



Events Management
Career and Industry Guide



**EMPLOYABILITY
TEAM**

Advancing Careers

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Introduction

“What can I do with a Business and Event Management degree?”

“Which companies offer careers with my degree?”

If you're asking yourself these questions then we would advise you to research your career choices as thoroughly and as early as possible, particularly in relation to experience required, different career routes you can explore or where postgraduate study choices can develop future opportunities.

Three ways you will succeed in finding a graduate job:

1. Undertaking paid work whilst at university or in the six months immediately after
2. Focusing your job search exclusively on graduate level jobs and making your applications whilst still studying
3. Having a career plan upon leaving university

I have a degree, now what?

If you don't know what career you want when you graduate, you may have more options than you think. Having a degree opens you up to many graduate level jobs and postgraduate study, which doesn't specifically have to be in Finance and Accounting, as many industries are open to graduates from any degree background. So, explore your options!

The below link has some useful guidance for graduates who are still deciding on their career ideas and options; key skills that are gained in each degree and what you can do with them.

<https://targetjobs.co.uk/careers-advice/career-ideas/i-have-degree-now-what>

Career Decision Making

Your first step should be to bridge the gap between where you are and where you want to be. Exploring your values, interests, and skills will help you find educational and career options that match up with your goals and plan for the future.

As well as being familiar with opportunities you can secure with the degree you are studying or have studied, it may be useful to take a careers assessment or quiz, to get a deep understanding of industries or alternative roles you may be suited to. Examples of these are below:

- **Buzz Quiz** – A short, fun quiz which uses the Myer-Briggs personality factors to determine what careers may suit you (as well as other things).
<https://icould.com/buzz-quiz/>
- **National Careers Service Skills Assessment** – An assessment that supports you in identifying your transferable skills as well as finding out what interests and motivates you.
<https://nationalcareers.service.gov.uk/skills-assessment>
- **Prospects** – Offers a 'Career Planner' which is a detailed career quiz as well as the 'Job Match Beta' which asks questions on interests, as well as what you find purposeful and rewarding, matching your answers with job roles.
<https://www.prospects.ac.uk/planner>

Types of roles to consider

The events industry is a dynamic, fast-paced sector offering opportunities to work on anything from small staff events and festivals to weddings and charity fundraisers.

Jobs directly related to your degree include:

- [CONFERENCE CENTRE MANAGER](#): As a conference centre manager, you'll ensure the smooth running, effective management, success and profit of the centre, using your excellent interpersonal skills and commercial awareness.
- [EVENT MANAGER](#): If you have high organisation and interpersonal skills and thrive in a fast-paced environment, consider a career as an event manager.
- [HOTEL MANAGER](#): Hotel management requires excellent people management skills and a calm, professional, approachable manner.
- [OUTDOOR ACTIVITIES/EDUCATION MANAGER](#): Outdoor activities/education managers run centres that offer facilities and classes in outdoor sports and activities.
- [PUBLIC HOUSE MANAGER](#): As a public house manager, you'll be responsible for all the operations of a pub or bar, including front-of-house work, staff recruitment, accounting, stock control and possibly additional duties like marketing and advertising.
- [RESTAURANT MANAGER](#): Restaurant managers ensure that a restaurant operates efficiently and profitably while maintaining its good reputation and ethos.

Jobs where your degree would be useful include:

- [CHARITY FUNDRAISER](#)
- [MARKETING EXECUTIVE](#)
- [MUSEUM/GALLERY EXHIBITIONS OFFICER](#)
- [PUBLIC RELATIONS OFFICER](#)
- [SALES PROMOTION ACCOUNT EXECUTIVE](#)
- [TALENT AGENT](#)
- [TOURISM OFFICER](#)

Understanding the industry and employers

Large hotel chains, conference venues and wedding organisers all offer opportunities for events management graduates. Some courses give students the chance to specialise in festival or cultural and arts events, so museums, large galleries and festival organisers are possible sources of vacancies. Graduates can also find work in events management companies and charities, which organise large scale fundraising events.

Graduates of a degree specialising in Event Management have moved onto the following professional roles:

- Events managers and organisers
- Marketing associate professionals
- Human resources and relations
- Business sales executives
- Restaurant and catering establishment managers and proprietors
- Project support officers
- Hotel accommodation managers and proprietors
- Sales accounts and business development managers
- Sports coaches, instructors, and officials
- Managers and directors in retail and wholesale

Where and how can I do my research

[What can I do with an Events Management degree?](#)

[How to get into the events industry – a graduate’s guide](#)

[Hospitality and Event Management graduate information](#)

Keep up to date with [Eventbrite](#) for events industry news

Transferable skills

As well as developing project management and organisational skills, a degree in events management equips you with both the business and creative skills to take an event from the ideas stage to realisation.

