

## THE EVENT PRODUCERS GUILD

The Event Producers Guild (EPG) is an informal group of event professionals who meet on a regular basis to discuss issues specific to the Australian and International events industry. It is a casual discussion group and not a formal association or industry body of any kind. It does however, seek to advise and work with recognised industry associations and forums.

The event professionals who attend are drawn from a diverse array of event companies, each of whom works in their own particular style and area of events. Attendees represent small and large, new or established, niche or prominent companies and Individuals from right around Australia.

The attendees all have a profound and lengthy experience in event production and management. The EPG does not have a membership structure, as attendance is by invitation only on a meeting by meeting basis. . . . .

### **Job Description and Salary Indication**

Advancement in a career in events is dictated by exposure. Genuine, hands on experience on a myriad of event styles, in varied locations, in varied industries, for diverse clients, is what propels a person forward through an event career.

This particularly applies to the actual number of events worked on, more so than length of service. It is immersion in the minute detail and execution of numerous events that teaches an event professional – Exposure remains the main key.

The more exposure to events one has, the better, or, at least, more experienced they become. It is vital that this experience involves both the administrative side – from client and supplier liaison to budgeting and strategic thinking - and the physical production side – actually out on an event, building it, running it then pulling it down.

No task is too menial, no job too complex, when you are learning about events from the inside out. This exposure gives you a deeper experience and a greater understanding of how an event really works. Subsequently, you are more able to understand and overcome any problem and execute any aspect of the event – making you more valuable as an employee and colleague

These job descriptions list the skill sets expected by employees and colleagues. They are generic frameworks gleaned from consensus discussion. Certain aspects may need to vary from company to company and employee to employee depending on individual circumstances. However, the EPG believes they provide a solid framework for minimum standards of experience and skill. As such they are not meant to be a rigid outline, more a guideline that companies and employees can use to ascertain the stage of their career in events that they are at. They are at minimum effective milestones where you can see what level you are currently at and what skills you need to acquire to progress to the next level of your career.

It is important to note that in some cases, the skills required for more senior positions are not attainable due to personal skills or circumstances. And this is fine. Some people spend their entire careers as Event Managers only, but they're great at it. Realistically, very few people genuinely have the skills required by Executive Producers, for example, but that's ok – be the best at what you can be and you can still have a long and vital career in events at that level.

And finally, Whilst an academic grounding in events is preferred it is only the starting point for a career in events. It is exposure and real hands on experience that is valued most amongst event professionals and the key aspect of propelling your career. As such, it is not realistic to expect to be an event producer over night. Getting exposure and experience in events is a long and complex process. Slow and Steady really does win the race in this case so patiently and single mindedly gain exposure and genuinely profound skills in all areas of events and your career will progress suitably well

The job titles suggested here do not suit every person in the EPG as each company has individual circumstances. However, it is the aim of the group to eventually, refine job titles to common terms and descriptions. Subsequently, we have listed alternate job titles where this applies across numerous companies

Similarly, salary indications are a guideline only. They can only be ultimately determined by each individual company's financial circumstances, size, capacity to pay and the value and need they place on each role internally.

### **As At August 20 2005**

#### **Level 1 : Administrative Assistant or Event Assistant**

- Salary negotiable
- Little or no client contact
- No experience in or exposure to events
- Starts to gain an understanding of how events work by being in an environment where they can observe them being produced

#### **Level 2 : Event Co-ordinator**

- Salary \$25000 to \$35000 + super
- The level where you start to build your practical knowledge of events
- Minimum 2 years experience on numerous events or genuinely related field
- Understand the logistical requirements of the event in general and its many components and be able to understand their basic level of interaction
- Has good office and IT skills
- Can deal with suppliers on a simple basis
- Limited client contact but has good interpersonal skills
- Resourceful, smart, pro-active

- Eager to learn and take the time to truly understand all aspects of an event
- Exposes themselves to as many diverse events, from every angle, as possible

### **Level 3 : Event Manager or Associate Producer**

- Salary \$40000 to \$50000 + super
- The level where you start to refine and hone your practical knowledge of events and have been exposed to many events or all styles
- Minimum 3 to 5 years experience on numerous events
- Pro-active and Re-active
- Administer and Run logistics but not “content”
- Able to run entire fairly straightforward job, including client, suppliers, stakeholders, budget on a basic level
- Understand the process of events but may not have the vision to truly develop, enhance and deliver a strategic creative brief
- Understand the logistical requirements of the event in general and its many components and be able to understand their complex level of interaction
- Excellent at logistics, planning and execution
- Has solid office and IT skills
- Can liaise with client but may not be able to adeptly guide or advise client at the highest and most complex levels
- May not be adept at client presentations or pitches at the highest level
- Resourceful, smart, pro-active

