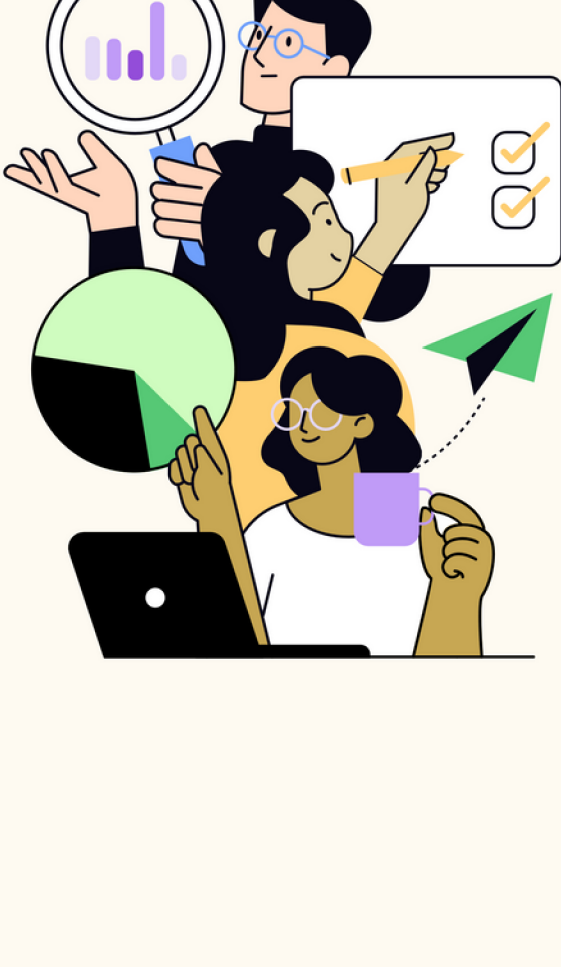


Today's Event Marketer

Event Outlook Report Snapshot

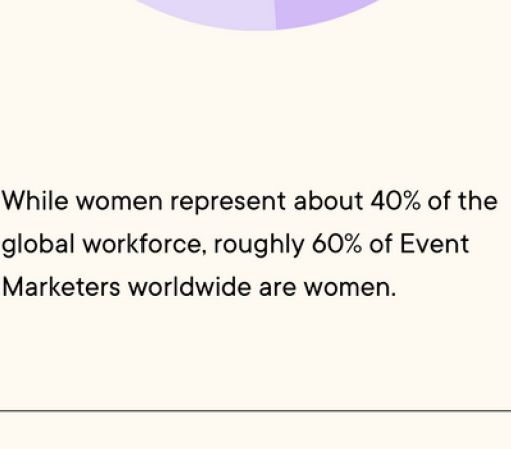
From the high energy of SXSW to virtual panel discussions, events play a significant role in a successful organization. But what do event pros need to pull off these masterpieces? And, more importantly, who are event marketers and what do they need to be successful in their careers?

Our 2023 Events Outlook Survey collected data from around the world and uncovered some fascinating insights about event marketers like you - let's dive in!

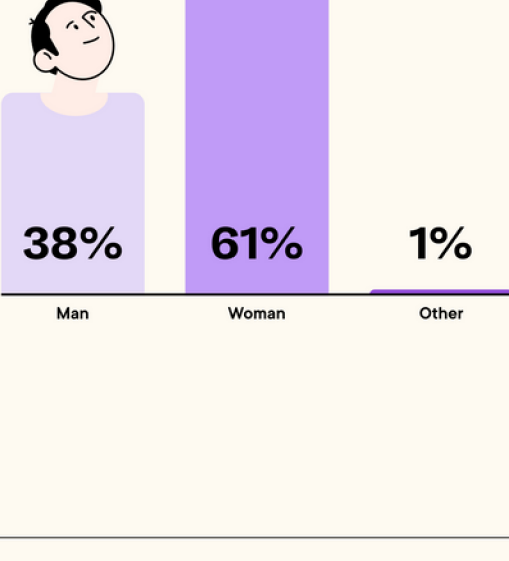


The Breakdown

Globally, Millennials and Gen Xers represent only one-third of the workforce; however, Event Marketing has four times as many Millennials as Gen Xers.

