



EVENTS INDUSTRY SALARY SURVEY 2018





FOREWORD

The events landscape is constantly evolving, with the businesses that operate within the sector increasingly changing both the roles within their organisations and also the way their teams are structured.

Much of this change is driven by the ever closer integration between “traditional” marketing services and growing client expectations. As a result of this ongoing change there are often difficulties when trying to benchmark salaries against specific job titles as the range of responsibilities can vary so greatly from agency to agency.

To try and cut through these difficulties we have linked similar job titles, and also provided a broad definition against each of the roles to give greater clarity.

If you would like further information on industry trends, or to find out how we can help you attract the best event talent in the industry please do get in touch.

Call: 0345 548 8000

E-mail: hi@live-recruitment.co.uk

The LIVE recruitment team



OPERATIONS & PROJECT MANAGEMENT ROLES

PROJECT EXECUTIVE | PROJECT COORDINATOR

- Often is a graduate who as part of their degree completed a year work placement
- Minimal client contact
- No budget responsibility
- Predominantly a supportive and administrative role

London £20,000 – £25,000
Regional £18,000 – £22,000

SENIOR PROJECT EXECUTIVE | JUNIOR PROJECT MANAGER

- Previous experience within an agency environment
- Delegate management experience and systems knowledge
- Supporting on larger events, but some experience of delivering smaller events end to end
- Good logistics experience
- Limited client contact
- Some budget responsibility

London £24,000 – £28,000
Regional £22,000 – £25,000

PROJECT / EVENT MANAGER | SENIOR PROJECT / EVENT MANAGER

Salary brackets really depend on the size and scale of events delivered – in one agency a PM could manage meetings for 200 pax, in another they could be handling complex events for up to 2000 pax with multiple countries attending. For the purposes of salary guidance we have positioned the role at mid level. Generally responsibilities would include:

- Main client contact for projects
- Full end to end delivery of projects
- Full logistics; suppliers, venues, internal departments, freelancers
- On-site management
- Budget management and reconciliation

London £30,000 – £35,000 Project Manager
 £38,000 – £45,000 Senior Project Manager

Regional £27,000 – £35,000 Project Manager
 £33,000 – £40,000 Senior Project Manager



PROJECT DIRECTOR | ACCOUNT DIRECTOR

On occasion the Project Director (depending upon agency) role can be titled as Account Director. For clarity we have assumed that this position is not specifically client services orientated (responsible for account retention / growth), although a strong commercial focus and client management experience is focussed around the individual projects delivered. Depending upon the scale of the agency and projects the role can be more or less hands on, but responsibilities generally include;

- Involvement in proposal
- Part of the pitch team
- Overseeing internal teams
- Central point of client contact
- Budget and GP responsibility
- Direct management of Project / Account Managers
- Setting and implementing event schedule
- On-site management

London	£55,000 – £65,000
Regional	£50,000 – £60,000

Account Director will often have a car / car allowance as part of the package.

VENUE FINDING EXECUTIVES / MANAGERS

Not all agencies will have a separate venue finding department or team, with this role sometimes wrapped into a Project Executive role.

- Taking client enquiries for venue bookings in the UK and overseas
- Utilising venue finding software such as Cvent
- Venue negotiation and proposal writing
- Attending familiarisation trips

London	£19,000 - £25,000 Venue Finding Executive
	£26,000 - £30,000 Senior Venue Finding Executive
	£38,000 - £45,000 (+ Bonus) Venue Finding Manager

Regional	£18,000 - £22,000 Venue Finding Executive
	£23,000 – £28,000 Senior Venue Finding Executive
	£35,000 - £40,000 (+ Bonus) Venue Finding Manager



OPERATIONS MANAGER / DIRECTOR

This position can either mean “just” sole responsibility for the delivery of the agency’s projects, or can also include heavy involvement of the agencies largest projects.

