

THE ESSENTIAL GUIDE TO A CAREER IN EVENT MANAGEMENT



EVENT ACADEMY

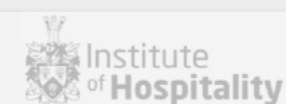
THE ESSENTIAL GUIDE TO A CAREER IN EVENT MANAGEMENT

Considering a career in events and want to know more?
Then read our essential guide.

Includes:

Introduction to this Essential Guide to a Career in Events
UK Industry Overview
How to Get into Event Management
What are Your Career Prospects in Event Management?
High Profile Employers in the Events Industry
Industry Sector Overviews
Virtual Events

The UK's leaders for event management courses, endorsed by



INTRODUCTION TO THIS ESSENTIAL GUIDE TO A CAREER IN EVENTS

Thank you for downloading our Essential Guide to a Career in Event Management.

If like many people we speak to, you are unsure as to what event management actually is, or indeed whether it is the right career path for you, then this guide will make it clear for you.

You may be in a situation where you are thinking "what will I do after college?" or you may have been out of education for a while and are looking for the next step on a new career path? This Essential Event Academy guide will offer you the advice you need - whatever your background.

Over the past year or so much has changed in the Events Industry, bringing with it opportunities as well as challenges.

The obvious challenges have come with the interruption of live experiences and the need for greater social distancing, more intense scrutiny over risk, a pressure on some of the traditional roles and a loss in confidence across many sectors but particularly large gatherings.

However, there have also been some incredible opportunities to do things differently. As one of our expert advisors Alex Reardon from Silent House Productions in California summarised:

"We have seen a decade of technology advance in a few months"

So the reality of virtual, hybrid and blended is with us. This has created new roles, new ways of gathering and connecting that will be with us from now on (there is no returning to 'normal') and will only increase diversity and application over the next few years.

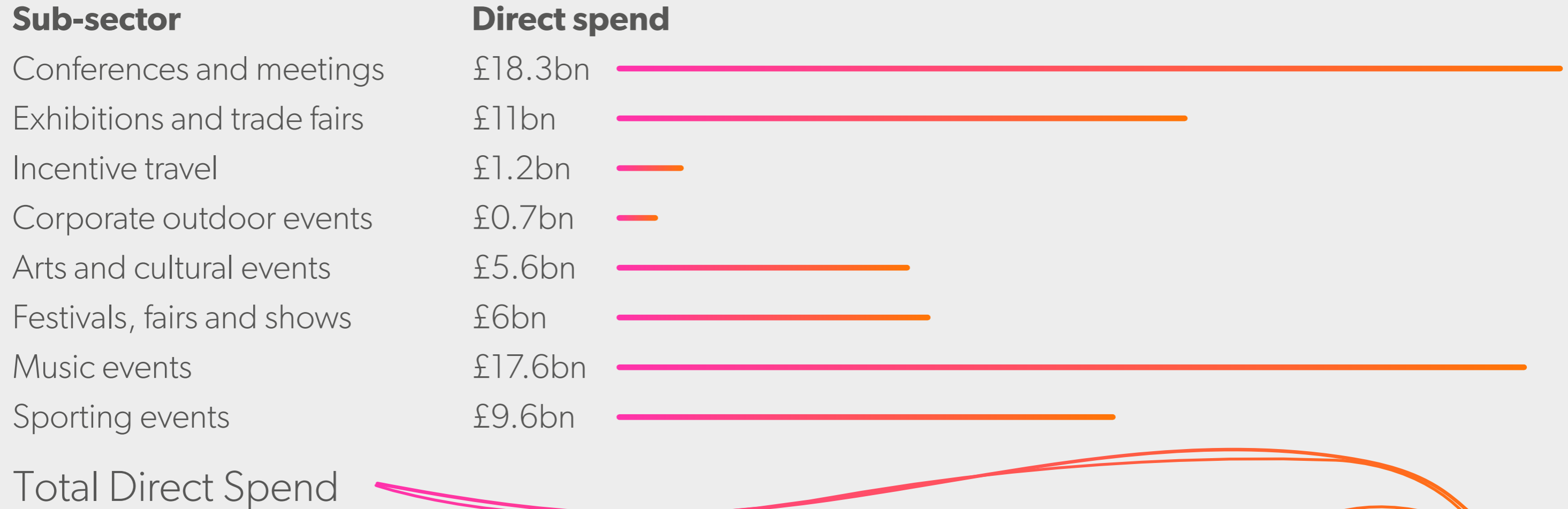
It is a brave new world in events and consequently, only those with the courage and determination to surf that future rather than be overwhelmed it will be successful. So if you are considering event management as a career just make sure that you are up for change. If you like a job that is predictable and repeatable...then maybe look away now!

The great news is that there are now more ways than ever to qualify for a career in Event Management with our CIM accredited courses.

The Event Academy

UK INDUSTRY OVERVIEW

The largest segment here is the event and creative industry business owners which reflects on the experience and credibility of those who have contributed. The insights in this report are predominantly from leaders across the range of in house, freelance and agency practitioners.