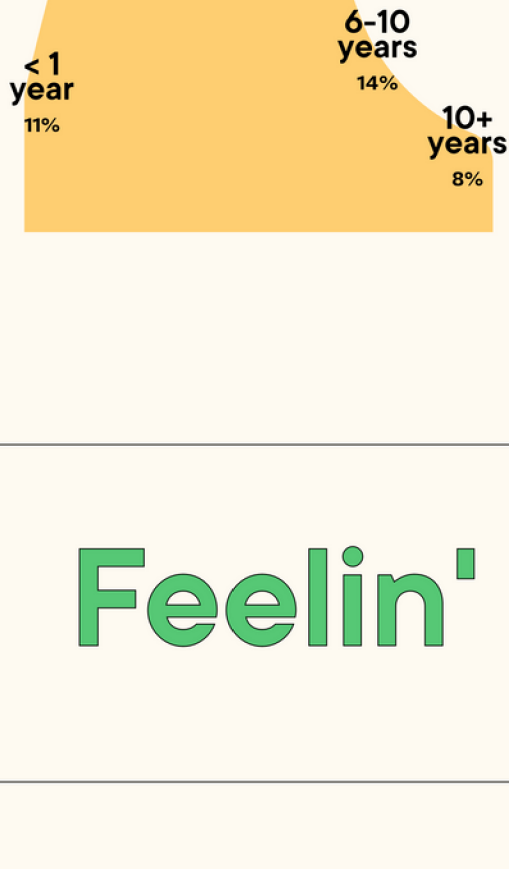
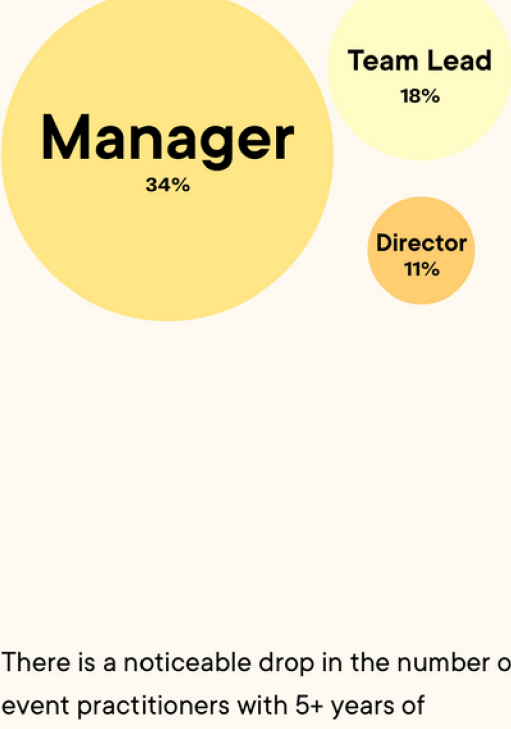


While women represent about 40% of the global workforce, roughly 60% of Event Marketers worldwide are women.



Experience & Burnout

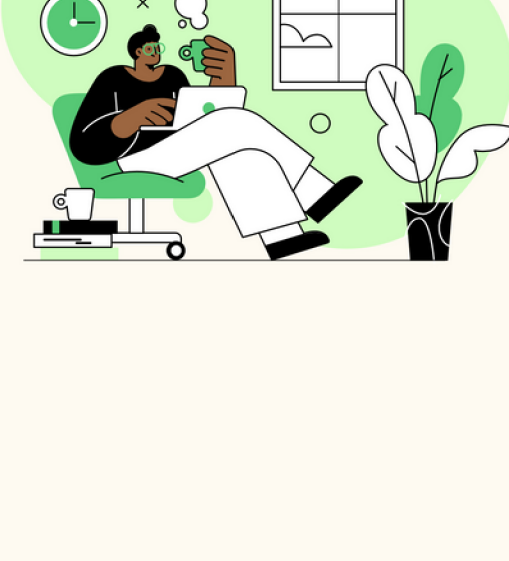
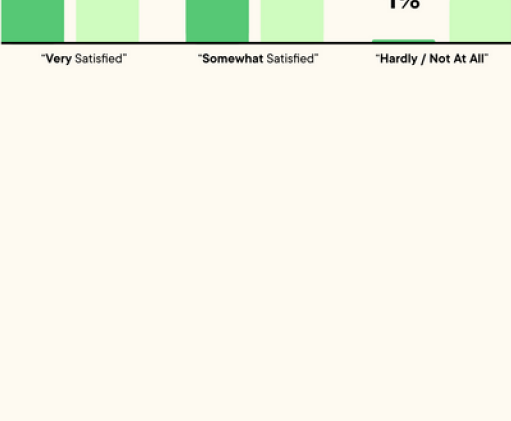
Most event marketers hold the title of manager, which makes sense when job responsibilities and the respondents' average age and years of experience.



