



# DIVERSITY REPORT

1<sup>st</sup> April 2025

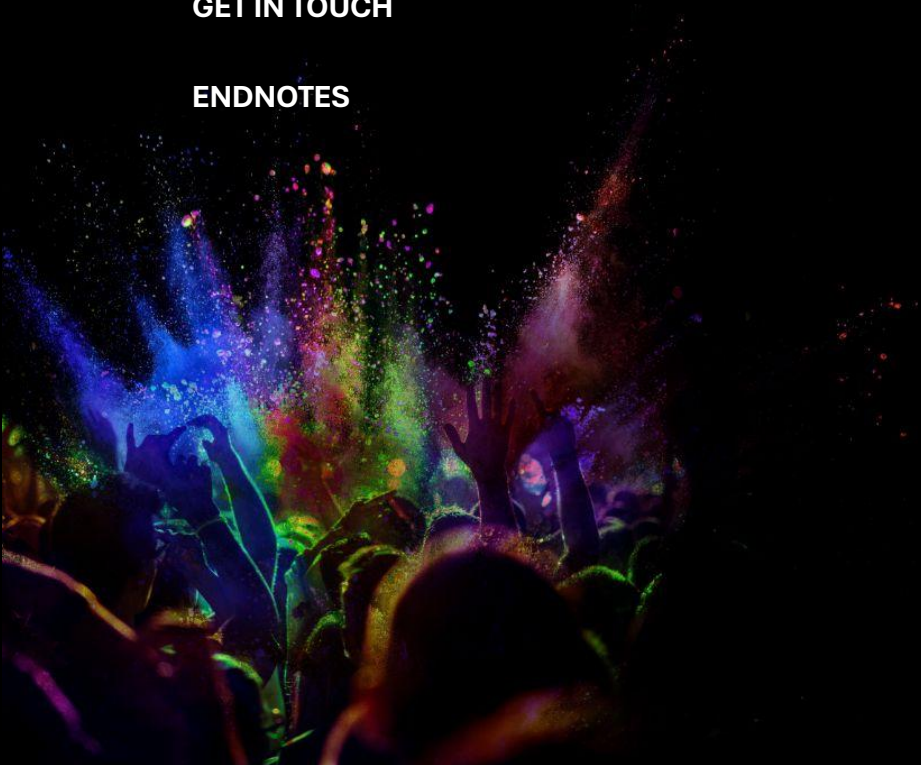
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# INTRODUCTION

Diversity, Equity, and Inclusion (DEI) are more than just buzzwords - they're essential for building stronger, more innovative businesses. Across the UK, companies are increasingly recognising the importance of fostering inclusive workplaces, not only because it's the right thing to do, but also because diverse teams drive better results.

This report provides a valuable snapshot of DEI within the UK events industry, the largest of its kind in the history of the sector, allowing businesses to benchmark themselves both against the wider sector and their specific niche within it. Whether you're looking to understand representation across different demographics or identify trends in salary equality, this data-driven insight offers a clear picture of where we stand as an industry.

The findings in this report are based on data from Live Recruitment's network of over 40,000 event professionals, built up over the last 20 years, and anonymously analysed. Where salary information is referenced, it covers data collected from 2020 onwards to ensure accuracy and relevance.

We hope this report helps spark important conversations and positive change within the events sector. Let's keep pushing forward towards a more inclusive industry for everyone.



# TERMINOLOGY

## Salary

The salary data in the Live Recruitment Diversity Report is measured using both an average pay figure and a "typical pay range". The average pay is calculated as the mean salary within each data set, while the "typical pay range" represents the middle 50% of salaries - excluding the highest and lowest 25% - to provide a clearer picture of common earnings.

Unlike a median salary, which pinpoints the exact middle salary within the dataset, this approach ensures that the reported figures better reflect general salary trends without being skewed by extreme outliers. This method offers a more accurate snapshot of what professionals in each category of typical salaries and typical desired salaries.

## Ethnic Group & Race

For the purpose of this survey, respondents have been grouped into two broad categories: *White/Caucasian* and *Ethnically Diverse*. This classification aligns with the Office for National Statistics (ONS) framework. The *Ethnically Diverse* group includes individuals who identify as Arab, Asian or Asian British, Black, Black British, Caribbean or African, Mixed or Multiple ethnic groups, or Any other ethnic background. The *White/Caucasian* group includes those identifying as White English, Welsh, Scottish, Northern Irish or British, Irish, Gypsy or Irish Traveller, Roma, or Any other White background.

We recognise that the lived experiences within and between these ethnic categories are highly diverse and cannot be fully captured by binary groupings. However, this approach has been used to highlight disparities in representation, pay, and progression between ethnically diverse professionals and their White/Caucasian counterparts within the UK events industry. It provides a starting point for understanding structural inequities and prompts the need for more granular analysis in future reporting.

