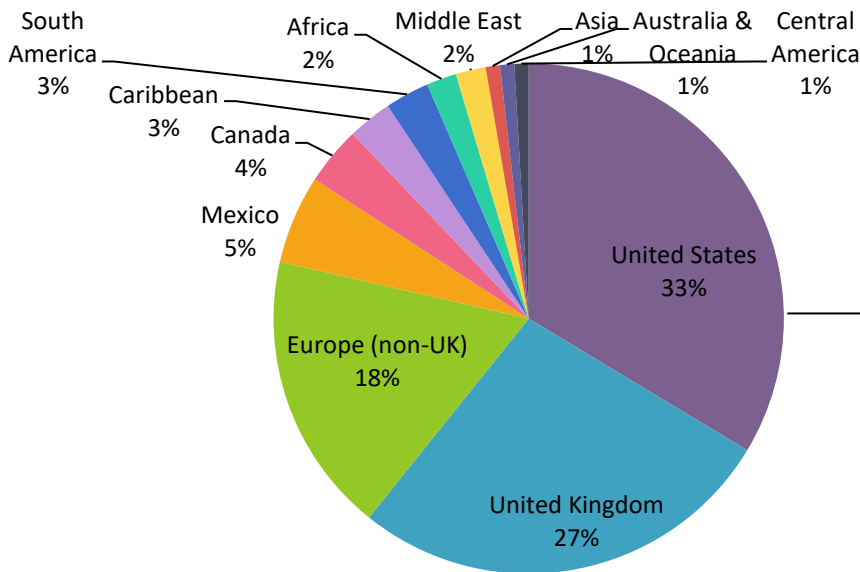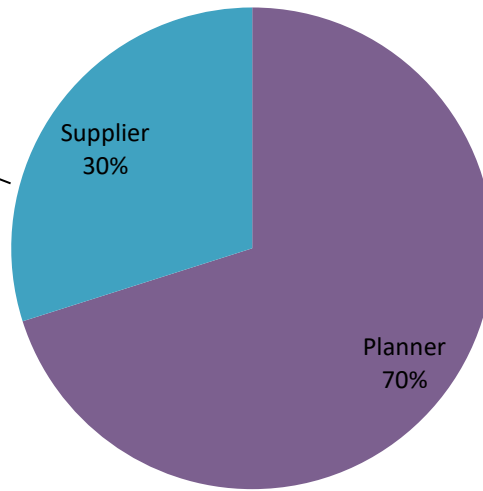# Meetings & Events Pulse Survey:
Staffing & Hiring

RESPONSES COLLECTED DECEMBER 2021 - JANUARY 2022

Respondent Demographics

107 respondents total with the majority being planners.

Supplier
30%

Planner
70%

South America 3%
Caribbean 3%
Canada 4%
Mexico 5%
Europe (non-UK) 18%
Africa 2%
Middle East 2%
Asia 1%
Australia & Oceania 1%
Central America 1%

United States 33%

United Kingdom 27%

A truly global response pool with over 40% based in North America, 45% based in Europe, and the remaining 15% located in other parts of the world.

Automotive 3%
Direct Sales 3%
Non Profit 1%
Technology 1%
Sports 1%
Pharma 4%
Finance 4%
Other - Write In (Required) 5%
Insurance 5%
Association 7%

Agency / Third Party / I am an Independent Meeting or Event Planner 66%

Of the planners who responded, 66% are third party/independent planners and 34% work directly for organizations in a variety of industries and sectors.

