That Was Then

Results of the Annual Salary Survey, taken prior to the pandemic taking an economic toll in North America.

RESPONDENTS BY CURRENT ROLE

44% ASSOCIATION MEETING PROFESSIONAL

25% Corporate meeting professional
9% Independent meeting professional
6% Association executive
5% Medical meeting professional
5% Other
3% Nonprofit/education meeting professional
2% Government meeting professional

RESPONDENTS BY JOB TITLE

43% MANAGER

31% DIRECTOR

10% Coordinator
7% Vice President
3% President/CEO/owner
1% Executive director
### 2020 Salary Average by Geographic Area

#### Northeast
- **Vice President:** $120,833
- **Director:** $113,542
- **Manager:** $82,652

#### Midwest
- **Vice President:** $110,833
- **Director:** $97,381
- **Manager:** $77,979

#### South
- **Vice President:** $130,217
- **Director:** $102,006
- **Manager:** $77,500

#### West
- **Vice President:** $120,833
- **Director:** $104,211
- **Manager:** $83,190

### 2020 Salary Average by Current Role

<table>
<thead>
<tr>
<th>Role</th>
<th>Average Salary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Association Executive</td>
<td>$111,554</td>
</tr>
<tr>
<td>Association Meeting Professional</td>
<td>$86,182</td>
</tr>
<tr>
<td>Corporate Meeting Professional</td>
<td>$89,401</td>
</tr>
<tr>
<td>Government Meeting Professional</td>
<td>$67,500</td>
</tr>
<tr>
<td>Independent Meeting Professional</td>
<td>$86,150</td>
</tr>
<tr>
<td>Medical Meeting Professional</td>
<td>$84,464</td>
</tr>
<tr>
<td>Nonprofit/Education Meeting Professional</td>
<td>$77,895</td>
</tr>
</tbody>
</table>

### 2020 Salary Average by Job Title

<table>
<thead>
<tr>
<th>Title</th>
<th>Average Salary</th>
</tr>
</thead>
<tbody>
<tr>
<td>CEO/Owner</td>
<td>$88,167</td>
</tr>
<tr>
<td>Executive Director</td>
<td>$94,167</td>
</tr>
<tr>
<td>Director</td>
<td>$102,202</td>
</tr>
<tr>
<td>Manager</td>
<td>$78,450</td>
</tr>
<tr>
<td>Overall average (all positions)</td>
<td>$87,924</td>
</tr>
</tbody>
</table>
2020 AVERAGE SALARY

- Male: $99,838
- Female: $86,103

SALARY RANGES (percentage of VPs responding)
- 3% Less than $70,000
- 0% $70,000–$84,000
- 11% $85,000–$99,999
- 11% $100,000–$124,999
- 76% $125,000 or more

VICE PRESIDENT

- Average Salary: $125,811

AGE
- 10% Under 40
- 31% 40 to 49
- 51% 50 to 59
- 8% 60 or older

GENDER
- Female: 64%
- Male: 36%

HIGHEST LEVEL OF EDUCATION
- 97% graduated college
- 3% Some college
- 74% College graduate
- 13% Some post-graduate
- 10% Post-graduate degree

*For those receiving salary increases
Michelle Russell is Convene’s editor in chief.