



# EVENT SALARY SURVEY 2021





## FOREWORD

After an incredibly challenging time for the events sector there has been a huge reshaping of the industry.

With the rapid shift to digital almost every corner of the industry had to quickly up skill their own teams and invest in new talent. Digitally orientated events professionals were initially in limited supply, but over time what were initially seen as separate skill sets are now engrained, with most positions becoming dual roles.

In addition, many of the candidates with virtual skill sets have converted (or remained) in a freelance capacity, developing their experience further and becoming highly specialised in the virtual world.

Whilst it has (until recently) been a candidate driven market we have not seen widespread downward pressure on salaries. Businesses in general have not looked to capitalise on the short-term oversupply in the market, presumably with an eye to the future and retaining the talent they will need as the market opens. In hindsight this looks to have been a successful strategy as vacancy levels in quarter two have increased dramatically and retaining talent will likely be a key factor in which businesses are able to rebuild and grow.

Most event orientated roles now include at least some element of remote working. This has broadened the opportunities for candidates and employers across the UK and will undoubtedly have an impact on previous regional salary weightings. We are yet to see this have any meaningful impact at the time of writing, but it is likely that salaries across the UK will become more balanced as businesses are able to compete for talent regardless of location.

Salary banding has proved particularly difficult this year, as aside from the usual inter business differences and wide ranging job titles for the same skills, there is now the added consideration of the differing levels of digital experience.

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.

For the purposes of this survey we have presumed that each candidate would have a median level of digital experience in addition to previously gained face to face events experience.

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](mailto: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 – £24,000

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            £25,000 – £28,000

Regional        £23,000 – £26,000

### PROJECT / EVENT MANAGER – VIRTUAL & LIVE EXPERIENCE

Salary brackets depend on the size and scale of events delivered – in one business a PM / EM could manage relatively simple live & virtual events for 200 PAX, in another they could be handling complex events for up to 2000 PAX. For the purposes of this salary survey we have assumed a mid-level of experience. Generally responsibilities would include:

- Main client contact for projects
- Full end to end delivery of projects
- Full logistics; suppliers, venues, internal departments, freelancers
- Experience of using a number of virtual event platforms
- On-site management
- Budget management and reconciliation

#### Project / Event Manager

Regional        £27,000 – £35,000

London         £33,000 – £40,000

#### Senior Project / Event Manager

Regional        £27,000 – £35,000

London         £33,000 – £40,000



### **PROJECT DIRECTOR – VIRTUAL & LIVE EXPERIENCE**

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 focused around the individual projects delivered. Depending upon the scale of the business and complexity of 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
- Overseeing more complex virtual events with some build element
- Direct management of Project / Account Managers
- Setting and implementing event schedule
- On-site management

London            £55,000 – £65,000  
Regional        £45,000 – £60,000

### **VENUE FINDING EXECUTIVES / MANAGERS**

Not all businesses will have a separate venue finding department or team, with this role sometimes incorporated 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            £20,000 - £24,000 Venue Finding Executive  
                         £25,000 - £30,000 Senior Venue Finding Executive  
                         £35,000 - £42,000 (+ Bonus) Venue Finding Manager

Regional        £18,000 - £22,000 Venue Finding Executive  
                         £22,000 – £26,000 Senior Venue Finding Executive  
                         £32,000 - £38,000 (+ 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 in the agency's 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	£48,000 - £60,000
Regional	£45,000 - £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 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            £35,000 – £40,000  
Regional        £32,000 – £36,000

### SENIOR ACCOUNT MANAGER

The salary bracket and level of experience required really depends upon the breadth of agency scope (i.e. 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, if the scope of the role included targeted account growth.

- Extensive client management experience
- Non-operational, targeted on key account growth and SLAs
- Networks across key businesses to develop new opportunities
- 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 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 the 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        £42,000 - £50,000 with an OTE figure based on hitting target / threshold

OTE's generally have no threshold and are uncapped. Usually they are to be 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 contact the team at Live Recruitment.

