

AEO : ASSOCIATION
OF EVENT
ORGANISERS

**The Employee Benchmarking and
Salary Study 2022**

Project scope

The last 18 months have signalled significant change within the events sector, driven largely by the economic impact of the pandemic. Many organisers have been required to rationalise teams, and individuals have moved sector for increased job security.

The Development Board believe the sector has suffered from something of a 'brain drain' with highly experienced and talented people moving on.

The events sector also suffers from a lack of diversity and inclusion and there's a belief that the industry would benefit significantly from a more diverse and inclusive team.

Coming through the pandemic, the recruitment market is increasingly challenging with high employment levels, rising salaries and increasing competition for staff.

The Development Board are keen that the industry is able to attract the very best talent and so, they're keen to understand: - the level of skills lost - requirements for new skills /talents - salary, working conditions and package expectations - package comparisons with other sectors - drivers/motivations for working in the events sector - requirements for improving diversity.

Contributors

SUPPORTED BY:



Understanding your overall business and workplace

These questions helped set the scene for how the organiser operates as a business, their size, whether they are global and how they measure the level of D&I within their company.

Salary and benefits

This section looked at the benefits that organisers offer and whether this was introduced as a result of the pandemic. We also asked questions about salaries paid within each discipline and at each level that gave participants the insight to benchmark themselves against the industry.

Salary increases and working patterns post pandemic

We asked questions around what had changed as a result of the pandemic and if any of this had become a permanent part of work culture. We also looked at what employees expectations are since returning and the % salary increases to meet growing demands.

Policy, strategies & recruitment

This part of the survey took a dive into the companies recruitment strategies going forward and explored what new roles are required in our members businesses post pandemic.

Wider questions

- We want to understand have other countries run the furlough scheme?
- If yes, did people return to work or move on?
- Are they measuring levels of D&I within their business? Or the proportion of D&I within their business?
- Is this a challenge they are trying to address if it is low?
- Are they struggling to recruit across all levels of business or certain levels i.e entry level?
- Have any benefits been introduced as a result of the pandemic and trying to retain people?
- Have salaries increased?
- If so, what is the rough percentage across the board?
- Has flexible working become a permanent policy within their business?
- How has this effected their teams and their productivity?
- What are staff expectations coming back?
- Does this mirror the wants and needs for new employees coming into the industry?
- What new roles have been generated as a result of the pandemic?
- What initiatives are they supporting to bring new people into the industry?