The outbreak of the pandemic changed the events industry more than any other event in the last twenty years. It created problems and opportunities as companies and people rose to the challenge of embracing digital.

As we move past Covid we find ourselves in a brave new world with hybrid and virtual events becoming the norm embracing new platforms and technology. A new level of creativity has been born for event professionals as barriers are broken down, we take a giant leap forward in what is possible.

£70bn

HOW TO GET INTO EVENT MANAGEMENT

The events industry is notoriously difficult to break into at a high level without contacts and connections.

Getting yourself a foot in the door, an interview or even a callback can be hard without experience and qualifications. Most people start at the bottom helping for free and doing general jobs on live events. It can take years of false starts and distractions before you make it into the event industry proper.

However, despite the opportunities and pathways available, many trying to break into the events industry find themselves stuck in a 'hospitality backwater'. You may find some seasonal work but struggle to make the move into a job in the main body of the events world. It is a big jump from running a club night to designing and delivering a corporate brand engagement experience.

The good news is that there are some formal tried and tested routes into a career in events if that is your ambition.



THE DIVERSITY OF THE EVENTS INDUSTRY

Firstly it is important to recognise that the events business is a complex and diverse industry. Many outsiders only see the industry from one perspective. For example over half of the students coming onto our courses are dead set on getting into a specific sector, such as weddings or corporate, but within a few of weeks they have changed their mind as it is opened to the many other opportunities out there.

From fashion show to festival, from sporting event to wedding, from charity ball to corporate roadshow, from party planner to venue manager, from producer to creative, there is almost unlimited variety in the events and meetings industry once you are qualified and have enough experience.

THE QUESTION IS HOW TO GET STARTED?

Before we deep dive into the details it is worth understanding the different (typical) stages of a career in events to know at which stage you might be entering.

The first step is just realising this is something that you want to do. It could be that you've organised a private party/wedding/charity event and just loved it. Maybe you have worked in an associated part of the industry like hospitality, music, project management or design and felt your skills would transfer nicely into events.

Now you need to bridge the gap. You need to get some experience. Get some volunteering under your belt. Build your confidence, knowledge and CV (we will be coming back to this one) You may also be able to get yourself an internship or a placement in an events agency/role/organisation.

The first real rung on the event businesses ladder is a junior executive role. Here you learn the basics and get involved with everything from laminating signage to designing core elements of 'the show', to budgeting, buying props and costumes, to working on site and to junior client/supplier management.

From this level the roles vary. You could graduate to an event manager, project manager up to a project director, account director, event director and finally producer.

Obviously, these roles can be accessed in any order. Within different projects and in different companies you may be involved in some and possibly all these roles. There are also many specialised event roles... for example the 'showcaller' - directing sound, lighting, film and action cues from an event 'bible' or script through the course of the experience. These special event roles take some years of experience and skill so you are unlikely to be involved with these at the outset, although every event needs someone 'calling the show' (even if it's only a private wedding).

GOING IT ALONE. SETTING UP YOUR OWN BUSINESS.

The other route you can take is to set up your own business. This is obviously a risky venture and not recommended unless you have had either some appropriate training (degree or postgraduate level course) or at least two/three years' experience.

Setting up and running a business is a totally different skill to being an event manager, but if you are still determined to take this route then ensure you are ready to meet all the demands not only of being an event manager but also marketing yourself and managing your business.

The route we recommend would be:

GENERATING EXPERIENCE, CONTACTS AND EVENTUALLY A JOB THROUGH WORK EXPERIENCE VOLUNTEERING AT EVENTS.

Both networking and volunteering are key to your success as an event manager. Event Academy offers a broad range of volunteering opportunities to our students and alumni to enable them to clock up the hours in the events world at a broad perspective on the different type of events.

This allows you to qualify in or out what each role or industry is really like while facilitating a broad range of experiences in diverse roles. Work experience through volunteering can also be a lot of fun. For example, we place students into The Brits every year enabling them to see a big global event going live as well as rubbing shoulders literally with celebs, rock stars and the music business royalty!

Networking is similar, in that you need to get yourself out there and generate the levels of motivation to do that. There are many on and offline experiences, meet-ups, events and hot dates in the calendar that can provide you with the opportunities to advance your career in events plus we run our networking events with major players attending like Lego, Secret Cinema, Bridelux and The Department.

GETTING A QUALIFICATION

There are obviously many different paths to choose from and many different suppliers of the different levels. To help you they typically split into the following levels:

- Certificate – L3, the equivalent to A level
- Diploma – L4
- Degree – L5/6
- Postgraduate – L7

Once you know which level you are going for you need to think about what time you have available and what budget, but at the same time consider the benefits of one set of outcomes to another ie do you get a placement, is the course reliably accredited, what support will you get and what networks will you be keyed into?

You will also need to consider whether you want to do your course online or in class, and how you fit it around your life, location and work. For example you want to take time off from work to fast track a qualification or stay in your job and do an evening course.

At Event Academy we give you the full range of courses and options, all of which are accredited and endorsed from some of the leading institutions including The Chartered Institute of Marketing, The Institute of Hospitality and Continued Professional Development (CPD). However, for a complete list of courses check out either [notgoingtouni](#), [hotcourses](#) or the [prospects](#) database of courses.