## Gender

At present, this report captures gender data using a binary framework: *male* and *female*. These categories include individuals who identify as cisgender men and women, as well as trans men and trans women. We acknowledge that gender is not binary and that this approach does not reflect the full spectrum of gender identities.

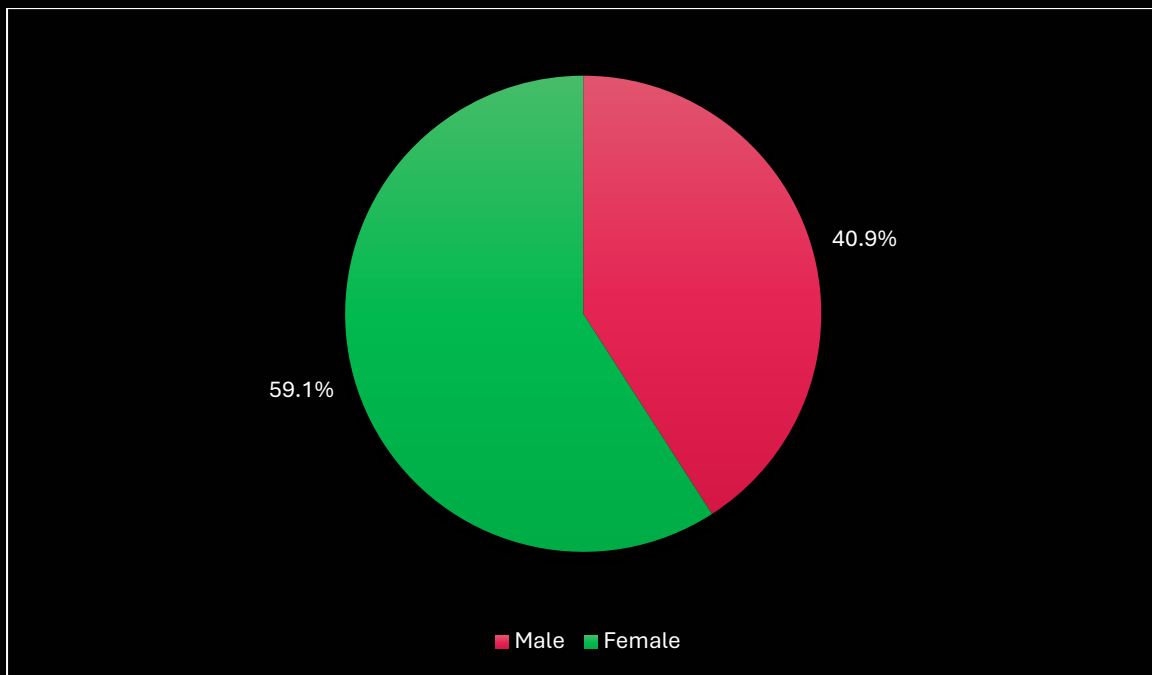
We hope to expand future reporting to more accurately and respectfully include data on all gender identities, including non-binary, gender-fluid, gender non-conforming, and other identities. As data collection practices evolve across the industry, we aim to ensure greater visibility and inclusion for all gender-diverse professionals within the UK events sector.

# ALL EVENT SECTORS

This section covers all event professionals, in all sub sectors within the events industry.



## All Event Sectors Gender



The data set shows the total number of event professionals from Live Recruitment's network grouped by gender (male and female) working in the events sector.

Female 59.1%  
Male 40.9%

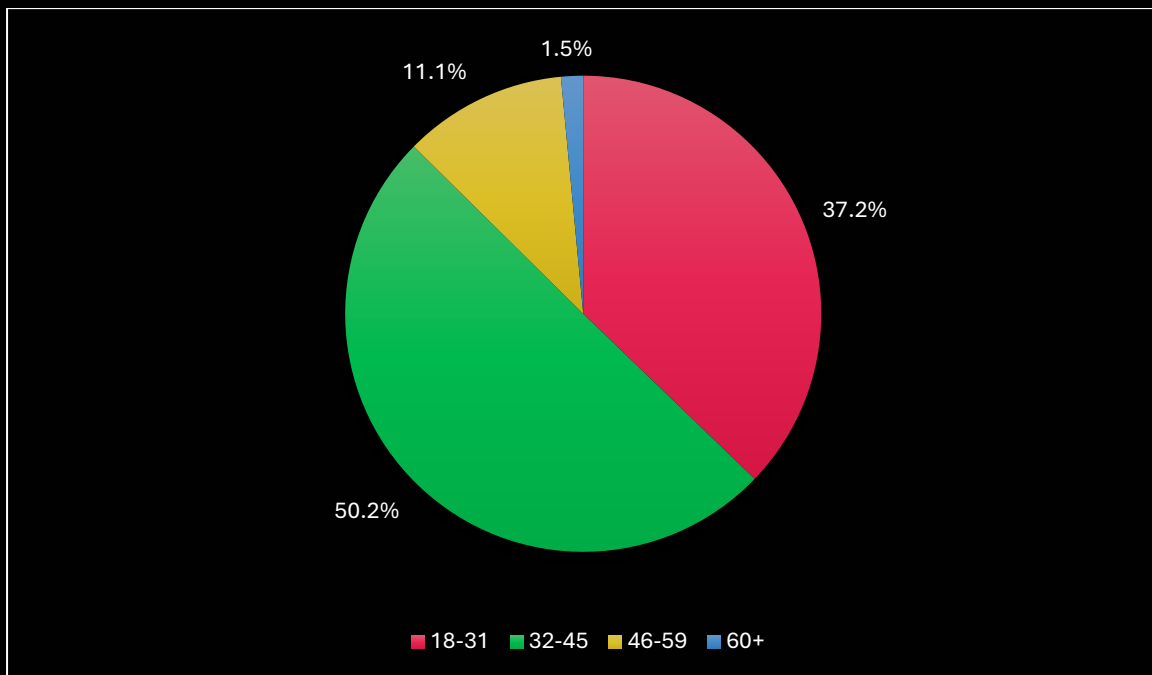
The events industry is predominantly female, with women making up 59.1% of the workforce.