### **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

£60,000 - £90,000 + new business bonus



## PRODUCTION ROLES

### PRODUCER | SENIOR PRODUCER – VIRTUAL & LIVE EXPERIENCE

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 (live & virtual)
- Lead the pitch
- Oversee the internal / external delivery teams (design, digital, technical production, video etc.)
- Be the central point of contact for the client
- On-site management
- Budget responsibility

London and Regional

Junior Producer	£28,000 - £35,000
Producer	£36,000 - £50,000
Senior Producer	£50,000 - £75,000
Executive Producer	£75,000 +

### PRODUCTION MANAGER – VIRTUAL & LIVE EXPERIENCE

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

- Taking the brief from client services
- Advising on the most appropriate production solution
- Working with platforms and streaming companies
- Site visits
- CAD plans
- 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



## VIDEO ROLES

### VIDEO PRODUCER

Video Producers would usually have experience producing video content for use across multiple channels including live / virtual events.

- Experience producing corporate video projects
- Taking the client brief
- Developing the creative
- Scripting and or storyboarding
- Managing client relationship
- Overseeing shoots / content generation
- Overseeing edits
- Managing budgets / timelines
- Booking freelance resource
- Overseeing graphics / motion graphics creation
- Overseeing post production

Video Producer            £35,000 - £45,000

Senior Video Producer   £45,000 - £55,000

### VIDEO EDITOR

Experience editing corporate video projects to be used as either stand alone or event content.

- Hand on experience (with Final Cut, Premier or Avid).
- Filming and editing a variety of projects
- Liaising with Video Producer
- Liaising with internal design teams
- Skilled at working with a range of camera equipment
- Editing images
- Creating basic animations such as lower thirds and intro /outro sequences

Video Editor                £25,000 - £35,000

Senior Video Editor       £35,000 - £45,000



## CREATIVE ROLES

### JUNIOR DESIGNER

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

Designer                      £20,000 - £25,000

### DESIGNER

- Experience working within events / experiential
- Experience working across web / platform / interactive
- Experience working with Adobe CS

Designer                      £28,000 - £35,000

Senior Designer              £35,000 - £42,000

### 3D DESIGNER

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

Designer                      £32,000 - £36,000

Senior Designer              £34,000 - £42,000

### MOTION GRAPHICS

- Working with a team of content creators
- Knowledge of contemporary animations, particularly “Head-Up-Display / Digital GUI” animations.
- Overlaying text and visuals

Motion Graphics              £37k - £45k

### 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

Creative Director              £70,000 - £110,000 +



## DIGITAL

With the acceleration of digital within live and hybrid events the role of digital talent has become far more pronounced. Whilst experience within the events industry is at a premium the candidate pool is very small (and comparatively expensive), so most businesses look for comparable digital experience from outside of the events space.

### DIGITAL PROJECT MANAGER

- Extensive experience managing a wide range of web / app / platform builds
- Managing internal / external development teams
- Managing and coordinating internal creative teams
- Scoping and costing projects
- Managing timelines

Project Manager           £40,000 - £50,000

Senior Project Manager £50,000 - £60,000

### Front End Developer

- Hands on development of web / app / interactive
- Experience in CSS and HTML etc

Developer                 £35,000 - £45,000

Senior Developer       £45,000 - £55,000

### Back End Developer

- Hand on development of database / back end systems
- Experience in PHP, Laravel, Django, MySQL etc

Developer                 £35,000 - £45,000

Senior Developer       £45,000 - £55,000



## **EXPERIENTIAL / EXHIBITION DESIGN & BUILD**

### **PROJECT ASSISTANT / JUNIOR DESIGN & BUILD PROJECT MANAGER**

Titles and responsibilities vary hugely at this level, but effectively this role is to support Project Managers. Candidates at this level will usually have 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	£25,000 - £28,000	Project Assistant / Junior Design & Build Project Manager
Regional	£23,000 - £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	£47,000 - £53,000	Project Manager
	£52,000 - £63,000	Senior Project Manager
Regional	£45,000 - £50,000	Project Manager
	£50,000 - £60,000	Senior Project Manager

It is worth noting that the “design” departments of the above, although increasingly in-house tend to sit 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 – VIRTUAL & LIVE EXPERIENCE

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 live / virtual events 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 / studio / Gallery management

London	£35,000 - £48,000
Regional	£32,000 - £45,000

### AV TECHNICIAN– VIRTUAL & LIVE EXPERIENCE

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.