### **Level 4 : Senior Event Manager**

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- Salary \$55000 to \$65000 + super
- The level where your exposure to events is becoming more profound – from small and simple to large and complex events- and you a basic but still developing ability to create and strategically implement an event and its rationale
- Minimum 5 to 7 years experience on numerous complex and diverse events
- Able to effectively run an entire event team underneath them
- Pro-active and Re-active
- Administer and Run logistics but not content
- Able to run entire job, including client, suppliers, stakeholders, budget
- Understand the process of events but may not have the vision to truly develop, enhance and deliver a strategic creative brief
- Understand the logistical requirements of the event in general and its many components and be able to understand their complex level of interaction
- Excels at logistics, planning and execution
- Has advanced office and IT skills
- Should be adept at client presentations or pitches at the highest level
- Can liaise with client but may not be able to adeptly guide or advise client at the highest and most complex levels

- Resourceful, smart, pro-active
- This person remains a “manager” because they lack the skills to be a “producer”

#### **Level 5 : Producer**

- Salary \$65000 to \$75000 + super
- Minimum 7 years experience on numerous complex and diverse events
- The skills listed above under Event Managers have been mastered
- Understands and can create the “Big Picture”
- Can conceive of, develop, create, refine and deliver a truly creative concept in response to a client brief or beyond it
- Their exposure and experience in events enables them to be able to change event elements constantly, to evolve and better them, even during the “show”
- Proactive, reactive
- Adept at conceiving of a well constructed, strategically relevant response to a client brief
- Able to competently and compellingly pitch to the client
- Has a real talent for events in every aspect – especially creative and strategic thinking
- Has been exposed to hundreds of events in a profound variety of scenarios, venues, client briefs, industries and in challenging environments
- Has huge responsibility to the company and the team below them
- Real understanding of budgets and finances

#### **Level 6 : Senior Producer**

- Salary \$75000 to \$85000 + super
- Minimum 8 years experience on numerous complex and diverse events
- The above “Producer” skills have been mastered
- Understands and can create the “Big Picture” and take it to that extra special next level
- Has a greater capacity to produce more events and more complex ones perfectly
- Can see the long term vision of and for the client
- Has a real talent for events in every aspect – especially creative and strategic thinking
- Able to competently and compellingly pitch to the client

#### **Level 7 : Executive Producer**

- This is truly a rarefied area that only very few have the real abilities to attain
- Salary \$85000 and over – negotiable – the sky’s the limit
- Minimum 10 years experience on numerous complex and diverse events – or just a natural born “star”
- The above “Producer” skills have been mastered and are of a truly superior level

- Executive producers are the cream of the event crop
- Can over see endless events and complexities
- Understands and can create the “Big Picture” and take it to that extra special next level that makes it a landmark event in the industry
- No problem, challenge or complexity is insurmountable to them
- Can see the long term vision of and for the client and for their event company employer
- Has a real talent for events in every aspect – especially creative and strategic thinking
- Able to competently and compellingly pitch to the client

### **Level 8 : General Manager / CEO**

- Salary negotiable
- As people’s careers in events grow, it is pleasing to see people with genuine and solid event backgrounds move up into a management role
- We recognise of course that this is not everyone’s goal
- Alternately, these people could have a management background only and still work effectively
- But this does show that a career in events can lead to the most senior of roles for those who wish to build their career towards that level
- To attain this level, an advanced and continually learning understanding of corporate governance, finances, HR, OH&S etc etc is obviously required

## **Production**

### **Production Co-ordinator**

- Salary \$25000 to \$40000 + super
- The level where you start to build your practical knowledge of events
- Minimum 2 years experience on numerous events or genuinely related field
- Understand the logistical requirements of the event in general and its many components and be able to understand their basic level of interaction
- Has developing office and IT skills, including CAD
- Can deal with suppliers on a simple basis
- Limited client contact but has good interpersonal skills
- Resourceful, smart, pro-active
- Eager to learn and take the time to truly understand all aspects of an event
- Exposes themselves to as many diverse events, from every angle, as possible

### **Production Manager**

- Salary \$40000 to \$65000 + super
- The level where you start to refine and hone your practical knowledge of events and have been exposed to many events or all styles
- Minimum 5 years experience on numerous events
- Pro-active and Re-active
- Administer and Run logistics but not “content”
- Understand the process of events but may not have the vision to truly develop, enhance and deliver a strategic creative brief
- Understand the logistical requirements of the event in general and its many components and be able to understand their complex level of interaction
- Excellent at logistics, planning and execution
- Has solid office and IT skills
- Can liaise with client at appropriate level
- Resourceful, smart, pro-active

### **Technical Director**

- Salary \$65000 + super and over negotiable (including superannuation)
- All of the above but with a profound knowledge of all technical aspects of an event