

# Occupational Profile

## Meeting, Convention, & Event Planners



### DOES THIS DESCRIBE YOU?

**Work Interests** involve descriptive categories (compatible with Holland's Model) attributed to success in this career:

- **Conventional** – Enjoy following set procedures and routines developed through higher authority; includes working with data and details more than with ideas.
- **Social**—Involves working with, communicating with, and teaching people; providing service.
- **Enterprising** – Involves starting up and carrying out projects; often leading people and making business decisions that sometimes require risk.

**Work Styles** depict worker characteristics conducive for this career:

- **Attention to Detail**
- **Dependability**
- **Stress Tolerance**
- **Adaptability/Flexibility**
- **Cooperation**

**Work Values** are associated with aspects of work that provide satisfaction in this career:

- **Independence** – Autonomy; working on your own.
- **Achievement**—Sense of accomplishment; results oriented.
- **Relationships** – Provide service to others in noncompetitive environment.

**Aptitudes** reflect an ability to acquire skills and knowledge for success in this career:

- **Oral Comprehension**
- **Oral Expression**
- **Speech Recognition**
- **Written Comprehension**
- **Written Expression**

### OVERVIEW

Coordinate activities of staff, convention personnel, or clients to make arrangements for group meetings, events, or conventions. Belongs to the Hospitality and Tourism career cluster and Travel and Tourism career pathway.

### SKILLS & KNOWLEDGE NEEDED

#### Basic Skills:

- Reading Comprehension
- Active Listening
- Speaking
- Coordination
- Critical Thinking

#### Technology Skills:

- Data Base User Interface and Query Software
- Desktop Publishing Software
- Electronic Mail Software
- Project Management Software
- Spreadsheet Software

#### Knowledge:

- Customer and Personal Service
- English Language
- Communications and Media
- Clerical
- Administration and Management

## 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: <https://www.iowaworkforcedevelopment.gov/occupational-projections>

## 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: <https://www.iowaworkforcedevelopment.gov/occupational-employment-and-wages>

## EDUCATION & TRAINING

Education	Work Experience	Job Training
Bachelor's Degree	None	None



Many employers desire applicants possessing a bachelor's degree in event management, marketing, and/or entrepreneurship but relevant work experience can play a factor as well. Licenses, certificates, and/or commissions may be required. Sources: <https://www.iowaworkforcedevelopment.gov/occupational-projections>, [https://www.bls.gov/emp/ep\\_education\\_training\\_system.htm](https://www.bls.gov/emp/ep_education_training_system.htm), and <https://www.iowaworkforcedevelopment.gov/iowa-licensed-occupations>

## NATIONAL CAREER READINESS CERTIFICATE (NCRC)

Skill	Median Skill Level	Minimum Skill Level	Maximum Skill Level
Applied Mathematics	4	4	4
Locating Information	5	5	5
Reading for Information	4	4	5
Applied Technology	n.a.	n.a.	n.a.
Business Writing	4	4	4
Workplace Observation	4	4	4
Listening for Understanding	3	3	3

An ACT assessment-based credential issued in determining essential work skills needed for employment success across industries and occupations. The greater the score, the greater the skill level (Bronze = 3, Silver = 4, Gold = 5, Platinum = 6 & higher). Source: <http://www.act.org/content/act/en/products-and-services/workkeys-for-employers/assessments.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: <https://www.iowaworkforcedevelopment.gov/occupational-projections>

## ADDITIONAL SOURCES:

This workforce product was funded by a grant by the U.S. Department of Labor's Employment and Training Administration. The product was created by the recipient and does not necessarily reflect the official position of the U.S. Department of Labor. The Department of Labor makes no guarantees, warranties, or assurances of any kind, express or implied, with respect to such information, including, but not limited to, accuracy of the information or its completeness, timeliness, usefulness, adequacy, continued availability, or ownership. This product is copyrighted by the institution that created it. Internal use by an organization and/or personal use by an individual for non-commercial purposes is permissible. All other uses require the prior authorization of the copyright owner. This publication was produced by the Labor Market and Workforce Information Division of Iowa Workforce Development. Updates, revisions, and/or corrections made periodically. Inquiries may be directed to Brent Paulson at 515.281.3439 or [Brent.Paulson@iwd.iowa.gov](mailto:Brent.Paulson@iwd.iowa.gov). Visit [www.iowalmi.gov](http://www.iowalmi.gov) to obtain the latest workforce data and trends including this document. Published 9/2017.