Once you have achieved your qualification then you obviously need to get yourself out there into the market. Hopefully, your course will have given you the confidence and skills to do just that. You may also be lucky enough to receive a placement as part of your learning experience as we do with our higher level Postgraduate and Degree Alternative courses.

PLACEMENTS

A great route into the events business is through a placement or an internship. Placements allow you to get a really good insight into an events business but more importantly they allow the business to get a really good look at you.

Our approach to placements is to work hard with each student as their Postgrad or Degree Alternative course progresses as we get to know them better and they understand the broad range of event opportunities. Once we understand what sort of role and organisation will suit their skills and experiences we then carefully match them to one of over 200 companies that we have working relationships with. This ensures that the placements not only work both ways but some lead to an offer of full-time work. Our students are now working at Netjets, First Protocol, The Department, Jack Morton, GPJ and Imagination, to name a few.

NETWORKING

It's crucial that whatever stage of your career you are at, you get out there and get networking. Follow the key players in the industry online or on social media via hashtags like eventprofs. Go to networking evenings, meet-ups, event conferences, big shows like confex...keep in touch with your course mates, your lecturers and see what they are up to. Try to be creative in how you approach people who may have some influence and then make sure you are polite but to the point...just be you in any live or online networking. Follow, be inspired, then dive in and get involved. You've got to get in to get on.

So the opportunities for a career in events are many and various. The options are almost limitless. Just focus yourself on your skills, your passion, your experiences...then have a look at the following list and/or give one of the team here a call to see if we can help you with your career!

TOP 8 TIPS FOR CREATING A CAREER IN EVENTS...



Volunteer/do anything/start anywhere



Follow/network/use social media to build a network



Get a recognised accredited qualification

(the best you can afford ideally)

Don't start your own business until you are ready

(contacts, clients, funding, and experience)



(blog/vlog)

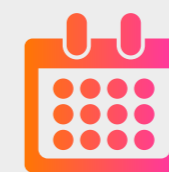
Capture and publish your experiences



Build a creative CV and target your search



Network, network, network



Do your own event, however small. You will learn the most from your mistakes.

WHAT ARE YOUR CAREER PROSPECTS IN EVENT MANAGEMENT?

BREAKING EVEN WHEN BREAKING INTO EVENT MANAGEMENT

Of course, salary is a deciding factor when weighing up a career change or considering career prospects. Like any sector, event management salaries vary between companies, but generally starting salaries in the events industry range from £20,000 to £28,000 for events assistants, although event managers in specialist fields can command salaries from £28,000 to £35,000 depending on experience.

One thing to bear in mind though is that despite of the last year or so, it is a growth industry, promotion prospects are good, with those who prove successful in specialist fields and remain in the industry for over 10 years may be able to progress quickly, earning considerable salaries which average £54,000 per annum.

BREAKING OUT OF THE 'SAME OLD' JOB DESCRIPTION

Being an event manager can involve utilising a whole range of skills across many of the following tasks, from hour-to-hour, day-to-day, week-to-week and even project-to-project:

- Meeting with clients, including virtual and in-house meetings
- Presentation meetings with clients / events management / stakeholders
- Creating original ideas
- Sourcing venues, equipment, entertainment
- Publicity and promotion
- Organisation and management of events
- Health, safety and insurance organisation, as well as risk assessment and risk management
- Financial management, including budgeting and cost negotiation
- Scheduling and time management

When it comes to career progression, some event management staff choose to specialise by events, for example by focusing their skills particularly on corporate, education and training events such as exhibitions and conferences, whilst others might specialise in outdoor event management or charitable fundraising events, all of which goes to show that there are plenty of prospective roles within a career in event management.

REAPPLYING YOUR EXPERIENCE

Of course, if you're considering event management as your calling, even if you're currently working within a different industry, it's worth knowing that the skills and experience you bring to this new role could also enhance your career prospects. You might want to consider that your ...

- Level of education
- Current role and experience
- Previous roles and experience
 - Voluntary roles
- Hobbies and social events

... are all aspects of your experience that you can reapply to a career in event management and ones which will add to your professional effectiveness and future prospects in the industry.

BRING ON THE PERSONALITY

Whatever you have in the way of skills and experience, it's also worth remembering that these won't enhance your career in event management unless you have certain personal qualities too.

You'll need to be confident in:

- Meeting, greeting and communicating with people
- Creative thinking and communicating ideas
 - Negotiating and problem solving

Of course, you'll notice that the common thread across all of these essential personality traits is communication. A job in events is essentially a job with people from all walks of life, so the better you are with people, the better your event management career prospects.

HIGH PROFILE EMPLOYERS IN THE EVENTS INDUSTRY

Once you've decided a career in event management is for you, take a moment to research the high profile companies in the industry. It can be a valuable part of your event management education.

