WHAT IS THE MEETING & EVENT INDUSTRY?

The meeting industry is a vibrant and diverse field. It involves planning, organizing and executing various types of gatherings, events and conferences. These events vary in size, purpose and scope, serving sectors such as corporate, government, nonprofit organizations and associations.

WHY CONSIDER A CAREER IN MEETINGS & EVENTS?

Creativity and Innovation: Transform your imaginative ideas into unforgettable events.

Diverse Projects: Engage in a variety of events, keeping your work stimulating.

Impactful Experiences: Create memorable moments and bring people together.

Collaborative Environment: Network with diverse teams and gain new perspectives.

Constant Learning: Stay ahead with ever-evolving industry trends.

Travel & International Opportunities: Explore projects globally.

Growth Potential: Join a field with ample career growth opportunities.

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CAREER PROFILES

(continued)

6. **Destination Marketer**
   Responsible for promoting locations to attract travelers and events
   **Skills:** Marketing, communication, digital expertise
   **Roles:** Marketing strategy, content creation, PR

7. **Hotel Sales Manager**
   Responsible for selling hotel rooms, event spaces and related services
   **Skills:** Verbal and written communication, negotiation, prospecting, lead generation
   **Roles:** Sales strategy, client acquisition, relationship building, proposal creation

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QUICK FACTS: THE INDUSTRY

1.6 BILLION people worldwide participate in business events every year.

$1.15 TRILLION is spent globally on business events annually.

10.9 MILLION direct jobs are supported by the industry.

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MEETING, CONVENTION, AND EVENT PLANNERS

**MEDIAN PAY:**
$49,470/year to $92,500/year

**TYPICAL ENTRY-LEVEL EDUCATION:**
Bachelor’s degree

**JOB OUTLOOK 2021-2031:**
18% (much faster than average)

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Meeting Professionals International (MPI) is the largest meeting and event industry association worldwide, providing education, networking and advocacy for industry professionals. For more information, visit mpi.org.

Visit Detroit markets and sells the Detroit area as a destination for leisure and business travel, including conventions and events, to maximize visitor experiences, tax revenues and job opportunities. For more information, visit visitdetroit.com.
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SKILLS & ABILITIES

To thrive in the meeting and event industry, you’ll need a mix of essential skills.

Creativity: Design unique event experiences.

Logistics: Coordinate schedules, budgets and resources.

Communication: Effectively interact with clients, vendors and teams.

Adaptability: Thrive in a fast-paced, unpredictable environment.

Networking: Build a valuable network within the industry.

CAREER PROFILES

Explore various career paths within the meeting and event industry.

1. Event Planner/Coordinator
   Responsible for seamless event execution
   Skills: Organizational, communication, time management
   Roles: Event strategy, budget management, logistics

2. Venue Manager
   Responsible for venue operations and guest experiences
   Skills: Leadership, communication, problem-solving
   Roles: Venue operations, budget management

3. Catering Manager
   Responsible for food and beverage services at events
   Skills: Communication, organization, culinary knowledge
   Roles: Menu planning, food preparation, staffing

4. Audiovisual Technician
   Responsible for set up and operation of audiovisual equipment
   Skills: Technical, problem-solving, teamwork
   Roles: Equipment setup, maintenance, troubleshooting

5. Convention Services Manager
   Responsible for helping clients coordinate large-scale events
   Skills: Organization, communication, problem-solving
   Roles: Client collaboration, logistics, budget management

Welcome to the exciting and exhilarating world of meetings and events! As you start your professional journey, this brochure will guide you through career opportunities in the meeting and event industry.