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

London	£25,000 - £28,000
Regional	£22,000 - £26,000

It is worth noting that candidates with specific experience of video systems / vMix have been in particular demand which has increased their salary expectation above the ranges specified.



## VENUES

Titles and responsibilities vary within venues largely due to their organisational structure and the services they offer. Some venues have dual roles comprising of reactive sales and delivery whereas others keep these functions very separate within the business.

### EVENT / SENIOR EVENT MANAGER

For the purpose of the above we assume that this is a pure delivery function and that this person is responsible for taking over the delivery of the event once the space has been sold / the event is secured. Responsibilities would typically include:

- Large scale venue experience
- Managing client relationships in the run up to the event and onsite
- Organising all elements of the event, either utilising internal services or external suppliers
- Budget management

London	£38,000 - £45,000
Regional	£33,000 - £38,000

### SALES AND EVENTS EXECUTIVE

Often venues will have one person responsible for overseeing the entire event from initial enquiry through to delivery. As such this person will be responsible for:

- Large scale venue experience
- Responding to incoming enquiries and converting these
- Producing costing / proposals
- Liaising with internal teams and internal / external suppliers
- Delivery of the events
- Budget management

London	£25,000 - £30,000 + any sales related bonus
Regional	£23,000 - £28,000 + any sales related bonus

Quite often there is a bonus based on the conversion of incoming enquiries which can be either based on team or personal performance (or both).



### **VENUE SALES MANAGER / BUSINESS DEVELOPMENT MANAGER**

This role tends to refer to more of a proactive sales function, someone who is targeted on increasing revenue into the venue, often from new clients. Depending on the size and structure of the agency, this person may also manage a team which are quite often based more on reactive sales. Often once the business has been secured, this will be passed across to a delivery team. Responsibilities would include:

- Setting the sales strategy (in line with senior management)
- Proactively targeting new revenue streams / companies
- Leading credential presentations
- Actively winning business
- Ensuring the team hits and overachieved targets

London	£40,000 - £50,000 with an OTE figure based on hitting target / threshold
Regional	£38,000 - £50,000 with an OTE figure based on hitting target / threshold



## CONFERENCE AND EXHIBITION ORGANISERS

The responsibilities of titles within these organisations will differ depending on the size and number of events within their portfolio and the complexity of these events.

### DIRECTOR / HEAD OF OPERATIONS / CONFERENCES

Someone who is responsible for the overall management and delivery of a portfolio of events (usually conferences and / or exhibitions). Responsibilities would typically include:

- Overseeing the delivery of the event portfolio
- Working closely with speakers / sponsors / suppliers / venues / exhibitors
- Overseeing and managing a delivery team
- Budget setting, forecasting and management
- Post event reporting and analysis

#### DIRECTOR OF OPERATIONS

London            £65,000 - £75,000

Regional         £55,000 - £65,000

#### HEAD OF OPERATIONS

London            £50,000 - £60,000

Regional         £45,000 - £55,000

### OPERATIONS / CONFERENCE MANAGER

Someone who would have responsibility for the operational delivery of a number of events within one or across multiple portfolios. Responsibilities would include:

- Operational delivery of events
- Working closely with internal teams including marketing, production and sales
- Negotiating with suppliers
- Handling the health and safety for the events
- Onsite management including managing teams and suppliers

London            £40,000 - £45,000

Regional         £35,000 - £40,000



### **OPERATIONS EXECUTIVE / CO-ORDINATOR**

A supportive role, working underneath a manager to support with the delivery of events. This person would often have 1 – 2 years + experience in a related events role. Responsibilities would include:

- Dealing with speaker / sponsor / exhibitor enquiries via phone and email
- Maintenance of event documentation / floor plans
- Logistics support
- Liaison with contractors, supplier, venues, show teams and exhibitors
- Liaison with event teams and venue managers
- Onsite support

London	£22,000 - £26,000
Regional	£20,000 - £25,000



## ASSOCIATION

Usually focusing on a broad range of events, delivery roles within associations tend to work very closely with their membership base to curate and deliver events which are usually open to both members and non-members and are quite often fee paying.

