

Conference and Exhibition Manager

Conference and exhibition organisers plan and run events like trade shows, conferences and exhibitions.



ANNUAL SALARY

£17,000 to £80,000

Average UK salary in 2018 was £29,588 (source Office for Statistics)

WORKING HOURS

35 to 40

+5%

FUTURE EMPLOYMENT

There will be 5% more Conference and Exhibition Manager jobs in 2024.
In your local area

What's it all about?

What you'll do

You'll work in exhibition marketing, operations or sales.

In exhibition marketing, you'll:

- research the level of interest in an event
- publicise events
- find suitable venues and dates
- oversee the design and printing of tickets, posters and promotional items

In exhibition operations, you'll:

- plan timetables
- book venues
- supervise and pay exhibition designers and caterers
- work closely with venue staff
- handle enquiries from exhibitors, speakers, sponsors and visitors

In exhibition sales, you'll:

- sell stand space to exhibitors
- arrange sponsorship for events

Entry requirements

You can get into this job through:

- a university course
- a college course
- an apprenticeship
- working towards this role
- volunteering

University

You could do a foundation degree, higher national diploma or degree in events management or hospitality management, although it's not essential.

These university courses often include work placements, which will help you get practical experience and develop contacts in the industry.

Entry requirements

You'll usually need:

- 1 or 2 A levels, or equivalent, for a foundation degree or higher national diploma
- 2 to 3 A levels, or equivalent, for a degree

College

You could do a college course, for example:

- Level 2 Certificate in Event Planning
- Level 3 Certificate in the Principles of Event Management
- Level 3 Diploma in Live Events and Promotion

Entry requirements

You'll usually need:

- 2 or more GCSEs at grades 9 to 3 (A* to D), or equivalent, for a level 2 course
- 4 or 5 GCSEs at grades 9 to 4 (A* to C), or equivalent, for a level 3 course

Apprenticeship

You could get started in the conference and events industry through an events assistant advanced apprenticeship or a hospitality management higher apprenticeship.

Entry requirements

You'll usually need:

- 5 GCSEs at grades 9 to 4 (A* to C), or equivalent, including English and maths, for an advanced apprenticeship
- 4 or 5 GCSEs at grades 9 to 4 (A* to C) and A levels, or equivalent, for a higher or degree apprenticeship

Employment by region

Region	Jobs
East of England	5,972
Scotland	5,625
North East	1,701
Northern Ireland	1,564
East Midlands	4,214
London	18,412
Yorkshire and the Humber	4,563
South West	5,946
Wales	2,477
West Midlands	5,612
South East	10,668
North West	6,165

Salary

£17,000 to £80,000

Starter salary: £17,000 to £21,000

Experienced salary: £30,000 to £50,000

Your overall pay could include bonuses and commission if you work in exhibition sales.

These figures are a guide.

Working hours

35 to 40

You'll usually work 9am to 5pm, Monday to Friday, but you may work longer hours in the run-up to a conference or exhibition.

You'll usually work in an office and travel to meet potential sponsors and exhibitors, venues and contractors.

Career path and progression

You could work for an event management company, exhibition venue or marketing department of a large organisation, like a university. With experience, you could take on bigger events. There is also the opportunity to diversify into other event organisation i.e. Wedding Planner

You could become assistant manager, then manager.

You could set up your own consultancy.

Career tips

Employers will usually look for relevant experience and strong transferable skills like organising, budget management and marketing. Any experience you have in hotel conference and banqueting, travel, sales, PR or fundraising can be especially useful.