

## CORPORATE

Want to work with some serious budgets? The truth is corporate events can be some of the biggest out there!

## A DAY IN THE LIFE OF A CORPORATE EVENT MANAGER

Event managers are busy people, every day brings its own set of unique tasks and challenges, depending on sector, project and its goals. These will include:

- Idea proposals and pitching
- Brand management
- Goal-setting
- Schedule management
- Event logistics
- Digital recording, media and social media campaigns
- Marketing, evaluation and feedback

For success in events, evaluation and feedback is always essential but the corporate world takes this to a whole new level. With corporate events, the true measure of success may not come until after the event, once numbers have been analysed, attendees have completed evaluations or signed up for services even several months down the line.

Measuring success in quantifiable ways is an absolute must for corporate event management, and is a professional skill required for the role. Successfully completing any of our courses can help you fill the gap with professional skills.

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## GETTING INTO CORPORATE EVENT MANAGEMENT

Competition is rife in the corporate world – and corporate event management is no exception! Networks and experience come top of the list of your must-have skills for getting you even the slightest chance of a salaried role, but thankfully, this is where our industry-respected, accredited qualifications come in.

Postgraduate alumni Victoria Smart found her course not only presented her with the door to her corporate event career but also the confidence to walk right in there and get started. With her work placement with Clarion developing into a full-time salaried role, Victoria's now immersed in corporate events!

## CAREER OPPORTUNITIES

There are many roles out there for the right professionals. Being part of an in-house event team, often part of an overall marketing team, is possible across all sectors, including UK and global corporations, many of which are household names and international brands.

Many other corporations work closely with event agencies, such as Clarion, Jack Morton, and WRG. At Event Academy, we work closely with Clarion to provide our Postgraduate students with industry-relevant, work placements, many of whom go on not only to achieve their qualifications but also to gain roles in the sector.

This was certainly the experience for Maarten De Ruyck, Postgraduate alumni, who came to Event Academy specifically wanting to work with brands. During his time with us, he worked with brands including EE, WRG and the Teenage Cancer Trust, then worked with Clarion on placement to deliver an international government-level event.

# 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!