Responsibilities within this role often include:

- Team management and development
- Operations management including ensuring operational processes / procedures are adhered to across team
- Maintaining SLA’s and ensuring delivery is in line with these
- Ensuring profit levels are maintained across projects

London	£45,000 - £60,000
Regional	£42,000 - £55,000



CLIENT SERVICES ROLES

ACCOUNT EXECUTIVE / JUNIOR ACCOUNT MANAGER

Usually reporting into an Account Manager - working under their guidance on larger projects and managing their own smaller ones.

- Supporting Account Managers
- Some client contact - but this would be specifically project related
- Limited budget management
- Liaising with internal teams
- On-site support

London	£24,000 - £30,000
Regional	£22,000 – £28,000

ACCOUNT MANAGER

This title can mean someone who oversees an entire account, or someone who manages the client on a more project basis. To allow us to give you a guide we have assumed that the account value is no greater than £1-2m T/O and the events do not need "strategic" input.

- No real account development focus/target - more organic
- Central point of client contact
- Managing of internal teams
- Budget management
- Hands on management of delivery
- On-site management

London	£32,000 – £40,000
Regional	£31,000 – £35,000

SENIOR ACCOUNT MANAGER

The salary bracket and level of experience required really depends upon the breadth of agency scope (ie; if digital is a large part) and the scale and complexity of the account, but a rough indicator would be;

London	£40,000 - £50,000
Regional	£36,000 – £45,000



ACCOUNT DIRECTOR

The salary levels for Account Directors can widely vary depending on the number of accounts that are being managed, and the value of those accounts. Most agencies would offer a generous benefits package and bonus at this level.

- Extensive agency experience within an agency (possibly client side if in a specific industry such as automotive or pharmaceutical)
- Non operational, targeted on key account growth and SLAs
- Networks across key businesses to develop new opportunities for the agency
- Highly strategic, acting as an internal client
- Would go on-site for client relationship building

London	£65,000 - £75,000 + benefits*
Regional	£50,000 – £65,000 + benefits*

*Benefits often include a car / car allowance, and usually a bonus related to account growth

CLIENT SERVICES DIRECTOR

The Client Services Director role is broad, with the focus often depending upon the scale, direction and structure of the agency. Extensive experience at AD level or above, with solid account growth numbers to demonstrate success is normally required. This position is usually part of senior management team or company board.

- Developing the overall agency proposition
- Managing a client services team
- Overseeing client growth planning
- Overall responsibility for account growth
- Aligning the agency response to briefs
- Part of pitch team for major projects
- Developing relationships with the agency's key accounts

£75,000 - £90,000 + account growth and retention bonus + car allowance



SALES ROLES

BUSINESS DEVELOPMENT MANAGER

Sales roles are difficult to quantify as it depends largely on the candidate's prior experience. Someone with direct experience at a competitor with strong sales figures with target clients will command a higher salary than someone from outside of the industry winning lower value projects from less premium clients.

To help give guidance we have presumed prior experience within a competitor business.

- Background in similar business
- Able to pitch at board level
- Gravitas from experience gained in the industry
- Provable sales figures from cold
- Generate own appointments
- Lead credentials presentations
- Take the brief, and brief in internal pitch team
- Hand over relationship ASAP unless there is further opportunity

London	£45,000 - £60,000 with an OTE figure based on hitting target / threshold
Regional	£40,000 - £50,000 with an OTE figure based on hitting target / threshold

OTE's usually have a threshold, are paid monthly, based upon GP revenue (rather than revenue as this protects margin) and only for the first 12 months from the client signing their first order. After 12 months the client is classed as a "house account" and either a lower % or no % is paid.

Most BDM roles also come with the addition of a physical car or car allowance.

For more information on how these OTE's are structured please call us.

BUSINESS DEVELOPMENT DIRECTOR

Usually a Business Development Director would have extensive new business experience at a senior level with a competitor business. Often a board level position.