We have compiled a comprehensive list of the best agencies and employers which you can see [HERE](#)

Event management applies to almost every sector you can think of. Events agencies who work across sectors, delivering services for various clients are often a popular choice for those looking for event management services. However, event agencies and service providers who offer dedicated in-sector event management and planning services provide many opportunities for event management hopefuls to really establish their names and expertise in the industry, as well as careers within specific types of event management.

Exploring exactly where these agencies are and investigating the niches they specialise in can be invaluable to those starting a career in event management, as they can provide plenty of inspiration as well as opportunity. Particularly if you're seeking a career in event management, researching a few key sectors and agencies can be good practice, especially if you consider what it takes to work for those whose evolution and growth in the events industry has earned them a successful track record and given them high profile status in event management.

Finally, let's take a look at some key industries, the qualities you need to succeed and the day to day work you might be doing...



WEDDINGS

If you are imaginative and inspired, have excellent communication skills and can treat every special day as if it's the only day that matters then a career as a wedding planner could be for you!

A DAY IN THE LIFE OF A WEDDING PLANNER

Every wedding is different and subject to highly individual tastes, demands and budgets. There are no typical days when it comes to managing weddings. However, there are some core event management tasks which you'd expect to be responsible for across all the preparation days as well as the wedding day itself:

- Budget, negotiation and contract management
- Venue management
- Sourcing and supply
- Schedule and time-management

A wedding planner role is essentially about people, being a great communicator is an essential skill. Every day will involve you communicating with a whole range of stakeholders, to ensure that arrangements are made and carried out without misunderstandings or delays.

You will also be required to have a creative flair in order offer innovative and unique ideas, as every couple will want to feel their day is special.

Every day will also involve you using your eye for detail and a pro-active mind when it comes to spotting and dealing with problems, which will need to be solved with no disruption to the wedding couple.

Wedding planning involves high level negotiation skills, budget and contract management. Our accredited event qualification can help build these skills so you are ready for any career proposal.

Sometimes wedding planning roles (particularly in-venue or industry-related roles, such as wedding dress design and retail) involve significant skills in marketing. For instance, as an in-venue wedding planner you're marketing the venue and services available; as an industry wedding planner, you could be involved in planning and marketing wedding events, fashion shows and exhibition events.

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GETTING INTO WEDDING PLANNING

Many people get into wedding planning after the successful enjoyment of planning their own or weddings for family members and friends. This kind of 'informal' (but still high-pressure) experience is a great way to start, but it can be limited: one wedding, one couple, one budget.

Wedding planning is a growing sector: same-sex; low-budget; alternative-venues; cultural weddings; eco-friendly; themed; outdoor; top-end; celebrity; exotic destinations; extreme weddings – there's a whole party of wedding types with varying budgets out there!

Contact local wedding planners and offer your services as a volunteer. This will help you to get used to planning for, and working with, paying clients.

Gaining formal work experience in the sector is crucial to achieving a salaried role, or the testimonials you will need to attract clients.

CAREER OPPORTUNITIES

Due to an increase in venues that are now licensed to hold weddings, the opportunities for becoming an in-house wedding planner have really grown.

Think stately homes and gardens, museums, outdoor and indoor venues, castles, lighthouses, theatres, civic centres, hotels – even iconic venues such as London's Gherkin.

FESTIVALS

Ready for the challenge of large scale outdoor events? The number of festivals across the globe is growing year-on-year - expanding right alongside the opportunities for successful festival managers.

A DAY IN THE LIFE OF A FESTIVAL DIRECTOR

Being a festival director is a challenging and diverse role – part of the challenge comes from the huge logistics involved in organising a festival event. You will also be required to trouble-shoot; find creative, original options and solutions; fit in with the event's overall purpose; adhere to environmental restrictions, manage whole teams of personnel, suppliers and contractors – and that's before you get to performers and attendees!

At any given time you could be involved in:

- Client meetings and festival development and branding
- Creating innovative proposals, then pitching and planning responsively
- Attracting and engaging sponsors
- Budgeting and financial management
- Venue research and management – including liaising with councils, environmental agencies

and emergency services for permissions and licences

- Marketing, promotion and publicising
- Working with and facilitating celebrities
- Risk assessing, and health and safety management
- Ticketing and security
- Establishing protocols and routines for safe setting up and clearing up
- Evaluation and follow up with sponsors, attendees etc

Remember, these are just some of the facets of festival management, but with the right kind of event qualification, specifically one which includes a marketing focus and accreditation, you can gain the professional skills you need.

FESTIVALS

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GETTING INTO FESTIVAL MANAGEMENT

We'd be lying if we said that festivals are an easy field to get into. The truth is, in tune with the fast growth of festival popularity, comes the rapid rise in competition for festival event roles. You must put yourself in the spotlight in order to succeed, you can help things along by gaining:

Experience – attending festivals is fine but get relevant experience from the delivery side of the festival, through volunteering and work-experience.

An industry-related qualification in event management – like one of our accredited event management qualifications. Successfully completing one of our courses provides knowledge as well as the practical skills and professional knowledge needed to start finding your future in festivals.

A network of contacts – get the chance to spend time alongside others who can support your career. All our lecturers offer a vast network of contacts for you to tap into and completing our courses guarantees you'll also end up with a fast-developing professional network of your own.

