

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

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.

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.

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)



(blog/vlog)

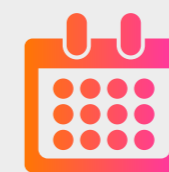
Capture and publish your experiences



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.

CHAT TO US

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