

Conference Producer

A conference producer researches ideas and topics, plans and manages conferences, exhibitions or seminars on behalf of organisations. They are also known as conference and exhibition organisers.

The Work

You would:

- research different markets to identify relevant topics for future conferences and target audiences
- choose suitable venues, devise agendas and plan budgets
- arrange caterers, special equipment and promotional material
- book speakers, find sponsorship and invite special guests to attend
- sell stand space to exhibitors
- work with marketing staff to write publicity material and deal with media requirements
- oversee the event and operations team, making sure everything runs to plan and budget
- analyse data and feedback to determine how successful the event was
- ensure that all legal and health and safety requirements are met.

Pay

The figures below are only a guide. Actual salaries may vary, depending on:

- where you work
- the size of company or organisation you work for
- the demand for the job.

Starting salaries are around £30,000 a year, and with experience rises to between £35,000 and £40,000 a year. Senior level salaries are from £50,000 to £60,000 a year.

If you are freelance your salary will vary depending on your workload and reputation.

Conditions

- You would be based in an office, but attend events.
- You will work to deadlines, which may involve working long hours, including evenings and weekends.
- You might work on more than one project at the same time.
- You might attend networking events, such as business lunches, to develop and maintain new business contacts.
- You travel to different locations and sometimes spend nights away from home.
- Usually you work indoors, but some events might be outdoors.

Getting In

- Although there are no formal entry requirements, most entrants have an HND (SCQF Level 8) or degree

(SCQF Level 9-10). Events management, hospitality management, business and media are all relevant subjects.

- For entry to an HND course you normally require 1-2 Highers plus some subjects at National 5. For entry to a degree course you need 4-5 Highers.
- Some entrants have experience in marketing, hospitality or public relations.
- You can gain experience through a work placement as part of a course or by volunteering or working part time at events.
- You need a full driving licence for some posts.
- You may have to move to other areas of the UK for work.

What Does It Take

You should have:

- good research skills
- excellent organisational skills
- project management and budgeting skills
- good communication skills
- initiative, persistence and stamina
- a good eye for detail
- good negotiation and persuasion skills
- an interest in popular culture, business and trends.

You need to be able to:

- spot new business opportunities
- network and make contacts
- meet deadlines and work under pressure.

Training

- Training is mainly on the job.
- You could choose to study part time at college or university whilst working in the industry.

Getting On

- With experience, you can progress to a senior position, such as conference manager or conference director.
- Self-employed work is common. Clients can include colleges and universities, professional organisations, trade unions or political parties.
- Work is available all over the UK and there may be opportunities to work abroad.
- You might move into marketing or public relations.

Contacts

Association of British Professional Conference Organisers (ABPCO)

Tel: 01386 858886

Email: hello@abpc.org

Website: www.abpc.org

X: @ABPCO

Facebook: www.facebook.com/ABPCOsocial

Association of Event Organisers (AEO)

Tel: 01442 285810

Email: info@aeo.org.uk

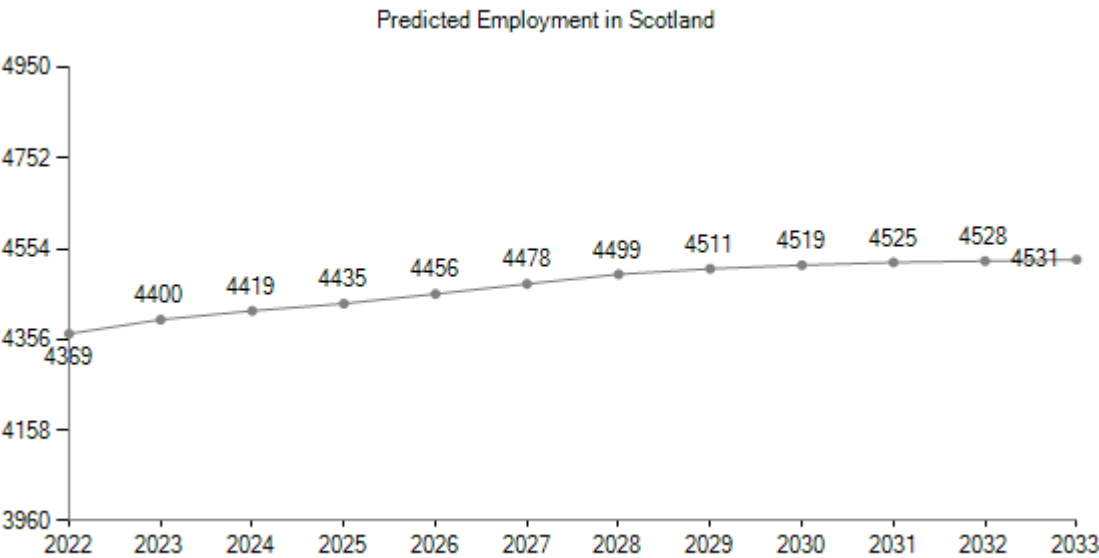
Website: www.aeo.org.uk

Statistics

Employment Status : Not available this career.

Past Unemployment - Scotland

No Claimant statistics available for Scotland.



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