexible Working	1.6%	0%	0%	2%

Has your salary been reviewed in the last twelve months?

	Agency	C&IT	Production	Experiential
Yes	57.4%	30.4%	53.7%	58.8%
No	42.6%	69.6%	46.3%	41.2%

Corporate in-house, Commerical Conferences, Not-For-Profit and Charity

25

Which of these was the main reason for why you left your last job?

	Comm Conf	Corporate	Charity or public sector	Not for Profit / Association
Promotion in new job	6.2%	6.9%	9.6%	13.3%
Job Dissatisfaction	7.7%	8.4%	16.2%	11.7%
Long Hours	1.5%	2%	0%	4.2%
To join the events industry	4.6%	5.9%	3.7%	7.5%
No career prospects in the last company	15.4%	20.7%	11.8%	10%
Better Package	6.2%	5.9%	7.4%	9.2%
Redundancy	16.9%	14.8%	14.7%	14.2%
Career Break	6.2%	3.9%	4.4%	5.8%
Company relocation	0%	0%	0%	1.7%
Commuting time	1.5%	2%	0.7%	2.5%
Company culture	3.1%	3.4%	8.1%	5%
Working relationship with colleagues	0%	0%	0.7%	0.8%
Working relationship with management	6.2%	3%	2.2%	0.8%
Other	7.7%	9.9%	8.8%	7.5%

Which of these do you agree with?

	Comm Conf	Corporate	Charity or Public Sector	Not for Profit / Association
My best chances of promotion are to stay with my current job	30.8%	22.7%	22.8%	17.5%
Promotion means moving to another company in the events industry	64.6%	70%	64.7%	73.3%
Promotion would mean leaving the events industry	4.6%	7.4%	12.5%	9.2%

How good are the prospects for promotion within your company?



No.1 Benefit?

	Comm Conf	Corporate	Charity or Public Sector	Not for Profit / Association
Company car	1.6%	0.5%	0.8%	0.9%
Medical insurance	7.8%	4.5%	3.8%	4.3%
Company pension contributions	9.4%	23.7%	31.5%	22.2%
Commision	10.9%	4%	0.8%	1.7%
Share options	1.6%	0.5%	0.8%	1.7%
Sabbaticals	0%	0%	2.3%	0.9%
Flexible working hours	25%	27.8%	45.4%	42.7%
Bonus/profit share	43.8%	38.9%	14.6%	25.6%

What motivates you at work?

No.1 Motivator?

	Comm Conf	Corporate	Charity or Public Sector	Not for Profit / Association
Money	12.5%	13.8%	8.8%	13.3%
Promotional prospects	6.3%	6.4%	5.1%	1.7%
Job title/seniority	3.1%	1%	0%	0.8%
Increased responsibility	7.8%	6.4%	3.7%	4.2%
Creative of projects	7.8%	11.8%	13.2%	12.5%
Personal development	12.5%	11.3%	16.2%	13.3%
Recognition from your peers	7.8%	3.9%	8.1%	5.8%
Recognition from your boss	6.3%	5.4%	8.8%	8.3%
Recognition from your clients	4.7%	5.9%	2.9%	9.2%
Training	0%	1%	0%	0%
Work environment	12.5%	13.3%	15.4%	11.7%
Variety of projects	12.5%	17.2%	16.9%	14.2%
Flexible working	6.3%	2.5%	0.7%	5%

Has your salary been reviewed in the last twelve months?

