

Event Pay Check

2018/19

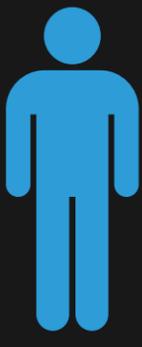
ESP International is delighted to bring you the 5th Events Industry Salary Survey for the Middle East, 'Event Pay Check'. This report is now released every 18 months, with respondents from small, medium and large companies, and also freelancers, in different countries and cities within the GCC.

The survey consistently evolves to consider variations in the employment market and offers invaluable information on salaries, influences and trends. Our report is used and valued by employers and HR managers to benchmark against industry standards, and employees seeking affirmation that their salary is in line with their peers.

As always we'd like to thank all those who took the time to complete the confidential survey; without whom we cannot conduct our research and produce such a comprehensive report.



OUR RESPONDENTS



60% Male

40% Female

Current Status

74% - Employed

13% - Freelance

5.6% - Unemployed

3.2% - Self Employed

4.1% - Business Owner

This year sees a huge rise in the number of freelancers, and is directly associated with job losses, employers cost-cutting measures and an influx of large events being hosted in the region increasing the demand for contract workers.

Where do you come from?

36% - European

15% - Middle East

20% - South Asia

8% - South East Asia

4% - South Africa

4% - Australia/NZ

2.4% - Eastern Europe

3.2% - N.America



Which Sector do you work in?

24% - Event Agencies

22.6% - Event/Exhibition Services

12% - Exhibitions

11.3% - AV

5.6% - Production

3% - Creatives

2.4% - Conferences

OUR RESPONDENTS

Company Size

19% - 1-10 staff

32% - 11-50 staff

13.8% - 51-100 staff

34% - 100 + staff

The large number of people working for very small companies and large companies is representative of freelancers working for themselves, or as part of teams working on large events within international organisations.

How long have you worked for your current company?

20% - Under a year

25% - 1-2 years

19% - 2-3 years

15% - 3-5 years

13.4% - 5-7 years

5.65% - 10 +

45% have worked for their current company for under 2 years which is a staggering figure and indicative of the movement in the employment market.

What is your level of seniority within your company?

30.4% - Senior

35.5% - Middle management

34% - Junior to mid-management

There is a very even representation in the level our respondents have reached in their careers, offering a good cross-section and balance of opinions for the following results.

MONEY MATTERS

Average Salary

This years' average salary has gone up.

25,296 aed/month



The hike can be attributed to more senior people earning higher salaries, along with the large amount of new freelancers who earn more money (but do not get the benefits).

Did you get a payrise last year?

53%

Received no payrise

Compared to 60% last year, which is good to see. Those whose jobs were safe were rewarded with a small payrise of 1-3% -18% - a nod to several years without increases.

Did you get a bonus last year?

30% received a bonus

Compared to 41% last year which is disappointing in times when payraises are limited.

68% of Respondents

DO NOT FEEL THEY ARE PAID THEIR WORTH

FOR LOVE NOT MONEY?

Working Hours

89% work over
40 hours/week



This figure has risen year on year, and is up from 86% last year as employers really push their workers hard.

Benefits

75% - Flight allowance

73% - Healthcare

18% - Company car

20% - Receive training

6% - School fees

It's not surprising to see that still only three quarters of all employees in our industry receive flight and healthcare given the increase in the number of freelancers, but there is still a shortfall in permanent employees not receiving a statutory benefit.

School fees is a benefit that is becoming a thing of the past, down from 8% last year, and now almost exclusively given by government employers.

The number of people who get a company car relates largely to sales people and director level employees.

Work/Life Balance?

38% - Get time off in lieu

19% - Work flexitime

7% - Receive overtime

Top Motivators

- 1 - Personal development
- 2 - Creativity of projects
- 3 - Money
- 4 - Variety of projects
- 5 - Work environment

It is interesting to see that money has dropped off the top spot this year, as people appreciate *'having a job'* in today's volatile market. Personal development and creativity of projects have taken 1st and 2nd spot. Training, CSR and job titles were least important to our respondents.

Stability made it onto the list of motivators for the first time this year, as a key driver for employees, but also featured as a reason for leaving the region.

Why live and work in the Middle East?

- 1 - Tax free salary
- 2 - Low crime
- 3 - Lifestyle
- 4 - Travel opportunities
- 5 - More exciting projects

Why would you leave the Middle East?

- 1 - Better package/money
- 2 - Career progression
- 3 - Stability
- 4 - Lifestyle change
- 5 - Return to home country

A shocking 81% of respondents would move jobs if something better came up.

SALARIES BY SECTOR

It is important to note that variations in salary portrayed throughout the report are attributed to a few key factors outlined here:

- A change in respondents from year to year.
- Fluctuations in actual salaries over time.
- Extreme salaries can drastically alter an average so do check the highest or lowest salaries where a figure seems off.
- International companies offer different pay scales to local organisations, and company and event size also dictate salary.
- Candidates with international experience tend to earn more than those with only local knowledge.

We supplement the survey responses with in-house data where there are too few responses from one job title for a solid sample.