Global DMC Partners
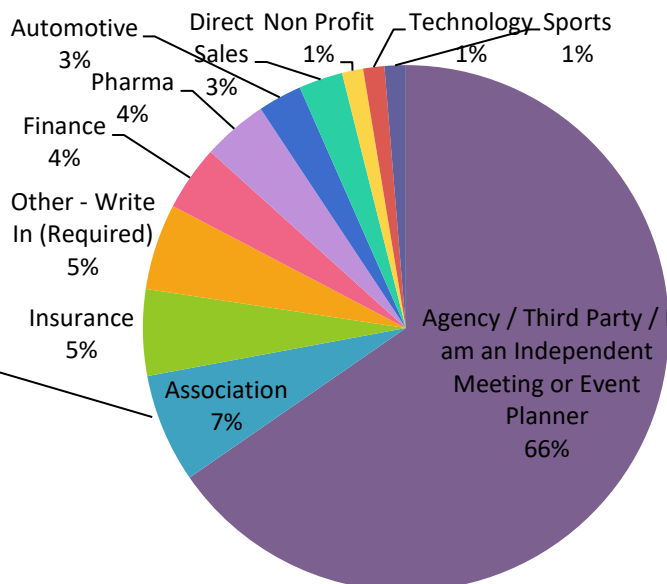
Key Insights

Employment Status
As compared to Q1 2021, most event professionals are back to being employed full-time, with 30% more responding that they are now employed full-time. No respondents reported that they are currently looking for employment or furloughed, so the candidate market for companies that are hiring has become more scarce.

Hiring Landscape
61% of companies are currently hiring, will be hiring in 2022, or have recently made new hires. Of the companies who are hiring, the majority are hiring for Senior planners, Junior planners or entry-level event coordinators. With the majority (83%) of companies relying on personal or word-of-mouth referrals for candidates, it takes most of them less than three months to hire.

Skill Sets
Companies are looking for candidates with sophisticated skill sets in an ever-changing environment where candidates must now be comfortable managing events in different formats — in-person, hybrid and virtual — and accustomed to working in a dynamic environment where the event format is fluid and could change at any minute. In survey comments, respondents cited that important skill sets and experience for more senior level positions include strategic and creative thinking, understanding of financial models, working autonomously, and managing complex projects.

Employment Status

72% of respondents are employed full-time now. At the same time last year (Q1 2021), only 42% of respondents reported being employed full-time, and 26% reported that their hours were reduced as compared to only 9% of current respondents.

No respondents report that they are currently furloughed or looking for employment, unless they are a freelancer or self-employed.
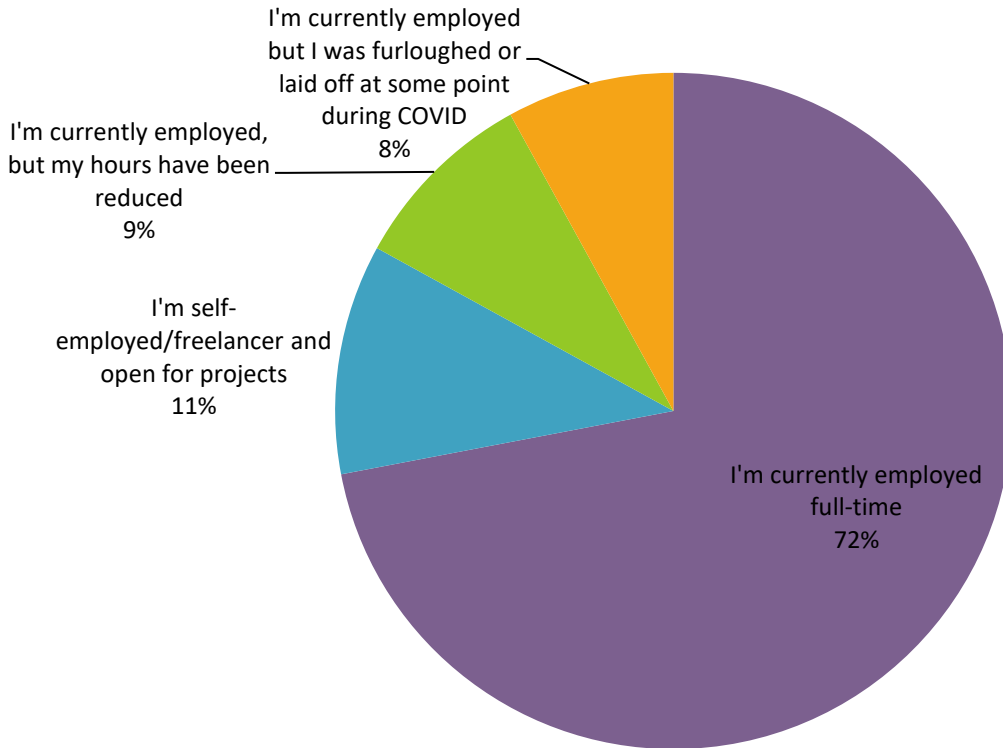
Value	Percent
I'm currently employed full-time	72.0%
I'm self-employed/freelancer and open for projects	11.0%
I'm currently employed, but my hours have been reduced	9.0%
I'm currently employed but I was furloughed or laid off at some point during COVID	8.0%