- Managing a new business team
- Setting sales targets
- Identifying target sectors
- Developing the agency proposition
- Leading bigger new business credentials

£70,000 - £90,000 + new business bonus



PRODUCTION ROLES

PRODUCER | SENIOR PRODUCER

Producers are always a difficult role to put in a firm salary bracket, as their value generally comes from the extent of their experience, the type of agencies previously worked for and scale of projects produced.

But presuming that;

- They will receive, challenge and understand the brief
- Lead the creative direction of the project
- Lead the pitch back
- Oversee the internal / external delivery teams (design, technical production, video etc)
- Be the central point of contact for the client
- On-site management
- Speaker coaching
- Budget responsibility

London and Regional

Junior Producer	£28,000 - £35,000
Producer	38,000 - £50,000
Senior Producer	£50,000 - £75,000
Executive Producer	£75,000 +

PRODUCTION MANAGER

Production Managers can usually either come from a pure agency environment or from a technical production business where they would have been at Project Manager level.

- Taking the brief from client services
- Advising on the most appropriate production solution
- Site visits
- CAD plans (not at all agencies)
- Supplier selection and management
- Pre-production scheduling
- Budget management
- On-site management

Junior Production Manager	London	£28,000 - £35,000
	Regional	£26,000 - £30,000
Production Manager	London	£40,000 - £50,000
	Regional	£35,000 - £45,000
Senior Production Manager	London	£50,000 - £60,000
	Regional	£45,000 - £55,000
Head of Production / Director	London	£75,000 - £100,000
	Regional	£65,000 - £90,000

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CREATIVE ROLES

JUNIOR DESIGNER

Recent graduate with some “real world” agency experience, used to working across various channels

London	£20,000 - £25,000
Regional	£19,000 +

DESIGNER | SENIOR DESIGNER

- Extensive experience working within an events / experiential agency
- Experience working across either CAD or 3D
- Experience working with 3DS Max, CAD, Vector works, Cinema 4D
- Designing set / staging, exhibitions, structures

London	£35,000 - £42,000
Regional	£32,000 - £38,000

CREATIVE DIRECTOR

- Manage a team of designers
- Liaise directly with the client
- Close working relationships with other department heads
- Lead the overall creative direction of pitches
- Hands on design of some elements
- Overseeing other design work
- Part of pitch team
- Oversee design elements to ensure delivery is in line with initial creative concept

London	£75,000 - £90,000 +
Regional	£70,000 - £85,000 +



EXPERIENTIAL / EXHIBITION DESIGN & BUILD

This is an area we have seen grow hugely over the last 12 – 18 months, with traditional exhibition design & build companies broadening out into the experiential sector and working on projects such as roadshows and launch events. In addition there has been noticeable growth in the creative / experiential design and build areas for companies whose portfolio tends to be wider covering activations, film premiers, semi-permanent installations and retail experiences.

PROJECT ASSISTANT / JUNIOR DESIGN & BUILD PROJECT MANAGERS

Titles and responsibilities vary hugely at this level, but effectively this role is to support Project Managers. Candidates at this level will usually have some experience within the exhibitions and / or production sector. Often a broad role liaising across different teams with responsibilities including:

- Supporting with proposals
- Liaising with third party suppliers and negotiating rates
- Obtaining quotes and ordering materials
- Database management and administration including updating timelines
- Liaising with internal teams and the warehouse
- Overseeing the management of smaller projects (in some companies)

London	£20,000 - £28,000	Project Assistant / Junior Design & Build Project Manager
Regional	£18,000 - £26,000	Project Assistant / Junior Design & Build Project Manager

DESIGN & BUILD PROJECT MANAGERS / SENIOR PROJECT MANAGERS

Titles will vary between companies and will depend on structure, but general responsibilities include:

- Full project management of builds
- Client liaison and management
- Overseeing and advising on the build process
- Strong knowledge of materials and finishing methods
- Budget management
- Onsite management including overseeing the build

London	£30,000 - £38,000	Project Manager
	£40,000 - £55,000	Senior Project Manager
Regional	£28,000 - £40,000	Project Manager
	£38,000 - £50,000	Senior Project Manager

It is worth noting that the “design” departments of the above, although increasingly in-house tend to lie quite separately from the project management areas. As such candidates focused on the project



management side of the business will have limited design capabilities. Often they will be able to read or amend designs, but a pure designer will be a specialist in this area and tend to sit within the businesses separately – see “Creative roles” for more information on this.