Focusing on festivals – all our courses will help you experience those fundamentals which underpin all types of events, including festivals, and we can often arrange work experience within festival management (for our Postgraduate and Degree-Alternative students). Additionally, if you want to know more or if you're moving into festivals from another sector of events, we also offer opportunities to boost your festival focus and extend your industry links with a Festival Masterclass Course.

CAREER OPPORTUNITIES

Festival event management encompasses many roles and may include job titles which fit in with other arts and entertainment event roles. These might include (but certainly aren't limited to):

Event Director / Assistant
Festival Director / Assistant / Organiser
Content Director / Assistant
Production Manager
Event Producer

We automatically associate festival-going with music but there's an increasing demand for food, wine, beer, film, history, hobbies and arts festivals sponsored or run by big-name companies. They are always on the lookout for new talent and new ideas when it comes to festival production.

CHARITY

If you are skilled in negotiation, gaining sponsorship you could be delivering successful events which result in engagement and much-needed funding for a charity in ultimately one of the most rewarding of all events roles.

A DAY IN THE LIFE OF A CHARITY EVENT MANAGER

Charity event management is hugely diverse. From a research conference, to charity awards ceremonies, to gala dinner fundraisers; to live arts or music events, to fundraising auctions and exhibitions locally, nationally or internationally – you could well be involved in all of it!

Whilst it's impossible to outline a typical day, it is possible to make sure you know which key skills areas any charity event manager must be able to bring to the role:

Objective Setting – the event manager is integral to responding to and delivery of the client's objectives.

Market awareness, marketing, and negotiation – strong ability to identify the target market to

produce results. Marketing the event to sponsors and participants, negotiating the charity's interests with sponsors.

Creativity – coming up with creative ideas which inspire enthusiasm, interest, and participation is crucial to securing interest in the event.

Our accredited qualifications mean that expertise in marketing is embedded in each course and our hugely experienced charity event expert lecturers will inform and involve you in all the essentials for the role!

Read more about what's involved in creating charity events.

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GETTING INTO CHARITY EVENT MANAGEMENT

Volunteering is essential for gaining experience for a career in events and the charity events sector offers plenty of opportunities.

It can be easy enough to do this yourself, by contacting charities, but it can be hit-and-miss as to whether you gain the relevant experience to really enhance your career. When you choose one of our courses you'll have plenty of access to valuable volunteering opportunities.

Read about some of our students' experiences of volunteering at the London Marathon and at the Ambition Royal Gala Dinner at Kensington Palace.

As alumni Ammar says, the volunteering aspect of Event Academy courses "gives you an appreciation of everything that goes into making an event successful, that you can't get from the lectures alone."

CAREER OPPORTUNITIES

Charitable event roles are extremely varied and can include professional event roles which focus on:

- Fundraising and marketing
- Creative solutions
- Sponsorship, recruitment, and engagement
- Corporate strategy

With many national and global charities, such as Greenpeace and Oxfam involved in major events such as the Glastonbury Festival, a charity event manager could find themselves working in event-specific roles. There are also opportunities to work alongside global brands or corporations who want an in-house event professional to develop their corporate strategy for charitable giving.

EXHIBITIONS

The world of exhibitions is extremely diverse and literally global from trade shows to arts, education, history, culture and science - just name an interest and an exhibition is most likely to be involved!

A DAY IN THE LIFE OF AN EXHIBITION EVENT MANAGER

An exhibition manager must utilise a diverse range of skills in this wide and varied industry. The scope of your role will vary depending on the type of Event Manager you become. However, there are a set of fundamentals that must be acquired, as well as the eye for detail aspects that are specific to event management. These are:

- Research, creating proposals and pitching to clients.
- Organising, logistics, and monitoring all aspects.
- Securing venues, exhibitors, designers, contractors, and suppliers

- Supervising teams and working closely with any outside partners involved, such as venue, catering, security or PR staff.
 - Sales, promotion, and marketing
 - Security, health and safety, data protection.
- Every exhibition will be different and will involve a myriad of specific tasks and skills that not everyone has when they set out in event management. Our courses will get you skilled up so you don't make an exhibition of yourself, but a success of every exhibition you're involved with!

EXHIBITIONS

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GETTING INTO EXHIBITION EVENT MANAGEMENT

It's possible to get into exhibition management from a range of other careers – particularly those sectors which demand attention to detail, great people skills, the ability to organise and meet deadlines.

If you're currently in a role which demands great organisational skills you could also find yourself with a skillset – and mindset – which transfers well to exhibition management.

If you already have a degree our Postgraduate courses support a transition into exhibition event management by developing your existing skills in an event-based context and through experiential learning and volunteering.

Our three-month work placement will allow you to develop professional practice, an essential

network, and a portfolio of experience in exhibition event management.

Volunteering is a vital way to gain experience and build a network of contacts. All our courses give you access to a wealth of volunteering roles at exhibitions as well as other types of events, so that you can start to develop the skills you need right from the start.

Event management is a highly competitive industry. Because all our courses are accredited and are well-respected in the events industry, successful study with us can greatly improve your professional practice and prospects!