# Are Companies Hiring in the Events/Planning Department?

61% of companies are currently hiring now, will be hiring this year, or have recently made new hires.
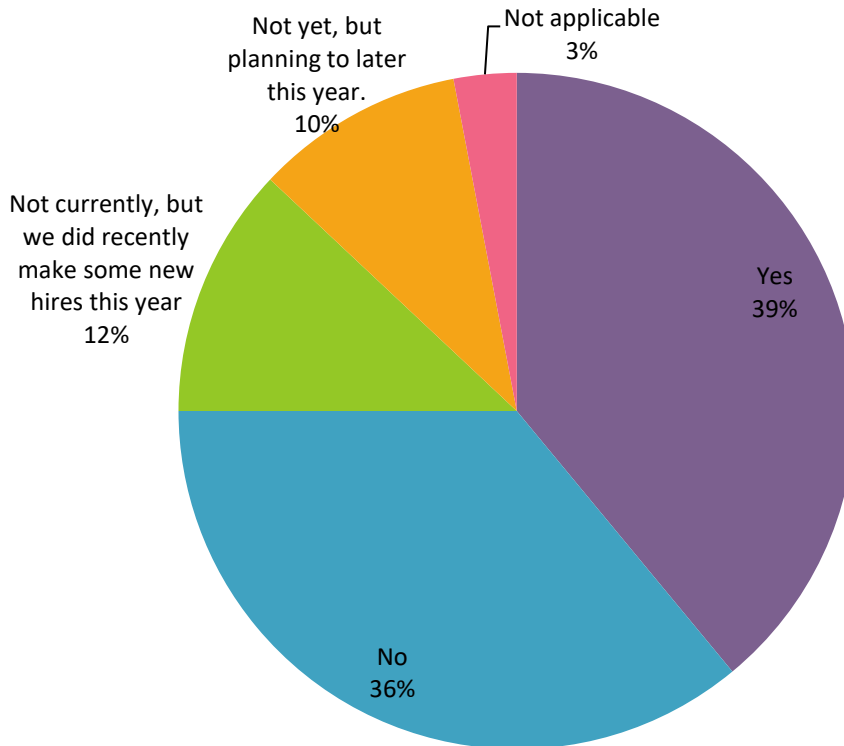
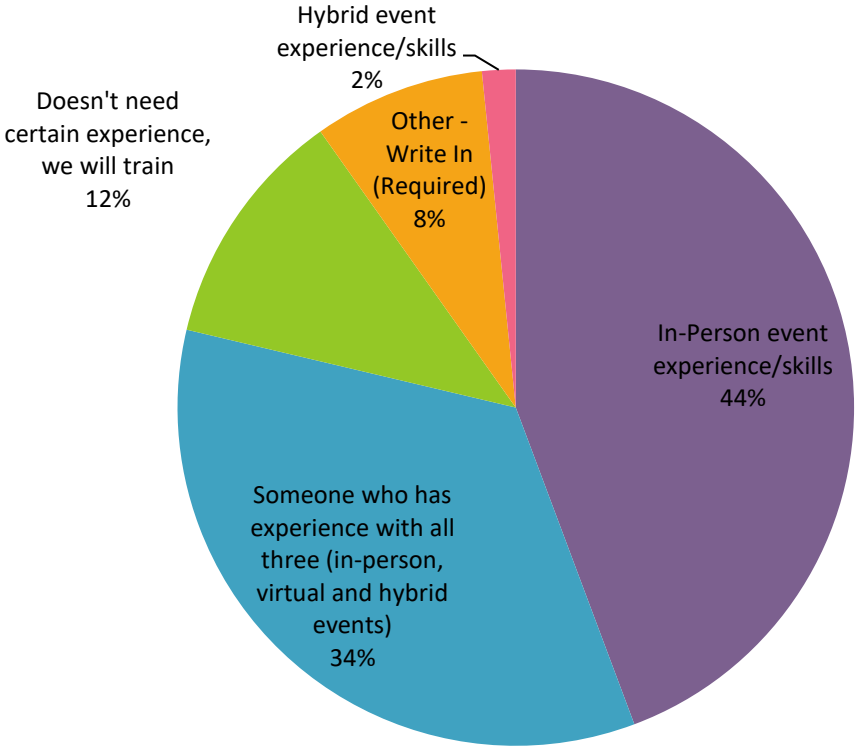| Value	Percent
Yes	39.0%
No	36.0%
Not currently, but we did recently make some new hires this year	12.0%
Not yet, but planning to later this year.	10.0%
Not applicable	3.0%