A degree in events management gives you the skills to:

- manage the logistics of planning and staging events, from conception to final delivery
- manage a budget or raise funds
- market and promote your events
- develop a strong awareness of customer service, working closely to a client brief
- manage a complex workload

You'll also develop a range of skills and competencies, including:

- organisational skills and attention to detail
- communication and interpersonal skills
- negotiation skills when looking for the best price from venues, suppliers and contractors
- time-management skills and working under pressure to ensure the efficient running of an event
- project management experience
- problem-solving skills and diplomacy
- a flexible, target-driven, proactive approach
- administrative and IT skills
- self-motivation and enthusiasm

How to gain experience

Whatever career area you're interested in, finding some short-term paid or voluntary work will improve your prospects of getting a graduate job and can give you a valuable insight into how a company or organisation operates. Students who gain relevant work experience while studying secure graduate level employment quicker after graduating.

Please see our '**Ways to gain experience and skills throughout your degree**' resource under 'Employability Resources' on the Employability VLE tile for more ideas and information on gaining experience. Here are some ideas that you may want to consider:

- Volunteering – this can be a great way to gain industry specific skills and knowledge and will give you some great experience to add to your graduate CV.
 - [Do.it](#)
 - [CharityJob](#)
 - [Volunteer Match](#)
 - [Reach volunteering](#)
- Internships – these are work experience opportunities offered by an organisation for a fixed period of time. They are typically undertaken by students and graduates looking to gain relevant skills.
 - [Placements & Internships for Students | RateMyPlacement](#)
 - [Internships | Bright Network](#)
 - [Virtual Internships | The Forage](#)
- Relevant work experience – work shadowing or paid work experience. Can you find a role within an events department? Can you find any administrative or office-based experience? Can you take on any responsibilities in your current role that include event functions? Can you plan any social activities or events within your faith group, children's school, or community?
- Networking - this is important and helps you develop contacts in the industry. Many organisations and professional bodies host student events and can provide you with networking opportunities that may support you in finding relevant experience. Explore student membership of other supporting organisations!

Further events qualifications and courses

Postgraduate courses in events

Only a small number of events management graduates go on to further study. Generally, there is no requirement to continue to postgraduate level, as employers in the sector place a greater value on experience in this area of work, rather than a masters degree.

However, if you want to study event management at postgraduate level, Masters degrees typically last for 12 months if studied full time or two years if you opt to take the course part time. Entry requirements vary between universities, so always check with the institution. You may need to have a good degree in a related discipline, but in some cases any subject is acceptable.

Professional Development and short courses

You will typically develop your skills and knowledge by working alongside more experienced colleagues in the sector, but there may be opportunities for training depending on your employer. These may include short courses, run either in-house or externally. Sessions covered typically include:

- conference and event planning
- customer care
- event marketing and copywriting
- finance
- health and safety
- IT
- project management
- sales and sponsorship

Professional bodies such as the [Association of Event Organisers](#) also run relevant courses. Areas covered include how to plan effective marketing events, sponsorship selling techniques, health and safety and risk assessment.

Other professional bodies with relevant courses, events and seminars include:

- [Association of British Professional Conference Organisers](#) (ABPCO) - professional development opportunities for members through meetings and seminars
- [Chartered Institute of Marketing](#) (CIM) - ranging from one-day sales and marketing courses to Certificate and Diploma qualifications
- [Meetings Industry Association](#) (MIA) - one-day events, courses and seminars
- [Event Academy](#) - Event Management courses officially accredited by the Chartered Institute of Marketing

Membership of these bodies is also useful for keeping up to date with the latest industry news, networking and developing contacts.

It may also be useful to take a course in health and safety. The [EPC \(Emergency Planning College\)](#), for example, offers a range of courses in event and public safety.

What events graduate schemes are available?

Graduate schemes are training programmes at an entry level for those who have obtained an undergraduate or postgraduate degree. These schemes are used by organisations to bring new employees into their departments and support them professionally, and they are designed to give the successful candidates hands-on experience in different departments by allowing them to gain exposure to different roles and tasks.

Below is a list of some companies that offer graduate programmes and/or are some of the companies that excel in planning events all over the country:

- [RX Global](#)
- [Clarion Events](#)
- [Prestige Venues and Events](#)
- [Live Nation](#)

- [Rockitfish](#)
- [Liquid Media Live Events](#)
- [Event Concept](#)
- [Meet and Potato](#)
- [The Events Company](#)
- [Park Publishing](#)
- [Beyond Certainty](#)
- [Eventurous](#)
- [Potting Shed Events](#)
- [DRPG](#)
- [Firebird Events Ltd](#)
- [Bearded Kitten](#)
- [TMB Events](#)
- [The Mammoths](#)
- [MGN Events](#)
- [Off Limits](#)
- [Touch Associates](#)
- [Peachy Productions](#)
- [Technical Elements Ltd](#)
- [Giant Leap Events](#)
- [Faversham House](#)
- [A & I Group](#)
- [Ace Bar Events](#)
- [Purple Lamb Events](#)

Please note that these are just a few examples of graduate schemes, and there are lots more you can explore, with a wide range of opportunities and schemes available!

