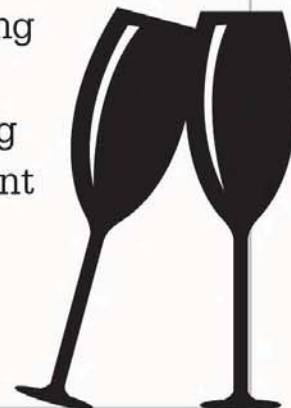




EVENTS MANAGER

JOB DESCRIPTION

Great people skills, a can-do attitude, and the ability to multitask make a successful events manager. In this job, you are responsible for organizing and running all types of events, including festivals, weddings, conferences, and parties. The role involves understanding client needs before coming up with event ideas, sourcing venues, hiring and managing a work force, negotiating costs, and promoting the occasion.



SALARY

Events administrator ★★★★★
Events manager ★★★★★

INDUSTRY PROFILE

Multiple entry points into the field • Business expected to grow significantly • Global opportunities

AT A GLANCE



YOUR INTERESTS Planning events • Hospitality • Marketing • Working with people • Business administration • Management • Law



ENTRY QUALIFICATIONS A degree is fast becoming a requirement, but work experience and a good level of education may be acceptable.



LIFESTYLE You will need to attend events in evenings and on weekends. Managing events is a social business and you will be surrounded by people.



LOCATION Much of the event planning is office-based, but travel—sometimes over long distances or abroad—is often a feature of this career.



THE REALITIES This is a fast-paced job where it is not acceptable to be late. A lot of time is spent seeing venues, meeting vendors, and networking.

CAREER PATHS

An events manager may work on a variety of social, business, or commercial events in one particular field or industry, or specialize in one kind of event for a variety of clients. Progress in this career depends on contacts, energy, and networking abilities as much as on formal education.

ASSISTANT If you have a positive attitude, you may be able to find employment as an assistant or an intern in an events company after leaving school. You can progress to the level of events manager as you build up experience.



GRADUATE A degree in hospitality management combined with relevant work experience is a typical example of a route into this career.



▼ RELATED CAREERS

- ▶ **MARKETING EXECUTIVE** *see pp. 68–69*
- ▶ **PUBLIC RELATIONS OFFICER** *see pp. 74–75*
- ▶ **HOTEL MANAGER** *see pp. 304–305*
- ▶ **FOOD SERVICES MANAGER** Supervises the daily operation of restaurants and other outlets serving prepared meals. The role involves managing the kitchen and waitstaff to make sure customers are happy with the food and service.
- ▶ **LEISURE SERVICES MANAGER** Manages recreational venues, such as spas and gyms. The role's main responsibilities may include managing staff, organizing budgets and activities, taking care of the health and safety of visitors, and overseeing the day-to-day running of the venue.

SKILLS GUIDE



Good communication and negotiation skills to liaise effectively with clients.



The ability to coordinate and manage teams when working on multiple projects.



Excellent business skills to manage the potentially large budgets involved with big events.



Strong organizational skills to carry an events project from concept to completion.



Good multitasking skills, as juggling a client's many needs is very important.

WEDDING PLANNER

Organizes and manages weddings for clients, booking venues, caterers, decorators, and entertainers.



CONFERENCE DIRECTOR

Arranges conferences by booking speakers and venues that will attract paying delegates.



EXHIBITION PLANNER

Works with businesses and organizations exhibiting to the public or at trade fairs and conferences. The planner helps design and produce exhibition stands, then delivers and installs them on site.



CONCERT PROMOTER Sets up concerts or other public events by booking artists and venues, publicizing the event, and selling tickets to the public.



EVENTS MANAGER Junior events managers are responsible for tasks such as registration of visitors and sales of exhibition space. With experience in the role, you may deal with larger clients and negotiate contracts with suppliers.