EXHIBITIONS

The world of exhibitions is extremely diverse and literally global from trade shows to arts, education, history, culture and science - just name an interest and an exhibition is most likely to be involved!

CAREER OPPORTUNITIES

The opportunities for Exhibition Managers are global. Many exhibition roles are venue-based and most major cities boast dedicated exhibition centres, museums or arts and education venues who would employ exhibition managers, directors or assistants.

It's also possible to work in exhibition events through agencies, including one of our industry partners Clarion, a specialist international exhibition and conference events company.

Because exhibitions usually have a very specific "showcase" focus, many corporations also employ event managers who have exhibition expertise as part of their marketing teams, to support marketing aims through exhibiting new products, research developments, and marketing or investment proposals.

Working in exhibition events really does present opportunities for working with high profile companies and household names, as most companies and brands use exhibitions for promotion, education and communicating ideas and awareness about their company or brand.

Because exhibitions usually have a very specific "showcase" focus, many corporations also employ event managers who have exhibition expertise as part of their marketing teams.

Read about the experience of alumni Elly Thomas, whose work placement as part of her Postgraduate course with Event Academy resulted in the opportunity to work on an international exhibition event with the World Photography Organisation (WPO) and Sony. This led to a full-time staff role with the WPO.

SPORT

Whatever your motivation or inspiration, being a sports event manager is a challenging role where it's not enough to just take part – it's about contributing to a winning team and delivering results.

A DAY IN THE LIFE OF A SPORTS EVENT MANAGER

There's no typical day in the life of a sports event manager but what they all have in common is the need to get things right.

As a sports event manager you will be managing:

- Logistics – the what, where, how and who of the event
- The purpose and branding of the event – the why, behind the whole proposal
- Financial aspects – who and how, plus how much. The financial aspects of sports event management includes sponsorship and funding, negotiation and contracts
- Expertise and event-environment specifics – the event manager is the go-to person to answer all logistical, participant, safety and

security concerns.

o get an idea of just what's involved behind the scenes, think about the type of work involved from the event managers' perspectives behind major sporting events: Wimbledon, London Marathon and the Rugby World Cup.

The right kind of training is crucial to gaining success in the field of Sports Event Management.

Event Academy offers superb event management courses which level the playing field in this competitive industry and deliver work-ready sports event managers who are vital additions to event teams!

SPORT

Whatever your motivation or inspiration, being a sports event manager is a challenging role where it's not enough to just take part – it's about contributing to a winning team and delivering results.

GETTING INTO SPORTS EVENT MANAGEMENT

The best way to get into sports event management is to do an accredited event management course. Whether you study with us live in London or online from wherever you are, our event management courses offer:

- A thorough education in all aspects of event management;

- Volunteering and work experience opportunities (varies according to course);

- Industry-respected and accredited qualifications;

- Access to our vast network of industry contacts and partners.

Our courses include volunteering opportunities and even a 3-month work placement, on our Postgraduate course, where we really try to match you with an area of interest, as Hayley discovered on her placement at M&C Saatchi: Sports & Entertainment.

CAREER OPPORTUNITIES

Sports venue management – Wembley or Twickenham anyone?

Charity sports event manager – charities big and small use sports events raise awareness and funds.

Sporting authorities and governing bodies – The FA, for instance.

Other sectors – including health and local authorities, who often run sports events as part of local and national campaigns.

The list goes on...working in Sports Events isn't just about opportunities linked directly to a sport. Many large corporations and brands have marketing and entertainment arms which can include sponsoring and running their own sports events – think of companies such as Red Bull, Nike, Adidas.

It's also possible to work with agencies such as CSM, PSG, and Octagon, to deliver sporting events for big names and top international events.

Event managers with a record of success, experience and qualification find they're able to access plenty of opportunities, and our event management qualifications can really help you to establish that professional track record of your own.

FASHION

Fashion events never go out of style and none of them happen without a great deal of hard work.

A DAY IN THE LIFE OF A FASHION EVENT PLANNER

You're probably already aware that there's no such thing as a 'typical' day for an event planner, but this can be even more true for a fashion event manager! In the run-up to events, as well as event days themselves, you can expect to work long hours – as well as spending time traveling.

Across each day, you can expect to use these skills to help you dress your event (and your career) for success:

Strong Communication Skills – both written and verbal, being clear and concise is essential to productivity.

Organisation – fashion events can involve

hundreds of individuals and companies, organisation skills are paramount.

Creativity – every day and every fashion event you're involved in will both challenge and inspire your creativity.

Observation – From backdrop, to schedule, to front-of-event flair, every day will bring some detail which will need to be developed, delegated and redesigned to support the style and ethos of the whole event.

If your closet of competencies is looking a little threadbare, our courses can really help you get suited and booted for this new career.

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GETTING INTO FASHION EVENT PLANNING

As well as being an industry which is all about design, creativity, and inspiration, the fashion industry is also very much about marketing: those shows aren't just for displaying designers' creativity, they're also about selling the designs, ideas, and garments and accessories.