Websites that you can search for graduate schemes are:

- [Bright Network](#)
- [Prospects](#)
- [Give a Grad a Go](#)
- [Milkround](#)
- [Target Jobs](#)

Where to look for other graduate jobs and part-time opportunities?

If you are looking for part time or flexible opportunities, please see our *'Finding part-time graduate work'* resource on the 'Employability Resources' tile of the VLE.

Generic job searching websites

Generic job search websites are widely used by organisations to post jobs in any industry or level. Although these websites can be useful to find a range of opportunities, you may find that the same jobs are advertised across many platforms, and because they aren't focused on the graduate market, they can be highly competitive with lots of widely advertised and often duplicated roles.

- [Reed](#)
- [Indeed](#)

- [Total Jobs](#)
- [CV Library](#)

Using industry specific job searching websites may save you time and allow you to find opportunities that best fit your interests, because they specialise in roles that suit your career direction and bespoke for the industry.

Events specific job searching websites

- [Event Job Search](#)
- [Association of Event Organisers Recruitment](#)
- [Event People](#)

Recruitment Agencies

Another way of searching for roles is by using recruitment agencies as they work directly with organisations that are looking to hire. Recruiters are consultants that match candidates to job roles using interviews and application support. Contacting recruitment agencies is another way of maximising your chances of finding roles, as they contact you if a role that suits your interests, skills, knowledge, and experience becomes available.

General recruitment agencies that support graduates:

- [Hays](#)
- [Adecco](#)
- [Morgan Hunt](#)
- [Tiger Recruitment](#)
- [Huntress](#)

Recruitment agencies specialising in Events include:

- [Live Recruitment](#)
- [Albany Appointments](#)
- [ESP Recruitment](#)
- [Street PR](#)
- [Regan & Dean](#)
- [RCR Specialist Event Recruitment](#)
- [Aspire](#)
- [Michael Page](#)
- [Tiger Recruitment](#)
- [We are Aspire](#)

Changing Careers

It's never too late to re-train in another field - in fact, having life experience behind you when heading back to university can work to your advantage.

[Make a career change | Prospects.ac.uk](#)

[Career Change Advice | At 30, 40, 50 | Career Consultants](#)

[How to Change Your Career | Guardian Jobs \(theguardian.com\)](#)

[How To Change Careers, According To 50 People Who Made A Pivot \(forbes.com\)](#)

Whilst you are completing your degree, or once you have graduated, you may be looking to make a career change into a different industry or a different role. Consider these points when looking to progress into something new.

1. Stepping Up

- a. Can you progress from your current role into a new role within the company or industry?
- b. Have you spoken to your manager or HR department about the opportunity for progression or taking on further responsibilities?
- c. Can you accept management or supervisory responsibilities?
- d. Can you apply for a role similar to your current role where there is scope for development?

2. Stepping Out

- a. Move into a different sector - have you researched what sectors you are interested in? Can you network with individuals in this sector? Can you gain any relevant work experience?
- b. Look into your transferrable skills and how these can be used in another role or industry
- c. Demonstrate how you can be a great fit and asset to another company

Do you already have considerable events experience?

You may already have considerable relatable experience that you have gained prior to studying for a degree. An undergraduate or postgraduate degree in Business and Events Management can be a great way to secure your career acceleration and rise into managerial and leadership positions. Having extensive industry experience, alongside a degree, may open the door to career progression opportunities and senior positions.

When searching for senior leadership or managerial positions, you may need to use specialist job searching websites which cater for applicants with extensive industry knowledge and experience. Some of these websites may only list jobs that have a salary of £50,000 or above, and are specifically designed to support professionals with extensive experience, so you find these more helpful than the graduate schemes aimed for entry level skills in the sector.

