## Understanding careers in the outdoor events industry

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### The project

A research project to develop an industry-focused good practice guide and evidence-based recommendations to support career development in the outdoor events industry.

### What we have done

The research encompassed three stages:

1. Analysis of job vacancies on Indeed over a 6-month period (May-October)
2. 20 interviews with events professionals (mid-career and senior levels)
3. 24 interviews with events management students

### Key findings

There is lack of clarity over career structure and routes for progression across the events sector. This is exacerbated by inconsistencies in job titles, job descriptions, pay and responsibilities, and poor communication with those looking to join the sector. Even experienced events professionals struggle to articulate their career path. There is concern that career progression can be difficult or limited within parts of the sector.

However, there is much enthusiasm for careers in the sector despite this uncertainty and increased clarity over career paths and progression routes would help attract more young people.

The project has resulted in the identification of career paths for both employed and self-employed routes to help guide career planning and development and illustrate that the events sector offers opportunities for developing varied, meaningful and successful careers.

### Next steps

The career paths are being developed into appealing infographics and a careers guide that will be presented to the EIF in the autumn.

An industry focused white paper on careers in the events sector is being developed to highlight key findings from the research and propose recommendations for career planning and development.