

Industry 101

EVENTS MANAGEMENT

Event planners ensure everything is taken care of, from idea to implementation of day of logistics. They create experiences and bringing visions to life, which means stirring multiple pots, scouting locations, soliciting bids, managing vendors and communicating with clients. They negotiate contracts and manage the event budget and client expectations. Most recently, they may also be tasked with promoting the event on social media and coordinating the event's publicity.

marketing, public relations, and event planning firms that specialize in these services. In addition, many event and meeting planners are independent consultants.



TRENDS & INDUSTRY INFO

The duties of event planners are varied, and may include establishing a site for an event; making travel, hotel, and food arrangements; and/or the planning, oversight and execution of an event from start to finish.

An events professional may be responsible for all of the negotiating, planning, and coordinating for a major worldwide convention, or may be involved with a small, in-house meeting involving only a few people. Event planners may also organize virtual conferences. Some professional associations, government agencies, nonprofit organizations, political groups, and educational institutions hire event planners or have employees on staff who have these responsibilities. Many of these organizations and companies outsource their event planning responsibilities to



WORK ENVIRONMENT

Meeting, convention, and event planners spend time in their offices and onsite at hotels or convention centers. They often travel to attend events and visit prospective meeting sites. During events, planners may work many more hours than usual.

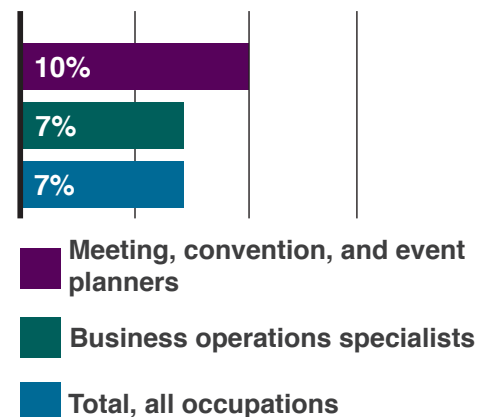
However, it is important to note that the work is not your typical 9-5 job. Those in the field work early mornings, late nights and many weekends.

FACTS & STATS

Employment of meeting, convention, and event planners is projected to grow 33% through 2022, much faster than the average for all occupations, according to the U.S. Department of Labor. Opportunities will be best for those with a bachelor's degree, certification, experience in the field, and knowledge of virtual meeting software and social media.

Projected Percent Change in Employment, 2014-24

Meeting, convention, and event planners



Note: All Occupations includes all occupations in the U.S. Economy.

Source: U.S. Bureau of Labor Statistics, Occupational Employment Statistics

A Career in EVENTS MANAGEMENT

SKILLS & EXPERIENCE NEEDED

Resume

Articulate your ability to plan and execute events. There are a variety of ways you can build your experience and demonstrate your skills on a resume and cover letter:

- Were you actively involved on your residence hall floor or with a student organization?
- How did you assist in coordinating a late night dinner or an annual event with friends?

Skills Required

- Organization and time management
- Interpersonal Skills
- Ability to delegate
- Creative and quick thinking
- Customer Service

SAMPLE JOB TITLES

- Special Events Coordinator
- Wedding Planner
- Event Coordinator or Manager
- Conference Planner

UMD CAMPUS RESOURCES

Volunteer or work at campus offices that can provide valuable experience

- Stamp Student Union
- The Clarice Performing Arts Center
- Athletics
- Riggs IV Alumni Center
- University Career Center & The President's Promise
- Use the LinkedIn alumni tool or the UMD Alumni Advisory Network to connect with alumni in the field

OTHER RESOURCES

Professional Associations

- Convention Industry Council
- International Association of Exhibitions and Events
- Meeting Professionals International
- Professional Convention Management Association
- Society of Government Meeting Professionals
- Society of Independent Show Organizers

Social Media / Local Organizations

- Stephanie Bradshaw @SBcreative_
- Intrinsic Events @EventsIntrinsic
- [Evoke DC](#)
- [DC Events](#)
- [Thinkubik](#)
- [Will Milligan Events](#)
- [Revolution Events](#)

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