There is a noticeable drop in the number of event practitioners with 5+ years of experience, possibly due to the pace required to manage high-stress events successfully. Multiple studies have shown 70% of marketers have experienced burnout!

Feelin' Satisfied

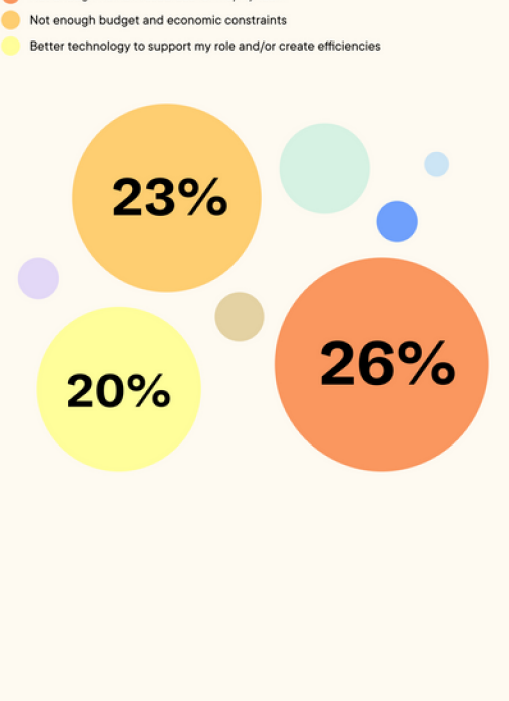
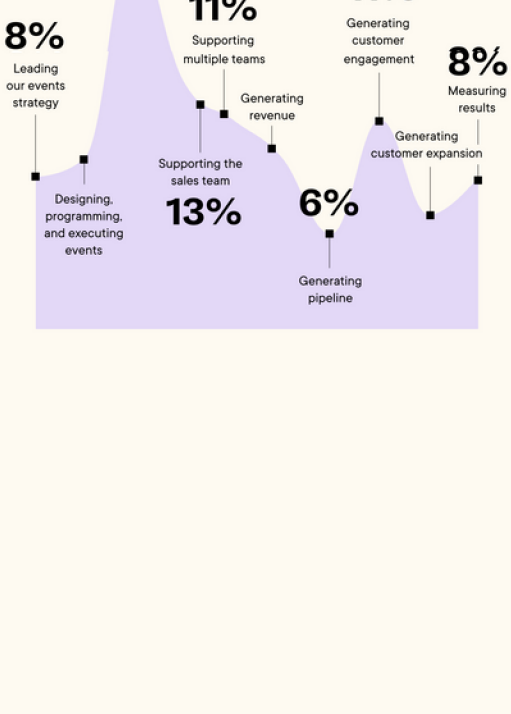
Globally, 74% of workers claim to be satisfied with their jobs, similarly represented by event marketers. So, despite the many headwinds event marketers face, they feel good about their role!



Job satisfaction and fair compensation are two reasons employees stay with an employer rather than move to a new organization, with four years being the average tenure (in the U.S.). Our survey results support these trends, with similar job satisfaction and tenure levels.

Working 9-5

Event marketers' responsibilities range from leading the organization's events strategy and supporting the marketing team to generating pipeline and customer engagement. As such, the metrics they are responsible for also vary widely.



Interestingly, despite this variety, the challenges faced remain similar and tend to be tied to meeting the same (or often heftier) KPIs with fewer resources. As such, event marketers identify bigger budgets, more internal resources, and better technology as key areas where they could use some support.

Q: Who is Involved in Events? A: Everyone!

We'll dive more into this area in an upcoming snapshot. Still, it's no surprise that nearly half of the internal stakeholders for events reside in account management and sales. At the same time, marketing supports or participates in upwards of events across the business.



Conclusion

Event marketing is having a moment. With Millennials and women driving the event marketing workforce, job satisfaction has skyrocketed — and its evolution continues at breakneck speed. Even better, event marketers are more empowered than ever before. As a result, they've become invaluable drivers of global audience engagement and maximizing business growth — evidence of how essential events are today!