Taking an event management qualification which includes a strong element of professional marketing and is accredited is an essential to help break into this industry. This can make a real difference to prospective employers when it comes to putting yourself in the spotlight of the highly competitive world of fashion events.

CAREER OPPORTUNITIES

When it comes to opportunities for working with big brands, the fashion industry really has it covered! From working with designers, such as Dior, Armani, Louis Vuitton, Chanel, Valentino or Gucci, to working with top fashion agencies like Blonstein and INCA on the delivery of new fashion lines, or working with brands like Swarovski and Vogue – the world of fashion is extremely eventful and global.

Fashion Event Planners are often brought in to support brand retailers, corporations and charities in organising and delivering fashion events to launch new lines and products, create brand and message engagement, offer awards and rewards, and to raise money.

Fashion event roles are available across the world, so being willing to travel as an event planner can really widen your prospects when it comes to making a career out of fashion event management.

CORPORATE

Want to work with some serious budgets? The truth is corporate events can be some of the biggest out there!

A DAY IN THE LIFE OF A CORPORATE EVENT MANAGER

Event managers are busy people, every day brings its own set of unique tasks and challenges, depending on sector, project and its goals. These will include:

- Idea proposals and pitching
- Brand management
- Goal-setting
- Schedule management
- Event logistics
- Digital recording, media and social media campaigns
- Marketing, evaluation and feedback

For success in events, evaluation and feedback is always essential but the corporate world takes this to a whole new level. With corporate events, the true measure of success may not come until after the event, once numbers have been analysed, attendees have completed evaluations or signed up for services even several months down the line.

Measuring success in quantifiable ways is an absolute must for corporate event management, and is a professional skill required for the role. Successfully completing any of our courses can help you fill the gap with professional skills.

CORPORATE

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GETTING INTO CORPORATE EVENT MANAGEMENT

Competition is rife in the corporate world – and corporate event management is no exception! Networks and experience come top of the list of your must-have skills for getting you even the slightest chance of a salaried role, but thankfully, this is where our industry-respected, accredited qualifications come in.

Postgraduate alumni Victoria Smart found her course not only presented her with the door to her corporate event career but also the confidence to walk right in there and get started. With her work placement with Clarion developing into a full-time salaried role, Victoria's now immersed in corporate events!

CAREER OPPORTUNITIES

There are many roles out there for the right professionals. Being part of an in-house event team, often part of an overall marketing team, is possible across all sectors, including UK and global corporations, many of which are household names and international brands.

Many other corporations work closely with event agencies, such as Clarion, Jack Morton, and WRG. At Event Academy, we work closely with Clarion to provide our Postgraduate students with industry-relevant, work placements, many of whom go on not only to achieve their qualifications but also to gain roles in the sector.

This was certainly the experience for Maarten De Ruyck, Postgraduate alumni, who came to Event Academy specifically wanting to work with brands. During his time with us, he worked with brands including EE, WRG and the Teenage Cancer Trust, then worked with Clarion on placement to deliver an international government-level event.

CELEBRITY & PRIVATE PARTIES

Celebrities are often involved in events as well as hold their own from award ceremonies and fundraisers to private parties and birthdays - the life of a celebrity event organiser is action packed!

A DAY IN THE LIFE OF A CELEBRITY EVENTS MANAGER

There is no such thing as a typical day in the life of a Celebrity Events Manager. You're likely to be faced with regular tasks, such as communication, organisation and logistics, negotiation and marketing – but when it comes to working with or alongside celebrities, your event planning days will certainly involve enhanced levels of:

People skills and communication.

Security and risk assessment – often involves lots of additional planning, scheduling and attention to detail.

Marketing and publicity – you'll be expected to be hot on the PR and even work with the celebrity's own team.

Confidentiality – there's a high level of trust involved when a celebrity commissions an event manager or events agency staff – not only to manage a private event for them, but also to behave appropriately with their guests (such as not commandeering them for selfies)! Professionalism is paramount.

All our lecturers are event professionals and have plenty more advice on what's involved in the day to day, as well as how to make your way in this highly competitive industry.

CELEBRITY & PRIVATE PARTIES

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GETTING INTO CELEBRITY EVENT MANAGEMENT

Getting into celebrity event management relies heavily on the amount of experience you have. This can be hard to get, especially at the 'private' end of celebrity events. However, there are ways to increase your experience and chances of success:

Volunteer at general events which have celebrity involvement, such as charity awards and sports tournaments. Charities welcome volunteers as it helps them to keep overall costs low and maximise fundraising, and it can mean you gain some great experience and opportunities to network.

Volunteer at industry events which naturally involve celebrities.

For instance, our students and alumni have the chance to volunteer for the event team at The Brits: making a real difference to the smooth running of the event itself and to their own CVs!

CAREER OPPORTUNITIES

An events role within many sectors such as charity and corporate can offer the chance to work with celebrities. Working with Event Agencies can also boost your opportunities in the world of celebrity events.

For talented freelancers with an eye for event management in the celebrity sphere, setting up your own event company is also possible.

Working with PR agencies which may be media, brand-development and entertainment-based offering celebrity-centred potential.

