

# Meeting, Convention, & Event Planners



## WHAT THEY DO

Coordinates activities of staff and convention personnel to make arrangements for group meetings and conventions. Plan events—parties, meetings, sporting events, funerals, etc. Party planners, for example, make a party a package deal. They provide catering, transportation, music, photography, costumes, decorations, sound systems, tents or anything else that's needed to make a particular party a success. Belongs to the Marketing cluster and Marketing Management pathway as well as the Hospitality and Tourism cluster and Travel and Tourism pathway.

## IS THIS FOR YOU?

**Work Interests** are described in the following categories (compatible with Holland's Model) by people who tend to succeed in this career:

- **Conventional** – You are an "organizer". Keeping things neat and organized is important to you. You like working with charts and reports, and work well with power and authority.
- **Social**—You are a "helper". You like being around people and helping them with problems. Socializing is fun for you.
- **Enterprising** – You are a "persuader". You like to sell things or ideas. Prestige and power are important to you. You like to use your language skills to convince other people of your ideas.

**Work Values** are aspects of work that are satisfying to you. The following work values are generally associated with this career.

- **Independence** – It's very important to you that your work allows you to make decisions on your own. You want to try out your own ideas and work with little supervision.
- **Relationships** – It's very important to you that you have friendly co-workers. You would like to be of service to others without compromising your sense of right and wrong.

**Aptitudes** reflect a person's ability to acquire skills and knowledge. The following aptitudes are important for success in the career:

- **General Learning Ability**
- **Verbal Aptitude**

## SKILLS YOU NEED

### Basic Skills:

- Reading Comprehension
- Active Listening
- Writing
- Speaking
- Mathematics
- Critical Thinking
- Active Learning
- Learning Strategies
- Monitoring

### Transferable Skills (applicable in other careers): High level

- Formulating program policy and goals
- Preparing project status reports

### Medium level

- Evaluating worker performance
- Hiring and supervising staff
- Managing and directing people and programs
- Negotiating staff policies and disputes
- Planning and administering budgets

### Workplace Skills:

#### Medium level

- Complex Problem Solving
- Coordination
- Judgment and Decision Making
- Management of Personnel Resources
- Negotiation
- Operations Analysis
- Persuasion
- Service Orientation
- Systems Analysis
- Time Management

Additional skills for this occupation may be found at <http://www.iowaworkforcedevelopment.gov/career-exploration-resources>

## ESTIMATED & PROJECTED EMPLOYMENT

Occupational Title	2012 Estimated Employment	2022 Projected Employment	2012-22 Employment Change	Annual Growth Rate (%)	Total Annual Openings
Total, All Occupations	1,758,205	1,955,480	197,275	1.1	61,665
Business & Financial Operations Occupations	76,000	87,095	11,095	1.5	2,625
Meeting, Convention, & Event Planners	435	605	170	3.9	25

Source: <http://www.iowaworkforcedevelopment.gov/occupational-projections-0>

## 2015 WAGE & SALARY (\$)

Occupational Title	Average Wage	Average Salary	Entry Wage	Entry Salary	Experienced Wage	Experienced Salary
Total, All Occupations	19.77	41,122	9.55	19,858	24.88	51,755
Business & Financial Operations Occupations	29.32	60,979	17.62	36,642	35.17	73,147
Meeting, Convention, & Event Planners	21.75	45,250	14.08	29,288	25.59	53,231

Source: <http://www.iowaworkforcedevelopment.gov/occupational-projections-0>

## EDUCATION & TRAINING

Education	Work Experience	Job Training
Bachelor's Degree	None	None

People with a variety of educational or work backgrounds may seek meeting and convention planning positions. Many migrate into the occupation after gaining planning experience. For example, an administrative assistant may begin planning small meetings and gradually move into a full-time position as a meeting and convention planner. Although there are some certification programs and college courses in meeting and convention planning available, most needed skills are learned through experience. Many employers prefer applicants who have a bachelor's degree, but this is not always required. The proportion of planners with a bachelor's degree is increasing because the work and responsibilities are becoming more complex. A marketing background will help event planners wanting to get involved in the entrepreneurial side of things. Community colleges offer continuing education courses in event and meeting planning. Diploma programs, which employers often prefer, are offered at a few universities and colleges. More colleges are offering them as demand continues to build.

Source: <http://www.iowaworkforcedevelopment.gov/occupational-projections-0> and <https://secure.ihaveaplaniowa.gov/>

## NATIONAL CAREER READINESS CERTIFICATE (NCRC)

Skill	Median Skill Level
Applied Mathematics	4
Locating Information	5
Reading for Information	4



This ACT-developed credential demonstrates achievement and a certain level of workplace employability skills. The greater the score, the greater the skill level (Bronze = 3, Silver = 4, Gold = 5, Platinum = 6).

Source: <http://www.act.org/workkeys/analysis/occup.html>

## PRIMARY INDUSTRY SECTORS

### (Where are Event Planners Employed?)

Religious, Grantmaking, Civic, Professional  
Administrative and Support  
Accommodation  
Educational Services  
Self Employed  
Professional, Scientific, and Technical Services  
Food Services  
Insurance Carriers  
Performing Arts, Spectator Sports, & Related  
Amusement, Gambling, and Recreation

Source: <http://www.iowaworkforcedevelopment.gov/occupational-projections-0>

## ADDITIONAL SOURCES:

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