

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

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.

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)



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.



YOUR CAREER IN MEETINGS AND EVENTS:

DISCOVER WHAT'S POSSIBLE

SPONSORED BY



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.



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.

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, marketing

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