Meeting and event management refers to the process of planning and implementing various company or industry sponsored events. Nearly all businesses are involved in industries which can benefit from organizing or attending industry events or business conventions due to the networking opportunities involved.

**KEY FINDINGS**

- Meeting and event management professionals are present in nearly all industries and provide crucial marketing and planning services to numerous businesses.
- Organizational and customer service skills are needed to succeed in event management functions.
- Orange County has higher growth rates for related occupations than the state and national averages, most likely due to the high tourism index associated with the region.

**MOST IMPORTANT TASKS AND DUTIES**

1. Monitor event activities to ensure compliance with applicable regulations and laws, satisfaction of participants, and resolution of any problems that arise.
2. Confer with staff at a chosen event site to coordinate details.
3. Inspect event facilities to ensure that they conform to customer requirements.
4. Coordinate services for events, such as accommodation and transportation, facilities, catering, signage and displays.
5. Consult with customers to determine objectives and requirements for events such as meetings, conferences and conventions.

**KEY TRAITS**

- Customer Service
- Critical Thinking
- Personal Service
- Clerical Knowledge
- Tolerant of Stress
- Oral Comprehension
- Oral Expression
- Attentive to Detail
- Cooperative
- Dependable
- Ethical

**TOP SKILL SETS**

<table>
<thead>
<tr>
<th>Skill</th>
<th>Relevancy Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Active Listening</td>
<td>40</td>
</tr>
<tr>
<td>Speaking</td>
<td>30</td>
</tr>
<tr>
<td>Critical Thinking</td>
<td>25</td>
</tr>
<tr>
<td>Reading Comprehension</td>
<td>20</td>
</tr>
<tr>
<td>Time Management</td>
<td>10</td>
</tr>
</tbody>
</table>

**EMPLOYMENT OVERVIEW**

<table>
<thead>
<tr>
<th>Location</th>
<th>Marketing Managers</th>
<th>Public Relations Specialties</th>
<th>Meeting, Convention, and Event Planners</th>
<th>Public Relations and Fundraising Managers</th>
<th>Advertising and Promotion Managers</th>
<th>Fundraisers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Orange County</td>
<td>$118,315</td>
<td>$66,310</td>
<td>$99,216</td>
<td>$127,912</td>
<td>$96,510</td>
<td>$56,615</td>
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<tr>
<td>California</td>
<td>$160,450</td>
<td>$87,410</td>
<td>$115,411</td>
<td>$143,410</td>
<td>$117,022</td>
<td>$61,903</td>
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<tr>
<td>United States</td>
<td>$140,660</td>
<td>$85,830</td>
<td>$113,400</td>
<td>$135,400</td>
<td>$107,010</td>
<td>$57,790</td>
</tr>
</tbody>
</table>

**EDUCATIONAL LEVEL BY TYPE**

- Associate’s, 29%
- Bachelor’s, 48%
- Some College, No Degree, 15%

**RELATED COURSEWORK**

- Social Media Specialized Studies Program
- Digital Marketing Certificate Program

*Bright Outlook occupations are expected to grow rapidly in the next decade, will have large numbers of job openings, or are new/emerging occupations according to the U.S. Department of Labor.*