- [Aruba Exec](#)
- [Exec Appointments](#)
- [Executives on The Web](#)
- [Experteer](#)
- [Senior Executive jobs | Guardian Jobs \(theguardian.com\)](#)
- [Executive Opportunities - Search Executive Jobs Online \(stoneexecutive.co.uk\)](#)

Psychometric Testing

Many employers use psychometric tests as part of the recruitment process. They're common in graduate jobs, work placements and internships. Psychometric tests are used to:

- Identify the people best suited to a particular job
- See if you are a good fit for their company culture
- Screen a lot of applicants without having to interview everyone

You'll see tests of things like:

- Verbal reasoning – your ability to understand written information
- Numerical reasoning – how you think using numbers
- Abstract or spatial reasoning – your ability to understand patterns, logical rules or work with shapes
- Personality - questions about how you behave, to predict how you might act in a work situation (there are no right or wrong answers)
- Situational judgement tests - set a scene and ask what you would do in that situation

Psychometric Testing can be quite difficult if you have not had any experience of them in the past. You can practice these tests on Career Zone by going to the 'Aptitude Test' section. You can also find free practice tests on sites like:

- [The Psychometric Test Project](#)
- [The British Psychological Society](#)
- [SHL practice tests](#)

Speculative Applications

A speculative application is when the job seeker conducts research and directly contacts a company they wish to work for to see if there are any employment opportunities. Statistically, almost 60% of jobs are not actively advertised on the open market (UK Careers Fair).

Targeting and reaching out to companies to enquire about opportunities may increase your chances of success in the competitive job market. Being proactive in this way can give you access to a much wider variety of roles and increase your chances of success in the competitive job market.

Speculative applications provide a direct route into the company and contacting recruiters can lead to:

- [Temporary or permanent work](#)
- [Internships or work shadowing opportunities](#)
- [Increased business connections](#)

Even if it turns out there isn't a job available, your positive approach may impress the employer sufficiently that they'll bear you in mind for future vacancies that arise.

To find out more about speculative applications, please see page 5 of our '**Cover Letter writing guide and examples**' under the 'Employability Resources' tile for more information and an example.

Professional Bodies

Professional bodies are organisations who maintain inspection over the conduct, knowledge and key skillset and practices of that profession. These professional bodies offer membership to those working in the sector or profession, so they can have access to labour market information, trends, conferences, workshops, seminars, and exclusive job opportunities. Becoming a member of a professional body gives you full access to these events and vacancies and allows you opportunities to continue your professional development within the industry.

Below are the professional bodies for the Events industry:

- [Association of Event Organisers](#)
- [Event Marketing Association](#)
- [The National Association for Catering and Events](#)
- [The International Live Events Association](#)
- [Event Service Professionals Association](#)
- [Association of British Professional Conference Organisers](#)

CareerZone

Career Zone is a digital platform which provides careers and employability online resources for all our students. CareerZone has great resources to help you explore, understand and decide your career path, and the below sections provide you up to date information on various industries and job roles.

- **'Industry Reports'** – bespoke industry sections with further links to useful websites for further exploration
- **'Labour Market Information'** - explore different roles, with facts about each role, including employment growth, average working hours and salaries, as well as common tasks and required qualifications
- **'Career Pathways'** - videos directly from people who perform various roles, allowing you to get a real sense of what the role is about.

To access Career Zone, log into your VLE platform. On the right side of the screen, you will see 'Services' where you can click on the Career Zone button, which takes you directly into the platform.

Enterprise

You might also want to explore the world of enterprise. If you've got a great idea and you spot a gap in the market and want to earn a living from doing something you're passionate about, if you start your own business, you won't be unemployed.

You might want to help others or make the world a better place, so if you have a product or service that can save people time, or money, or stress, and generally make life better, then this is always a great reason for starting a business.

The Enterprise Hub is an entrepreneurial support service provided to current students and alumni who wish to establish their own businesses. The Enterprise Team is comprised of experts who possess a wide range of specialist business skills and experience. This includes a group of students and alumni entrepreneurs who offer not only their insights to running a successful business but also provide additional guidance as peer mentors. The Hub offers bespoke workshops to those already running businesses as well as those seeking to establish new start-ups. To register your interest or for more information please contact our Enterprise Team via email - Enterprise@london.aru.ac.uk

LinkedIn

It can be hard to stand out in the job market when there are so many other graduates trying to do the same thing. One quick win is to have a LinkedIn account to raise your profile and build up professional contacts while still at university.

Benefits of using LinkedIn:

- Build your personal brand - people will remember you and your brand when they look for someone with your particular skills and expertise. A strong personal brand can lead to new opportunities
- To build a strong network of professional contacts - you never know when a connection will come in handy and the bigger your network, the more chance you have of being referred to a job role
- To prove your dedication - having a LinkedIn account as a student proves that you are dedicated to pursuing a career
- To get job alerts - you can program LinkedIn to send you job alerts for certain companies, industries or specific job titles, so that you'll never miss out on a great opportunity again

Employability Support

If you need any employability support or want to discuss your future career options, you can book a one-to-one appointment with one of our Careers Consultants. So, whether you're looking to prepare for your first graduate role and need advice on your CV or application form, or you're looking for a part-time job to fit around your studies or want to apply for a postgraduate course, then please drop us an email at employability@london.aru.ac.uk or call us 0207 400 6789 and we'll get you booked in as soon as possible.