What Roles are Companies Hiring For?

The majority are hiring for different levels of meeting/event planning roles. Some respondents commented that departmental reorganization created new roles, and/or shifting to virtual created new roles.
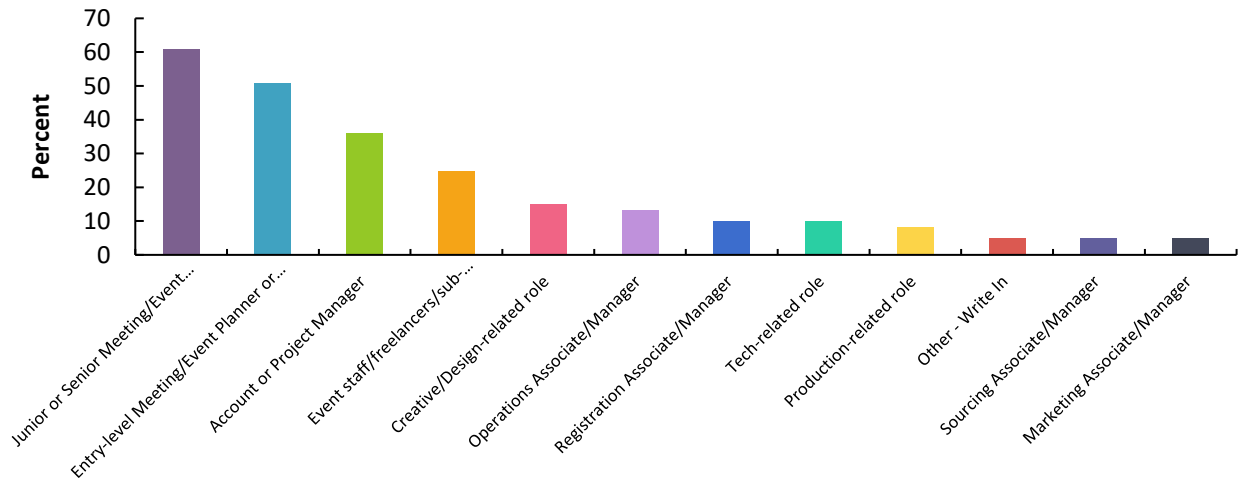
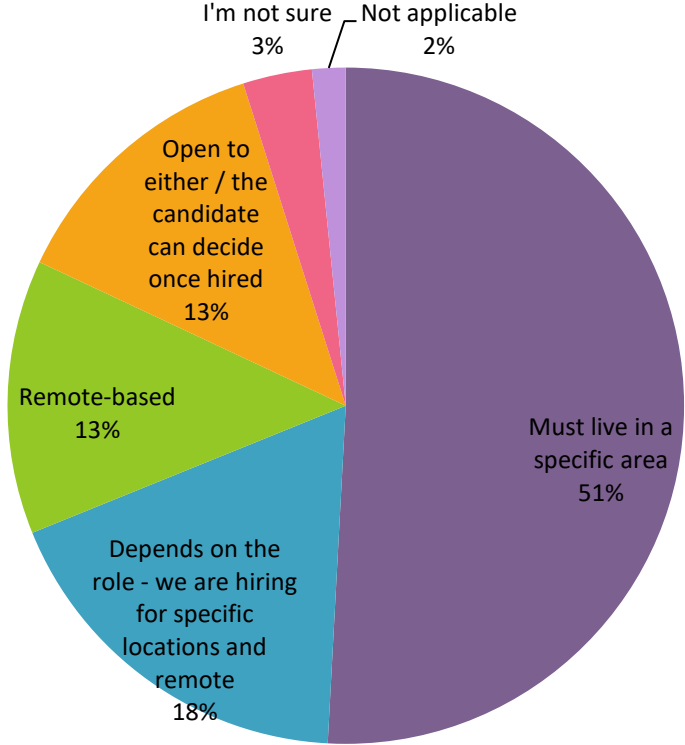| Value	Percent
Junior or Senior Meeting/Event Planner	60.7%
Entry-level Meeting/Event Planner or Coordinator	50.8%
Account or Project Manager	36.1%
Event staff/freelancers/sub-contractors	24.6%
Creative/Design-related role	14.8%
Operations Associate/Manager	13.1%
Registration Associate/Manager	9.8%
Tech-related role	9.8%
Production-related role	8.2%
Other or Administrative	4.9%
Sourcing Associate/Manager	4.9%
Marketing Associate/Manager	4.9%