### EVENT / SENIOR EVENT MANAGER – VIRTUAL & LIVE EXPERIENCE

This person will be involved in all areas of event planning and delivery and can either work as part of a team or individually (depending on the size of the association and events it delivers).

- Full logistical planning and delivery of events
- Liaising with suppliers / sponsors / venues
- Planning events from initial concept to delivery
- Onsite management and post event reporting
- Budget management

London            £28,000 - £40,000

Regional        £25,000 - £38,000

### EVENT EXECUTIVE / CO-ORDINATOR – VIRTUAL & LIVE EXPERIENCE

This tends to be more of a supportive role, reporting into a manager and working across all elements of an event. Depending on the level they may also take responsibility and ownership of smaller projects themselves. Typically 1 – 3 years' experience.

- Supporting with event logistics and all pre-event preparation
- Handling incoming enquiries and general correspondence
- Sourcing venues and researching for events
- Event administration
- Supporting with the delivery of events onsite

London            £22,000 - £28,000

Regional        £20,000 - £25,000



### **SALES MANAGER (SPONSORSHIP / EXHIBITION / DELEGATE)**

Normally a proactive sales role focused on one or several of the above areas. Candidates can be working as part of a team or individually, usually across a number of events annually. Depending on the structure of the business they could also be responsible for managing a team. An OTE / bonus is usually paid for this role and associated with a financial target / revenue brought in from sales.

Responsibilities include:

- Supporting with the sales strategy
- Securing revenue for the event (through delegate sales, exhibition sales and / or sponsorship sales)
- Proactively generating leads and prospecting new opportunities
- Building and maintaining strong external relationships with clients

London	£40,000 - £50,000 with an OTE figure based on hitting target / threshold
Regional	£35,000 - £45,000 with an OTE figure based on hitting target / threshold



## BENEFITS

With the talent pipeline likely to become even more constrained over the remainder of 2021 successful businesses will likely renew their focus on culture, work life balance and flexibility (rather than purely bolt on additional benefits) to attract the highest quality talent.

**Culture.** Whilst this has always had great importance in the events industry it has never been held more highly as a deciding factor for candidates. Open management, internal support systems, pro-active team development and a "team" focussed approach need to be demonstrated.

**Work Life Balance.** The events industry is notorious for long hours, but the businesses that can demonstrate they take the emotional wellbeing and work life balance of their team seriously are more likely to secure candidates.

**Flexibility.** Regular homeworking and flexible working patterns were already becoming more normal pre Covid, post Covid they are seen by candidates as a "must have".

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.

Benefits often include:

- Hybrid working policy. There are a plethora of options that businesses are choosing from, but so far most roles have a flexible working arrangement where 1-3 days per week are required in the office space, or they are fully remote with only 1-2 days per month.
- Company related bonus. This seems to be becoming more prevalent as businesses look to maximise profit and motivate their teams.
- Holidays that can be flexed up or built upon with additional years' service
- Subsidised gym membership
- Time off (fully paid) to complete charity work
- Increased pension contributions
- Annual personal development vouchers
- Reward platforms
- Childcare vouchers
- Cycle to work scheme



## WHO WE ARE, WHAT WE DO & HOW TO GET IN TOUCH

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

- Account Management
- Event Production
- Event Logistics
- Virtual / Hybrid
- Event Design / Creative
- Digital
- Video Production
- Technical Production
- Project Management
- Sales & Marketing

We know the industry, have the candidate reach and streamline the recruitment process from start to finish, allowing you to concentrate on building and growing your business.

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

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