PRIMARY FOCUS

- Event Planning/Management
- Event Marketing/Content/Community
- Sales/Business Development/Sponsorship
- Strategy/Executive Leadership
- Operations/Production
- Independent Consultant/Entrepreneur

Respondents work across a diverse range of business event functions, although event planning and management remains the dominant professional focus **(68%)**, with additional representation from event marketing, sales and sponsorship, executive leadership, operations, and independent consulting.

RESPONDENT DEMOGRAPHICS

- North America
- Europe
- Latin America
- Asia Pacific
- Global/Multiple regions
- Middle East/Africa

Nearly **91%** of respondents are based in North America, followed by Europe **(5%)**, Latin America **(2%)**, and Asia Pacific **(1%)**.

INDUSTRY

- Associations/Nonprofit
- Professional Services
- Healthcare/Life Sciences
- Technology/SaaS
- Other
- Financial Services
- Manufacturing/Industrial

ORGANIZATION TYPE

- Association/Nonprofit
- Corporate/In-House
- Agency/Third-Party Organizer (Pco/Amc)
- Venue/Hotel/Convention Center
- Independent Business/Consultant
- Technology Provider/Platform
- Other
- AV/Production Company
- Government/public sector
- CVB/DMO

Organization types are similarly diverse, with association and nonprofit organizations accounting for the largest share of responses **(38%)**, followed by corporate event teams **(20%)** and third-party organizers **(17%)**.

HAS COMPENSATION KEPT PACE WITH THE COST OF LIVING?

- No
- Yes
- Don't know

Although salary growth has been common, many professionals continue to feel that compensation is not fully keeping pace with broader economic pressures. Nearly two-thirds **(64%)** believe their compensation has failed to keep pace with increases in the cost of living during the past year, compared with one-third who believe it has. This suggests that salary increases, while widespread, have often been insufficient to offset inflation and rising living costs.

"While compensation remains a key factor, career growth opportunities, leadership and organizational culture, workplace flexibility, workload sustainability, and employer support for professional development all emerged as important considerations."

THE BIGGEST CHALLENGES FACING EVENT PROFESSIONALS

When asked about the biggest challenge they currently face, respondents pointed to operational rather than strategic issues. Workload and staffing ranked first **(19%)**. Burnout and stress and compensation are tied exactly behind it **(16%)**, followed by leadership or organizational alignment **(14%)**. Technology and AI adoption ranked among the least frequently cited challenges, named by just **2%** — a striking result in a year when **96%** of respondents report using generative AI. The tools have been absorbed into the work without being experienced as a problem.

- Workload and Staffing
- Compensation
- Burnout/Stress
- Leadership/Organizational Alignment
- Budget limitations
- Career Growth Opportunities
- Event Uncertainty/Economic Pressures
- Work-life Balance
- Technology or AI Adoption
- Audience Engagement/Attendance
- Other

SALARY RANGES
NORTH AMERICA RESPONDENTS

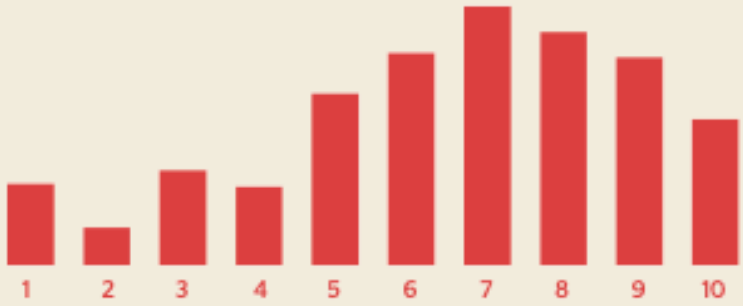


SALARY DISTRIBUTION BY CAREER LEVEL
SHARE OF NORTH AMERICAN RESPONDENTS

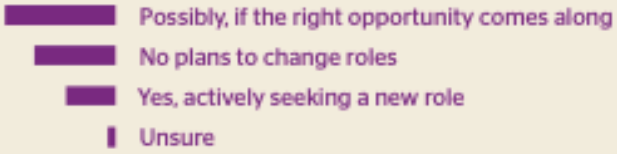


WORKLOAD STRAIN

Higher scores indicate lower sustainability. Thirty-nine percent of respondents scored 8–10; **10%** scored 10 ("not sustainable at all"); **14%** scored 1–3.



CONSIDERING JOB CHANGE



Career mobility remains a defining feature of the business events workforce. While one-third of respondents **(33%)** report having no plans to change roles within the next 12 months, nearly half **(44%)** say they would consider changing jobs if the right opportunity became available, and one in five **(20%)** are actively seeking a new position.

REASONS FOR LEAVING



"Notably, employees with no plans to change jobs were more likely to report receiving employer support for professional development than active job seekers (88 percent versus 73 percent)."

ORGANIZATIONAL AI SUPPORT

Twenty-seven percent of respondents report working for organizations that provide both formal AI policies and structured training. Nearly one-quarter **(24%)** rely primarily on informal guidance, while **22%** say their organizations provide no AI support at all.