Event Experience Needed

While the majority of planners are interested in applicants with in-person event experience or a mix of in-person, virtual and hybrid experience, none of the respondents indicated that they are focused on finding applicants that have virtual event experience exclusively. Respondents commented that important skill sets and experience for more senior level positions include strategic and creative thinking, understanding of financial models, working autonomously, and managing complex projects.

Hybrid event experience/skills
2%

Doesn't need certain experience, we will train
12%

Other - Write In (Required)
8%

In-Person event experience/skills
44%

Someone who has experience with all three (in-person, virtual and hybrid events)
34%

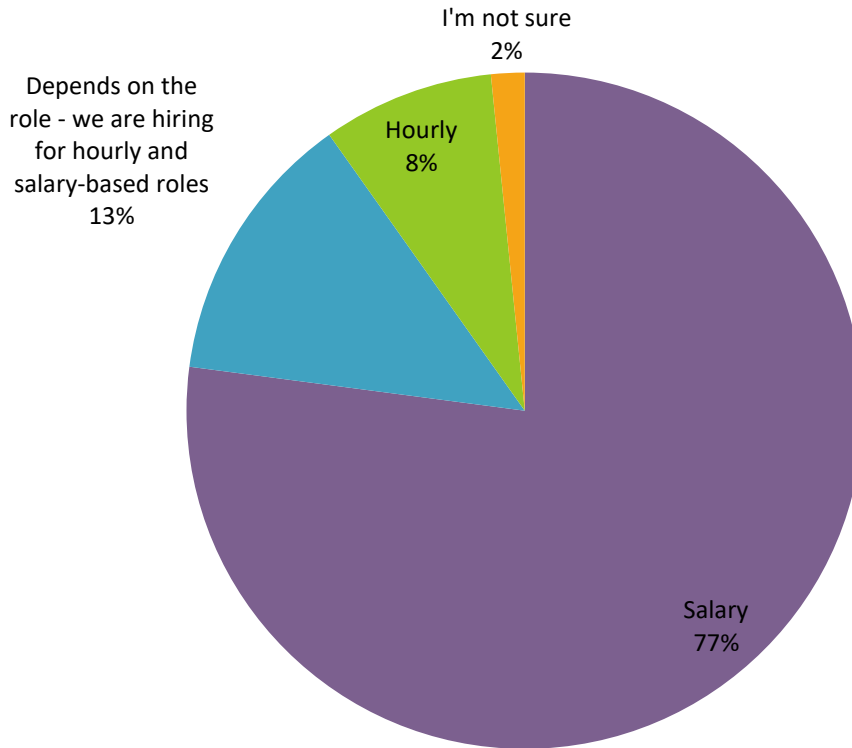| Value	Percent
In-Person event experience/skills	44.3%
Someone who has experience with all three (in-person, virtual and hybrid events)	34.4%
Doesn't need certain experience, we will train	11.5%
Other / Hiring for multiple and depends on the role	8.2%
Hybrid event experience/skills	1.6%

Role Locality

Although many companies became accustomed to their staff working from home during the height of the pandemic, the majority of open roles in the MICE industry are hiring staff that must live in a specific location.

