

# Events manager

Alternative titles for this job include Conference and Exhibition manager

Event managers organise and run conferences, exhibitions, promotions and business and social events.

## How to become

Explore the different ways to get into this role.  
You can get into this job through:

- A university course
- A college course
- An apprenticeship
- Working towards this role
- Volunteering
- Applying directly

## University

A degree is not essential for this role but you may have an advantage if you have a foundation degree, higher national diploma or degree.

Particularly relevant subjects include:

- events management
- marketing
- communications
- hospitality management
- leisure and tourism
- business management

University courses that include work placements 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
- Equivalent qualifications.

#### **Entry requirements for college**

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

#### **More Information**

- [equivalent entry requirements](#)
- [funding advice](#)
- [search for courses](#)

## **Apprenticeship**

You could get started in the conference and events industry through the following apprenticeships:

- Events assistant advanced apprenticeship
- 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

#### **More Information**

- [equivalent entry requirements](#)
- [guide to apprenticeships](#)

## **Work**

You could start as an admin or marketing assistant and work your way up through training and promotion.

Companies that would be good to work at include conference management, marketing or public relations.

## **Volunteering**

Volunteer work as a crew member at large events or exhibitions can be a good way to get experience, build contacts in the industry and get to know about vacancies that go unadvertised.

To find volunteering opportunities:

- follow conference and events organisations on social media
- look out for news of events in your local area
- search [Do IT](#)

## **Direct Application**

You can apply directly if you can show you have a lot of experience working in areas like public relations, marketing or hospitality.

## **More Information**

### **Career tips**

Employers will usually look for relevant experience and strong transferable skills like organising, budget management and marketing.

It may be especially useful to get any experience you can gain in industries like:

- hotel conference and banqueting
- travel
- sales
- PR
- fundraising

### **Professional and industry bodies**

Find training opportunities and make industry contacts through organisations like:

- [Association of Event Organisers](#)
- [Eventia](#)

#### **Further information**

You can find out more about becoming an events manager from:

- [Association of Event Organisers](#)
- [Association of British Professional Conference Organisers](#)

### **What it takes**

Find out what skills you'll use in this role.

#### **Skills and knowledge**

You'll need:

- customer service skills
- to be thorough and pay attention to detail
- the ability to accept criticism and work well under pressure
- the ability to work well with others
- to be flexible and open to change
- leadership skills
- excellent verbal communication skills
- maths skills
- to be able to use a computer and the main software packages competently

### **What you'll do**

Discover the day to day tasks you'll do in this role.

#### **Day-to-day tasks**

In this job you'll:

- discuss what type of event the client wants
- come up with original ideas for events
- agree budgets and timescales with the client
- research venues, contacts and suppliers and negotiate prices
- book venues, entertainment, equipment and supplies
- hire and supervise contractors like caterers and security
- oversee the design of publicity material and promote events

- sell exhibition stand space and arrange sponsorship deals
- follow health, safety and insurance regulations
- make sure everything runs smoothly on the day

## **Working environment**

You could work in an office, at events, at a venue or at a client's business.

Your working environment may be physically active, you'll travel often and you may spend nights away from home.