

AUT

A FUTURE IN  
**EVENT MANAGEMENT**







## WHAT IS EVENT MANAGEMENT?

What is an event? It could be a trade fair, cultural festival, charity fundraiser, sports event, farmers market, school ball, music concert, career fair, wedding, conference – or something that happens fully or partly online. But whether it is New Zealand Fashion Week, a concert, New Year's Eve fireworks, the Auckland Arts Festival or an AUT graduation ceremony, events need to be planned, organised and managed.

Although the scope of events can be vast and audiences can vary, events still have much in common, such as entertainment, food and beverage, sound and lighting, marketing and of course, people.

Therefore, event managers need to be creative with a broad toolkit of skills and knowledge that draws on other professions and disciplines, including project management, financial management, leadership, logistics, human resource management, sales, marketing, public relations and communication.

Are you highly organised? Do you have a flair for creative ideas and a passion to make things happen? Are you a people person? If so, a career in event management could be just the thing for you.

## OUTLOOK AND TRENDS

### Changes in what makes a great event

Social, environmental and economic impacts are now monitored to assess the overall success of events. Within the design of an event, there is now an increasing expectation of inclusivity policies that provide access to a diverse range of people. Event safety and security has also become a major issue due to stricter government policy enforcement. New trends and technologies are at the core of how marketing and audience engagement is designed and implemented.

### 'Green event' principles

Designing events with 'green event' principles lessens negative environmental impacts. These principles include inclusivity, integrity, stewardship, transparency, labour standards, Human Rights and legacy. They should be incorporated into all management stages (planning, implementing and delivering) with all event stakeholders (organisers, participants, venues, suppliers and contractors).

### The local scene

In New Zealand, employment opportunities for conferences and events continues to grow for people with experience and is projected to keep growing at a rate of 4.9% per year until 2023, according to the MBIE Occupational Outlook.

### Corporate and council sector growth

A significant recent trend has been the growth of event management roles within the corporate sector. Large organisations such as banks, local authorities and NGOs have come to realise that event management is a unique skillset and many now employ teams of trained, experienced event managers to create their events.

Local councils have realised the economic benefits of staging events to promote cultural differences and to enrich destination tourism. Countries and regions gain huge benefit from hosting world championship sporting events and often this involves the building of facility infrastructure. Consequently, jobs become available for not only the events sector but also for a wide range of supporting industries.

### Good relationship skills essential

As a people focused industry, managing the expectations and personalities of a diverse range of people is a huge part of event management. Event managers need to be able to work alongside many different people and remember that there is no one way of doing things, everyone works differently and every idea is worth listening to.

Source: Rochelle Pinto, Events on Show

## WORK SETTINGS

Event managers may move from one short-term project to another or be permanently employed.

The organisations they can work for include:

- Events conference management companies
- Large corporate organisations, including banks and accounting firms
- Local government bodies, eg city and district councils
- Charities and not-for-profit organisations
- Sporting and cultural organisations
- Educational institutions such as universities
- Venue operators
- Public relations and marketing agencies

Alternatively, once they have experience, a number of event managers set up their own event management consultancies.

Time commitments are often within regular business hours but may also involve weekend or evening work, depending on the nature of the events.

Work venues vary between office/business premises and the actual locations of the events, which can include all manner of indoor and outdoor venues and facilities.



## CAREER ROLE EXAMPLES

Although the principles of event management can be applied in a wide variety of situations, it can be advantageous to specialise in organising particular types of events, such as parties and weddings, exhibitions and conferences, live cultural events, music festivals, product launches or fundraising events.

Following are a sample of event management roles. An even wider range of career possibilities open up for graduates with supporting additional majors and minors in appropriate areas including marketing, advertising, social and other media, arts and culture, sport, law and design.

Volunteering at events, and for event organisations, is a great way to gain skills, experience and networks to prepare you for gaining an industry role on graduation.



## Event manager

Manages all aspects of the event, including pre-production and event budgeting through to post production. Acts as the daily interface between company and client and as a communication conduit with the management team. Helps plan and develop new events and leads new programmes. Manages event data for customers and financial/budgetary requirements. Mentors and trains staff.

## Conference organiser

Develops concepts for a conference. Creates plans and documentation and works out a budget. Organises funding, sponsorship and ticketing for the conference. Sources and organises event contractors, staff and volunteers. Books the venue or venues, and event equipment and deals with enquiries about the event. Promotes and markets the conference to media and relevant groups. Oversees running of event on the day.

## Events and activities co-ordinator

Designs, organises and implements a programme of activities and events. Assists with the recruitment and training of staff. Prepares plans and budgets for the intended events and maintains accurate records. Works with the communications team on promotion and marketing plans. Co-ordinates performances and activities and carries out event evaluation.

## Festival director

Ultimately responsible for putting together an interesting and appealing festival programme. Collaborates with the festival committee and other stakeholders. Scouts for and recruits appropriate talent. Plans and oversees fundraising and financial management. Troubleshoots unexpected problems, resolves conflicts, delegates responsibilities as needed, and inspires the performers to give their best.