BUSINESS OWNERS

Minimum	Maximum	Average	Y on Y
30,000	82,500	58,000	-

MARKETING

	Minimum	Maximum	Average	Y on Y
Marketing/ Communications Executive	9,000	12,900	12,000	+
Communications/ Marketing Manager	15,000	29,000	22,000	+
Marketing Director /Head of Mktg	30,400	31,500	31,000	+

AGENCY EVENT MANAGEMENT

	Minimum	Maximum	Average	Y on Y
Sales/ Business Development Manager/ Account Manager	16,000	25,000	21,750	+
Sales/Business Development Director	35,000	50,000	42,500	+
Event/ Project Coordinator	4,500	12,000	8,250	-
Event/ Operations/ Project Manager	8,000	33,600	24,650	+
Senior Project/Account Manager	22,500	38,000	29,375	+
Event Director/Head of Events	15,000	41,000	35,500	+
Client Services Director	30,000	35,000	32,500	N/A
General Manager	35,000	60,000	45,250	-
Technical Production Director	30,000	39,000	34,500	-
Producer	26,500	42,000	31,875	N/A

AUDIO VISUAL

	Minimum	Maximum	Average	Y on Y
Technician	8,500	25,000	18,500	+
Project Manager	15,000	28,000	20,500	-
General Manager/COO	25,000	42,000	35,600	-
Account/ Sales Manager	7,500	32,000	21,000	+
Operations Executive	5,000	12,000	8,300	N/A
Senior Project Manager	5,000	29,000	18,000	N/A
Lighting Designer	15,000	21,000	18,000	N/A

CORPORATE

	Minimum	Maximum	Average	Y on Y
Event Coordinator	10,000	18,000	15,000	=
Event Manager	12,000	30,000	21,250	+

PRODUCTION

	Minimum	Maximum	Average	Y on Y
Business Development Manager/ Account Mgr	3,000	22,000	16,000	-
Technical Production/Project Manager	25,000	35,000	26,950	+
Senior Project Manager	20,000	24,000	22,000	N/A
Event Director/Head of Ops	15,000	45,000	31,000	-

EXHIBITIONS

	Minimum	Maximum	Average	Y on Y
Sales Executive	6,000	10,000	8,500	-
Sales/Project/Business Development Manager	8,000	30,000	20,000	+
Sponsorship Sales Manager/Head of Sponsorship	12,000	25,000	16,000	-
Marketing Executive	11,000	16,000	13,000	-
Marketing Manager	16,000	29,000	19,000	+
Senior Marketing Manager/Director	23,000	31,500	26,000	+
Operations Executive	7,500	13,500	11,000	+
Operations Manager	10,000	23,000	18,000	+
Senior Operations Manager/Head of Operations	20,000	39,000	25,000	+
Group Exhibition Director	41,000	45,000	43,000	-
Exhibition Director	25,000	35,000	29,000	-
Conference Director	22,500	28,000	25,000	N/A

EXHIBITION SERVICES

	Minimum	Maximum	Average	Y on Y
Event/Operations Executive	3,600	13,500	8,500	=
Sales/ Account/BD Manager	10,000	25,000	16,800	-
Senior Account Manager	22,000	27,000	24,600	N/A
Event/Exhibition Manager	14,000	21,000	17,125	+
Head of Ops/Department	18,000	25,500	20,000	-
Project/Production Manager	22,000	35,000	28,300	+
Sales/Business Development Director	25,000	35,000	31,000	+
General Manager/ Project Director	25,000	45,500	37,000	+

AGENCY DESIGN & CREATIVE

	Minimum	Maximum	Average	Y on Y
Art Director	12,000	30,000	21,000	N/A
Graphic Designer	5,200	14,000	10,000	=
Exhibition/ 3D Designer	4,500	18,000	13,200	+
Creative Director	28,000	42,000	35,000	+

COMMERCIAL CONFERENCES

	Minimum	Maximum	Average	Y on Y
Sales Manager	12,895	23,000	16,500	=
Sales Director	20,000	33,000	26,000	=
Conference Producer/ Manager	8,000	23,000	15,000	+
Event Manager	7,200	16,000	12,000	N/A

NFP, CHARITY & ASSOCIATION

	Minimum	Maximum	Average	Y on Y
Event/Project Coordinator	8,000	14,000	11,000	-
Event Manager	14,000	27,600	21,000	+
Event Director/ Head of Events	24,000	58,000	39,000	+

HOTELS & VENUES

	Minimum	Maximum	Average	Y on Y
Sales Manager	10,000	23,000	15,100	-
Sales & Marketing Director	22,000	40,000	29,000	+
Event Manager	9,000	20,000	16,000	-
Commercial/Venue Director	32,000	43,000	38,000	+

CONCLUSIONS

People remain our most important asset. Their value must not be underestimated. 68% of people not feeling valued, and more open to moving jobs, is a figure we need to drastically reduce, either through pay rises, motivational retention strategies or evolving work forces.

In today's challenging economy the trend is for lean yet talented teams. At middle management and leadership level, experience, competence and commercialism is key, and employers are prepared to pay for it. More employers are taking a chance on 'high-potential' junior team members, which is really exciting for the industry as there are genuine opportunities for good people at all levels. On the flip-side, only the best and hardest workers will survive; Employers cannot afford to, and will no longer 'carry' people.

Freelance employment is at an all-time high. With easy to acquire and lower-cost visas the barriers have come down. It's more common and accepted as a career than ever and makes financial sense for employers, creating demand. Despite a perceived lack of stability in freelance work, it's here to stay, and the best in the market will have a steady flow of work and regular income.

With Expo almost upon us and the exciting new market in Saudi Arabia creating multiple opportunities for open-minded and ambitious event professionals, we expect to see more change in the landscape, and these figures, over the next 12 months.

For any further information or advice on salaries and benchmarking, please contact Rebecca@espinternational.ae or Carolyn@espinternational.ae