TECHNICAL ROLES

AV SENIOR / PROJECT MANAGER

Project Managers are notoriously difficult to quantify as the depth of experience they have varies, and the range / scale of events they will be delivering is so different from business to business. In addition these roles have varying degrees of client / account management within them which impacts salary.

To help give guidance we have presumed the projects to be a mixture of corporate and experiential, with project budgets from £50,000 - £200,000 and account management is not a major focus of the role.

- Client point of contact
- Take the brief
- Technically specify every element of equipment
- Site visits
- Budget management
- Ordering / organising equipment
- Crew booking / specification
- On-site management

London	£35,000 - £47,000
Regional	£32,000 - £45,000

AV TECHNICIAN

Salary brackets depend hugely on the depth of the candidate's experience, and particularly whether they have specialised in one particular technical discipline. For these purposes we have presumed they have broad AV knowledge, will deliver events throughout the country and would not have additional overtime payments.

- Prep equipment
- Rigging / de-rigging equipment
- Operation

London	£21,000 - £26,000
Regional	£19,000 - £24,000

WAREHOUSE MANAGER

Salary brackets for this role vary hugely depending upon prior industry experience, size of warehouse, inventory and team size. To help guide we have presumed a mid-size AV business with 4+ direct reports and a full range of AV equipment.

London	£35,000 - £40,000
Regional	£28,000 - £40,000



HIRE DESK

Presuming previous experience with a hire desk role, or possibly a Technician who wants less on-site work.

London	£25,000 - £30,000
Regional	£23,000 - £26,000



BENEFITS

With talent in the events industry having never been in such short supply, businesses have become more inventive in how they create the most attractive working environment for their employees. There is huge upward pressure on salaries throughout the industry, although most businesses have held back from awarding large “across the business” pay rises – instead preferring to offer greater flexibility and broader career opportunities.

One of the growing trends is flexible / home working – with this now seen as a normal working practice by most employees.

Other benefits offered include;

- Healthcare
- Car or car allowance
- Holidays that can be flexed up or built upon with additional year's service
- Company related bonus
- Days off for your birthday
- Free fruit
- Subsidised gym membership
- Pension
- Cycle to work scheme
- Eye care
- Annual personal development vouchers
- Dental
- Duvet days
- Rewards such as high street vouchers
- Childcare vouchers
- Time off (fully paid) to complete charity work

Often a missed “benefit” is the working culture within an organisation, but this is cited as one of the most important factors when a candidate is deliberating on numerous offers.

Culture is hard to quantify, but interviewers who present their company in the most positive way (explaining the benefits / career opportunity / culture etc) and conduct the interview in a more “conversational manner” often have the greatest success in securing candidates.



CONTACT DETAILS

Live specialises in the events and experiential sectors, working at all level of seniority across all disciplines, including;

- Account management
- Event production
- Event logistics
- Event design / creative
- Technical production
- Project management
- Sales & marketing

For more guidance on salary levels or more specific role benchmarking, benefits, talent availability and advice on the candidate availability more generally please don't hesitate to contact us.

T: 0345 548 8000

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A large, vibrant explosion of multi-colored powder (pink, blue, green, yellow, and white) against a black background, creating a dynamic and energetic visual effect.

EVENTS | EXPERIENTIAL | EXHIBITIONS

A second, smaller explosion of multi-colored powder (pink, blue, green, yellow, and white) against a black background, mirroring the style of the image above.

LIVE RECRUITMENT

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