

Event management career path

LVL1

Event Manager

This is usually a position that you would progress into from a sales or marketing role.

You will be a key point of contact for all members of the show team and responsible for the day to day running and financial performance of an event, including P&L ownership. You will develop and maintain excellent relationships with exhibitors, sponsors, partners and your team, keeping abreast of market developments, identifying and researching new growth areas.

You will have an awareness of all relevant Health & Safety issues relating to both the floorplan and events as a whole – supporting the operations team with floorplan management and allocation of stand space.

LVL2

Event Director

The top co-ordinating role to which senior managers report from across the business. A strategic planner, with overall responsibility for a group of exhibitions.

You will be expected to represent as a face of the company in a professional manner at all times.

Through research, analysis, relationships and market intelligence develop strategies and initiatives to ensure the ongoing growth and sustainability of the events portfolio.

To produce a coherent brand strategy for the events to maintain and increase relevance to market, meeting both delegate and exhibitor expectations.

Develop an understanding of the company's objectives and goals.

Key traits for events management:

Leadership skills, motivational, relationship builder, inspirational, assertive, creative, confident, visionary, opportunistic, fair, target driven, calm under pressure, problem solver, budget management, attention to detail, approachable.