Value	Percent
Must live in a specific area	50.8%
Depends on the role - we are hiring for specific locations and remote	18.0%
Remote-based	13.1%
Open to either / the candidate can decide once hired	13.1%
I'm not sure	3.3%

Payment Structure

The vast majority of open roles in the MICE industry are salary-based roles.

I'm not sure
2%

Depends on the
role - we are hiring
for hourly and
salary-based roles
13%

Hourly
8%

Salary
77%

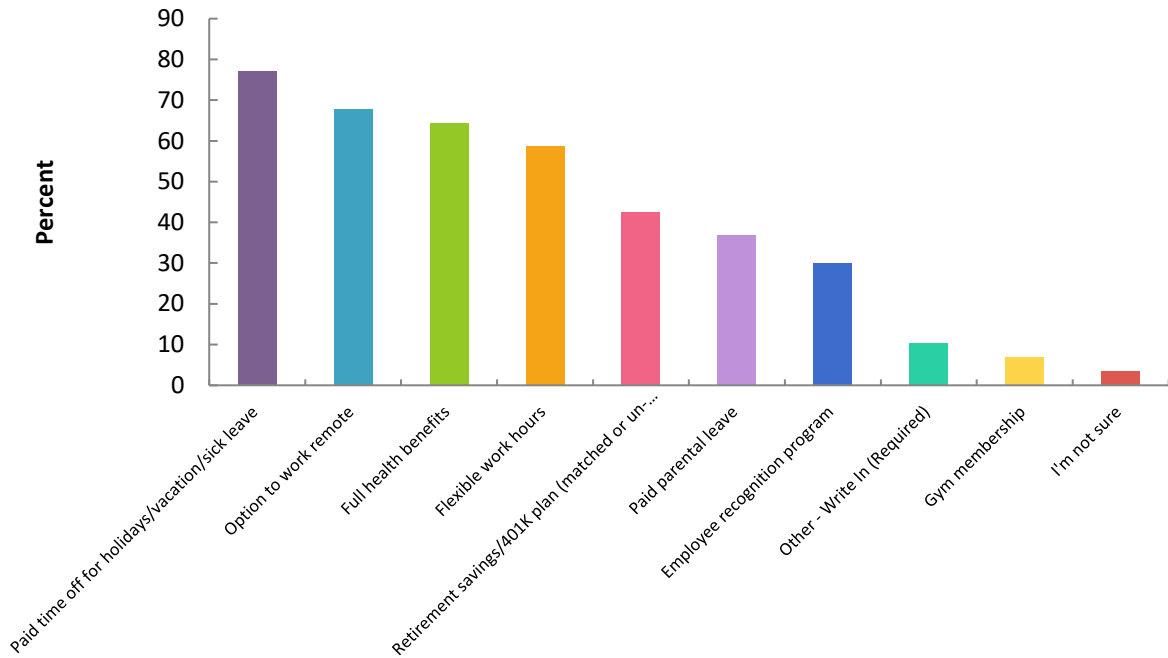| Value	Percent
Salary	77.0%
Depends on the role - we are hiring for hourly and salary-based roles	13.1%
Hourly	8.2%
I'm not sure	1.6%

How long has it been taking to fill a role?