	Comm Conf	Corporate	Charity or Public Sector	Not for Profit / Association
Yes	58.5%	62.6%	42.6%	54.2%
No	41.5%	37.4%	57.4%	45.8%

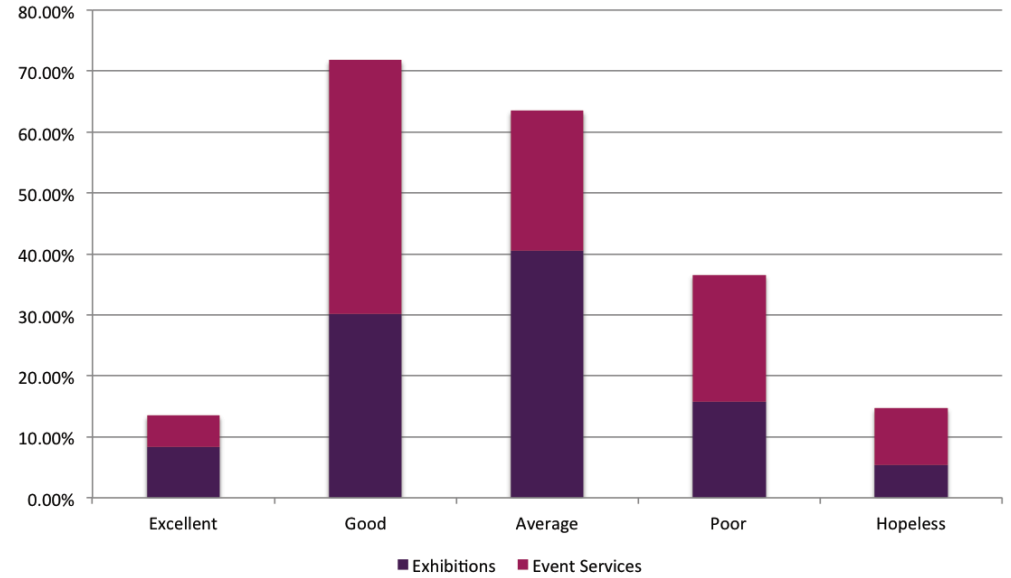
Which of these was the main reason for why you left your last job?

	Exhibitions	Event Services
Promotion in new job	6.8%	8.3%
Job Dissatisfaction	15%	6.6%
Long Hours	0.8%	1%
To join the events industry	9%	6.3%
No career prospects in the last company	15.8%	13.5%
Better Package	9%	5.2%
Redundancy	7.5%	2.5%
Career Break	1.5%	4.2%
Company relocation	3.8%	1%
Commuting time	3%	2.1%
Company culture	4.5%	4.2%
Working relationship with colleagues	1.5%	1%
Working relationship with management	4.5%	7.3%
Other	8.3%	9.4%

Which of these do you agree with?

	Exhibitions	Event Services
My best chances of promotion are to stay with my current job	38.3%	36.5%
Promotion means moving to another company in the events industry	54.9%	54.2%
Promotion would mean leaving the events industry	6.8%	9.4%

How good are the prospects for promotion within your company?



No.1 Benefit?

	Exhibitions	Event Services
Company car	3.8%	8.8%
Medical insurance	3.1%	0%
Company pension contributions	17.7%	12.1%
Commision	15.4%	15.4%
Share options	2.3%	5.5%
Flexible working hours	25.4%	20.9%
Bonus/profit share	32.3%	37.4%

No.1 Motivator?

	Exhibitions	Event Services
Money	17.4%	12.5%
Promotional prospects	6.1%	5.2%
Job title/seniority	0.8%	4.2%
Increased responsibility	7.6%	3.1%
Creative of projects	8.3%	11.5%
Personal development	11.4%	9.4%
Recognition from your peers	3.8%	6.3%
Recognition from your boss	7.6%	11.5%
Recognition from your clients	6.8%	11.5%
Training	0.8%	1%
Work environment	9.8%	9.4%
Variety of projects	15.9%	9.4%
Flexible working	3.8%	5.2%

Has your salary been reviewed in the last twelve months?

	Exhibitions	Event Services
Yes	55.6%	55.2%
No	44.4%	44.8%



esprecruitment is the leading international recruitment consultancy for the events industry, offering UK and international career opportunities and confidential advice from graduate to director level across all sectors:

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Together, Event Magazine and eventmagazine.co.uk cater to all sections of the exhibition, experiential, creative and live events industry, providing client marketeers, agencies, organisers, contractors and venues with the information they need to remain at the forefront of their industry.

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