## SKILLS AND KNOWLEDGE

- Ability to develop and maintain professional relationships with clients from diverse backgrounds
- Ability to develop 'partner' relationships
- Skilled at interpreting a client brief, developing strategy and writing professional proposals
- Strong organisational and decision-making skills
- Ability to deliver events to the highest standards with close attention to detail
- Financial management, budgeting and planning skills
- Ability to respond and solve problems on the spot
- Strengths in prioritising tasks/workload and handling multiple projects

## PERSONAL QUALITIES

- Creative, imaginative, innovative, visionary
- Committed, motivated, enthusiastic and results-driven
- Positive and confident, with first-class personal presentation
- Can cope well under pressure and meet deadlines

## SALARY GUIDE

There is no regulated salary scale for this industry and many people do contract work. Event managers that develop a strong reputation can eventually make very good money.

Commissions, profit sharing and bonuses are sometimes also part of salary packages for those with experience.

|   | Salary                              |
|---|-------------------------------------|
| Graduate entry level (under 2 years)                  | \$46,000-\$55,000 per year          |
| Event co-ordinator                                    | \$51,000-\$61,000 per year          |
| Event/conference manager (with 3-5 years' experience) | \$65,000-\$75,000                   |
| Sponsorship/fundraising & events manager              | \$70,000-\$110,000 per year         |
|   | contract work at \$40-\$65 per hour |

Sources: Hays Salary Guide 2021/2022, nztalentcom, Salary Explorer, ERI, payscale

This salary range is an approximate indication of the New Zealand job market at the time of publication (May 2022) and should only be used as a guideline.

## PROFESSIONAL REGISTRATION

Although professional membership or registration is not usually required, it can be beneficial in terms of career and professional development. Suitable bodies include New Zealand Events Association and Conference and Incentives New Zealand (CINZ).

## THE AUT ADVANTAGE

AUT event management graduates offer employers the skills, knowledge and experience they have gained through a degree that is unique in Aotearoa New Zealand.

With training in cultural matters, leadership, finances, contemporary issues and substantial practical experience with events companies and projects, graduates have a real work-ready advantage when they enter the employment market.

## FURTHER STUDY OPTIONS

Further study in event management is available at postgraduate level, including the Postgraduate Certificate and Postgraduate Diploma in International Hospitality Management, Postgraduate Diploma in International Tourism Management, Master of International Hospitality Management, Master of International Tourism Management, Master of Philosophy and Doctor of Philosophy.



## ROCHELLE PINTO

Owner/Director of Events on Show

Bachelor of Arts in Event Management

"I did things a bit differently. Straight out of school I started a commerce degree, while volunteering on the events management team of a youth ministry. We used to run 4-6 events each year all over Auckland for 200-350 young people, organising everything – venues, speakers, music, catering, staging and lighting and more.

I then got the opportunity to work full-time as the youth events manager of a large organisation helping co-ordinate and run youth programmes all over Auckland. This led me into the world of corporate events management working within a couple of organisations in the hospitality and tourism industry.

In 2013 I purchased an existing event styling and décor business. By then I had eight years of industry experience and my events management degree. Since then, Events on Show has expanded by adding complete wedding planning, event planning and event management services and we now employ other AUT graduates.

Event management is a career that offers something different every day. It requires us to problem solve, think outside the box and embrace our creativity. We get the opportunity to meet a lot of people and it's nice knowing we are helping others, even if it's just taking some of the stress and pressure off an event for them.

The highlight from each event is that moment between us finishing a set-up and the client walking in. Taking in the space and seeing what we achieved as a team is pretty special. It's also rewarding to see the look on a clients' face as they walk into a space that we have transformed through our work. We do what we love, and we love what we do."

### ROCHELLE'S TIPS TO GRADUATES

"The learning never stops. Be ready to work hard. The hours are long – but rewarding. Be willing to pick up the phone and call people. Know how to expand your networks. Ask questions and be ready to think outside the box.

It's essential to be on top of social media trends. Know your #hashtags!

Enjoy it. It's a great industry to be in that opens up opportunities all over the world!"



## USEFUL WEBSITES

### Tātaki Auckland Unlimited

<https://aucklandunlimited.com>

### Business Events Industry Aotearoa

[www.beia.co.nz](http://www.beia.co.nz)

### Skift Meetings (Business Event Services)

<https://meetings.skift.com>

### International Festivals & Events Association

[www.ifea.com](http://www.ifea.com)

### NZ Business Events and Conferences

[www.businessevents.newzealand.com/en](http://www.businessevents.newzealand.com/en)

### NZ Events Association

[www.nzea.co](http://www.nzea.co)

### Sport New Zealand

[www.sportnz.org.nz](http://www.sportnz.org.nz)

## FURTHER INFORMATION

For the most up-to-date information on event management study at AUT, please visit our website [www.aut.ac.nz/event-management](http://www.aut.ac.nz/event-management)

### EMPLOYABILITY & CAREERS

For other Future Career Sheets visit:

[www.aut.ac.nz/careersheets](http://www.aut.ac.nz/careersheets)

For employability and career support, AUT students can book an appointment through <https://elab.aut.ac.nz/>

### FUTURE STUDENTS

Contact the Future Student Advisory team for more information: [www.aut.ac.nz/enquire](http://www.aut.ac.nz/enquire)

[futurestudents@aut.ac.nz](mailto:futurestudents@aut.ac.nz)


 @AUTFutureStudents

### CURRENT AUT STUDENTS

Contact the Student Hub Advisors team for more information: 0800 AUT UNI (0800 288 864)

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The information contained in this career sheet is correct at time of printing, May 2022.