While it is taking less than a month for most respondents, the majority (nearly 70%) have been successful with hiring for an open role in less than three months.
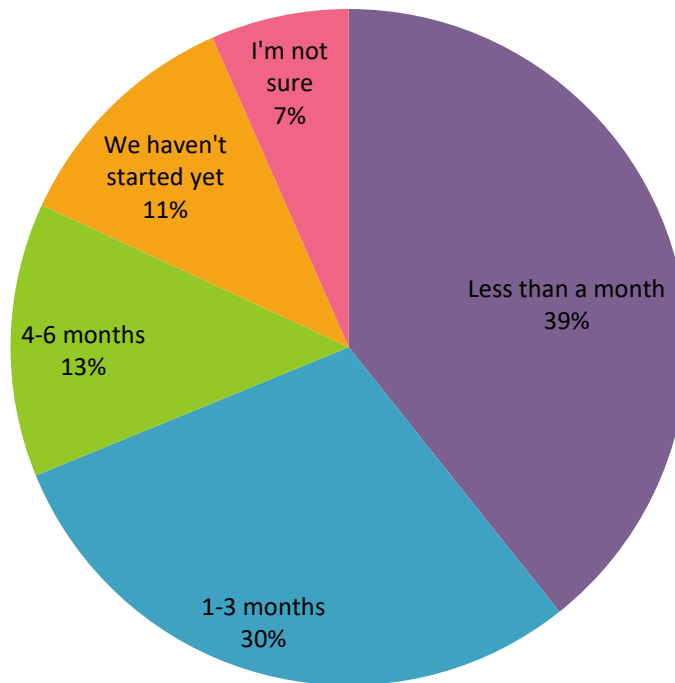
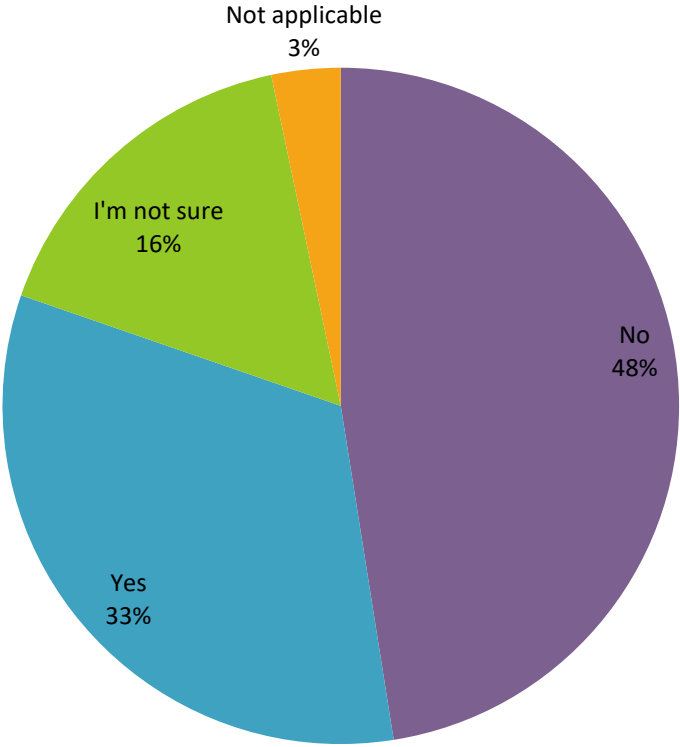| Value	Percent
Less than a month	39.3%
1-3 months	29.5%
4-6 months	13.1%
We haven't started yet	11.5%
I'm not sure	6.6%

Benefits Offered

The most popular benefits offered are paid time off and healthcare, along with benefits revolving around flexibility such as the option to work remote and flexible working hours. Some respondents noted that their companies are not able to offer many of the outlined benefits because funds were allocated towards retaining employees throughout the pandemic.

Value	Percent
Paid time off for holidays/vacation/sick leave	77.0%
Option to work remote	67.8%
Full health benefits	64.4%
Flexible work hours	58.6%
Retirement savings/401K plan (matched or un-matched)	42.5%
Paid parental leave	36.8%
Employee recognition program	29.9%
Commissions or Other	10.3%
Gym membership	6.9%
I'm not sure	3.4%

# In order to attract the right candidates, have you had to increase salaries and/or compensation packages?

According to respondents, most have not had to increase salaries or compensation packages, but about a third of respondents have had to increase them to attract the right candidates. One comment cited "80K is the new 50K it seems", while others commented that it depends on how senior the role is, meaning that the more senior positions do require an increase and the more entry-level roles do not require an increase.