CONFERENCES

Conferences are closely linked to a goal the client has and aligned with what attendees' expectations are. If you like people, logistics and enjoy a goal-focused challenge then conference management could be for you.

A DAY IN THE LIFE OF A CONFERENCE EVENT MANAGER

The preparation and behind the scenes of a successful conference is the culmination of a lot of planning hard work. A conference producer's daily to-do list will include any (and frequently all) of the five following aspects:

Research – venue, speakers and technological developments to support delivery – as well as feasibility and competition.

Planning – all aspects of the schedule, format, and content of the conference. You'll also either be in charge of marketing and promoting the conference, or will be expected to work alongside a marketing department to ensure the conference achieves its goals.

Managing – hands-on phase of making sure that any contractors involved are preparing or performing as required, ensuring customer-service for delegates, and strategising to ensure that none of the clients' desired outcomes are overlooked.

Delivering – ensuring all logistics happen seamlessly, problem-solve any issues and deliver any in-conference events, such as awards and evaluation sessions.

Evaluation – monitoring and evaluating outcomes and reporting back to client.

Whether you've just completed school studies, a university degree or you're moving into events from another career path, you'll be surprised how many transferrable skills you already have to offer. Studying Conference Event Management with Event Academy will also help you build fledgling skills into professional strengths.

CONFERENCES

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GETTING INTO CONFERENCES

As with all events careers, gaining experience is vital. Our Foundation and Diploma Courses offer access to plenty of experience through volunteering, whilst our Postgraduate and Degree-Alternative courses offer a 3-month work placement. You will not only gain experience in your own practice, you can also gain a foot in the door, as some of our alumni explain:

You can of course access our online courses from wherever you are, however, as London is the #1 location for conferences, you can also gain a real advantage by studying with us here.

Because the role of a conference event manager requires significant skills in marketing, our courses help demonstrate to potential employers and agencies that you understand what's behind successful conferences for clients and attendees, something that also makes your CV stand out.

CAREER OPPORTUNITIES

There are over 1.3 million business events held annually in the UK – including conferences and seminars (Eventbrite). From working freelance to being employed by an agency, a local company, national brand or global corporation, it's no surprise that conference management can offer a wealth of roles.

There are considerable sector and brand opportunities for successful professionals. For instance, as a Conference Director, you could work for:

Public sector services – the NHS, local authorities and education authorities regularly use conferencing as a way of sharing information and practice.

Corporate and Industry clients – conferences and seminars, for education, brand awareness and communicating ideas and practice.

Charities – charities are only able to thrive through funding, networking, and sharing. Conferences are vital to share information and research, raise awareness and campaign issues.

Private sector – rapidly growing in the hospitality sector. Hotels, landmark buildings and private conference venues all competing to be a part of the conference events industry. Event Academy qualifications will help you gain the professional knowledge and expertise, plus the advantage of being work-ready across any of those sectors.

VIRTUAL EVENTS

Over the duration of the pandemic the events industry has had to make some seismic adjustments to respond to the challenges preventing 'in person' experiences. Virtual events, from a corporate zoom meeting to Tomorrowland's global festival, have boomed. This has been both a challenge and an opportunity for the event manager.

The challenge has been that most events folk are actually in the industry because they love the 'live' element of an in person experience. As a result many had ignored the virtual world (pre Covid), some even dismissing it a separate event format. These event 'pros' have had to rapidly rethink and retrain to be able to keep up to date with virtual experiences. As a result some are no longer really 'pros' but just as (in)capable as the fresh graduate event planner. Initially the job of designing an experience to achieve specific objectives went to the virtual technicians...leading in some cases to a lack of creativity, storytelling and flow...and a consequent downturn in engagement. This has also presented an opportunity as the pendulum swings back from the platform providers to the event creators.

The real flip side however has been the chance to embrace the tech...the chance to create new, blended experiences delivered to wider audiences without much of the 'cost' of travel, accommodation and even fixed schedules. Events can really happen anywhere at any time and be consumed just as readily 'after' their original delivery. This is actually liberating for the creatives, the producers and the technicians...but also for clients, customers and collaborators.

The audience for events has also changed, become more demanding, more sophisticated, expecting engaging and personalised experiences. New human centric approaches like design thinking are making old logistics driven models of event planning obsolete. Thinking about an event through the experience of attendees will continue to drive innovation and will require new kinds of event agencies with new skills and capabilities.

It is now essential for all event planners, managers, producers and designers to know the basic options and opportunities in the virtual and hybrid space...not necessarily every twist and turn of the constantly changing tech and platform choices but at least the essentials. Failing that the contact details of an expert or team who do goes a long way!

The good news is that all the fundamental principles of event management still clearly apply whether your outcome is live, virtual or hybrid. Creativity is still key to ensuring engagement. This has been demonstrated like never before. Screen fatigue, drop out, disengagement and poor retention are the inevitable results of many a format that has assumed participants will have the patience or desire to stay connected to a flat virtual event. Planning, production, timelines, project management, budgeting, teamwork, leadership are all essential no matter where your project falls in the digital/live scale.

CHAT TO US

Feeling inspired?
Why not live chat with our team now!