

EXHIBITIONS

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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!

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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!

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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.

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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.

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.

NETWORKING

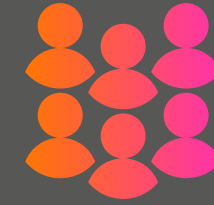
It's crucial that whatever stage of your career you are at, you get out there and get networking. Follow the key players in the industry online or on social media via hashtags like eventprofs. Go to networking evenings, meet-ups, event conferences, big shows like confex...keep in touch with your course 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)

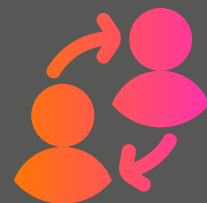


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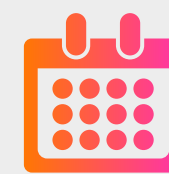
Capture and publish your experiences



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.

CHAT TO US

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