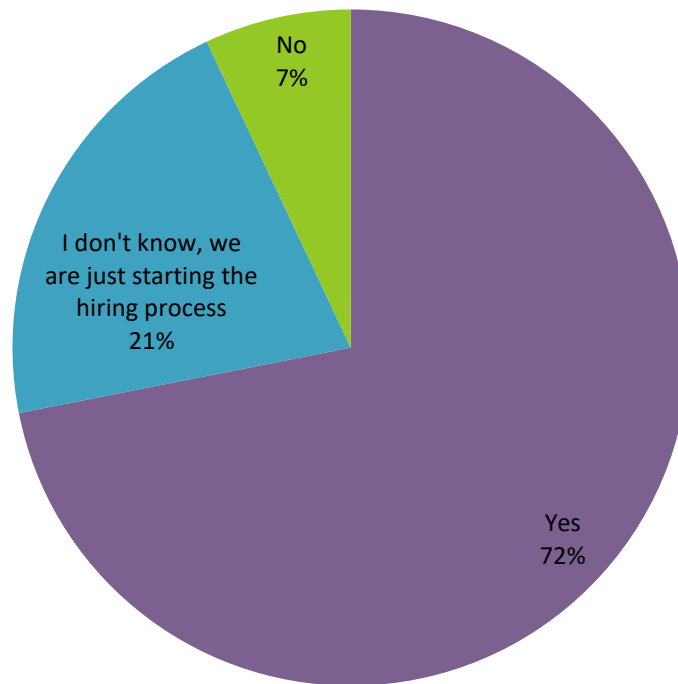| Value	Percent
No	47.5%
Yes	32.8%
I'm not sure	16.4%
Not applicable	3.3%

Popular Forms of Recruiting Talent

> **Referrals and social media are the most popular ways of recruiting new talent, and one respondent commented that their company teams up with local universities' hospitality schools to attract current and new college graduates to the industry.**
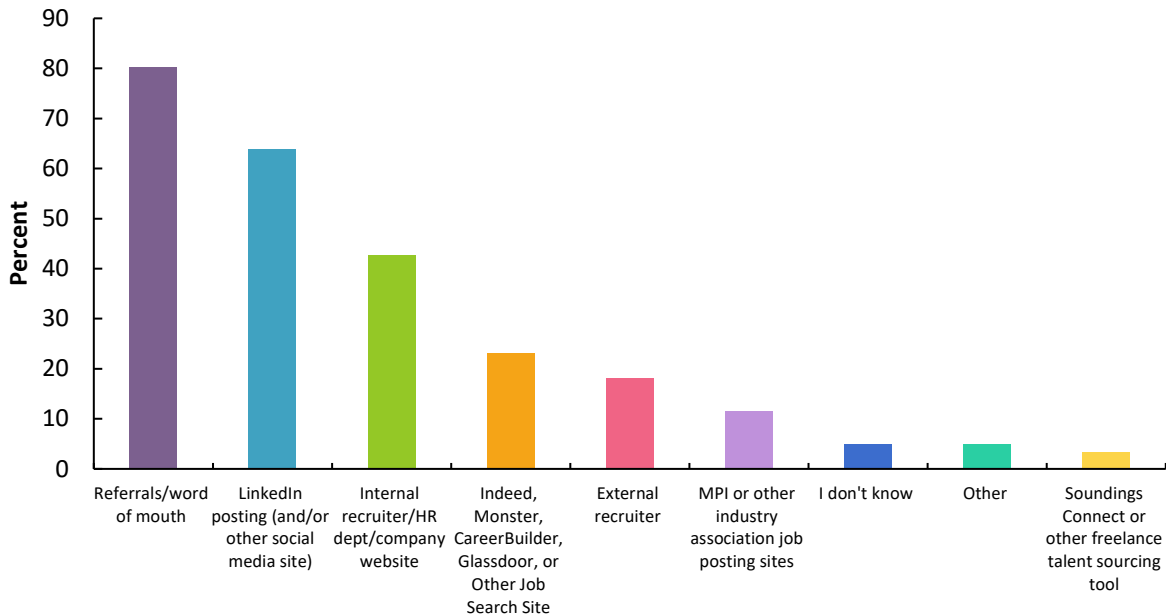
Value	Percent
Referrals/word of mouth	80.3%
LinkedIn posting (and/or other social media site)	63.9%
Internal recruiter/HR dept/company website	42.6%
Indeed, Monster, CareerBuilder, Glassdoor, or Other Job Search Site	23.0%
External recruiter	18.0%
MPI or other industry association job posting sites	11.5%
I don't know	4.9%
Other	4.9%
Soundings Connect or other freelance talent sourcing tool	3.3%

Have recruitment efforts been successful thus far?

Value	Percent
Yes	71.9%
I don't know, we are just starting the hiring process	21.1%
No	7.0%