

Event manager

Event managers plan and organise promotional, business and social events. They're responsible for running a range of events, ensuring the target audience is engaged and the message of the event is marketed properly. Events play a huge part in the success of a brand or an organisation.

As an event manager, you'll organise conferences, seminars and exhibitions, as well as parties and corporate incentive trips. You'll manage the whole process from the planning stage, right through to running the event and carrying out the post-event evaluation. The role is primarily hands-on and often involves working as part of a team.



Skills:

You'll need to have:

- organisational skills and attention to detail
- communication and interpersonal skills
- negotiation skills when looking for the best price from venues, suppliers and contractors
- time-management skills and the ability to work under pressure to ensure the efficient running of an event
- project management experience
- problem-solving skills and diplomacy
- sales and marketing skills to promote the event and attract sponsorship

Qualifications:

Although you don't need a specific degree subject to become an event manager, a degree or HND in event management, hotel or catering management, leisure and tourism, marketing or business may be useful. Employers are much more interested in your skills, personal qualities and experience in the industry. You don't need a degree to become an events manager and you can work your way up from an assistant position, gaining experience as you progress. It may be useful to take the Level 2 Certificate in Event Planning, although not essential. There is no typical route to becoming an event manager and most organisations will recruit as vacancies arise. Some people move into event management from related areas such as marketing, hospitality, PR or arts administration.

Working hours:

You'll generally work normal office hours in the lead up to an event, but may need to work extra hours, including evenings and weekends, closer to the event.

Salary:

- Salaries for entry-level roles typically range from £18,000 to £22,000.
- With experience, you can expect to earn between £22,000 and £25,000.
- Salaries for managers can start at around £33,000, rising to in excess of £40,000 for senior managers or directors with extensive experience and an impressive track record.

<https://www.prospects.ac.uk/job-profiles/event-manager>