In comparison,

- Education sector: 75.7% of teachers are female<sup>i</sup>
- Healthcare: 74% of the workforce is female<sup>ii</sup>
- Engineering: 15.7% of the workforce is female<sup>iii</sup>
- Construction: 15% of the workforce is female<sup>iv</sup>



## All Event Sectors Age



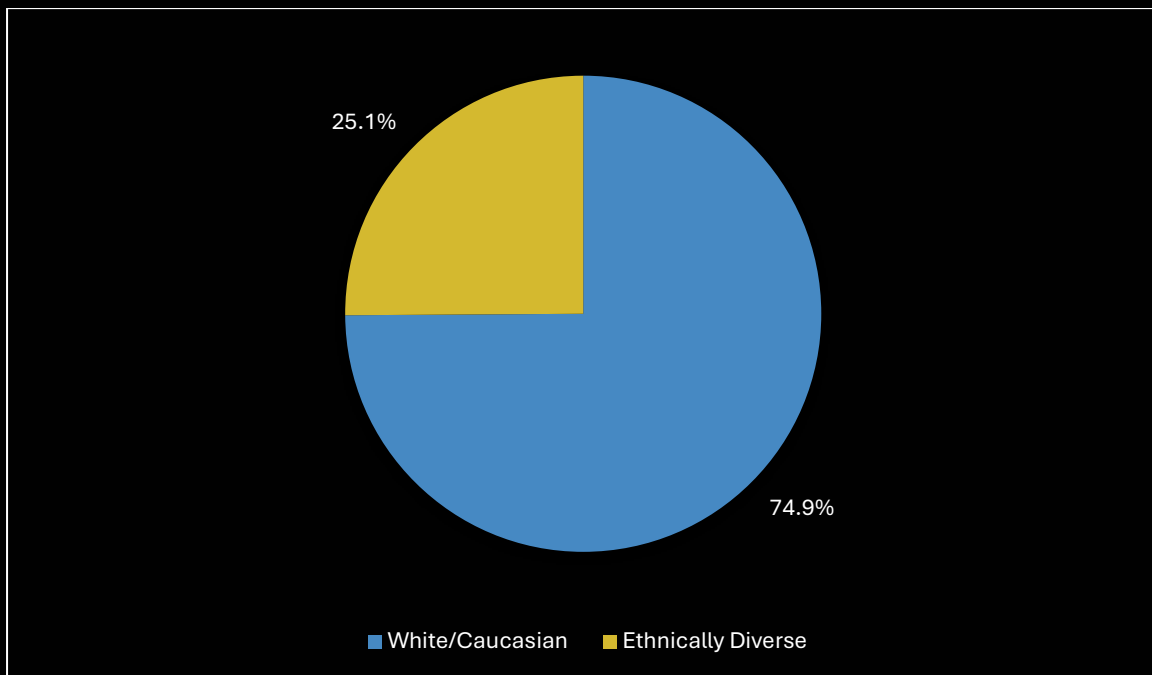
The data set shows the percentage of event professionals in the event industry grouped by age.

18-31 – 37.2%  
32-45 – 50.2%  
46-59 – 11.1%  
60+ - 1.5%

The data shows that the 32-45 age bracket has the largest number of event professionals. There is a significant drop-off in the number of event professionals in the 46-59 and 60+ age brackets.



## All Event Sectors Ethnic Group



The data set shows the number of event professionals grouped by ethnic group (white/caucasian and ethnically diverse groups) working in the events sector.

White/caucasian 74.9%

Ethnically diverse groups 25.1%

The data shows that the white/caucasian event professional group makes up just under 75% of the total event professionals.

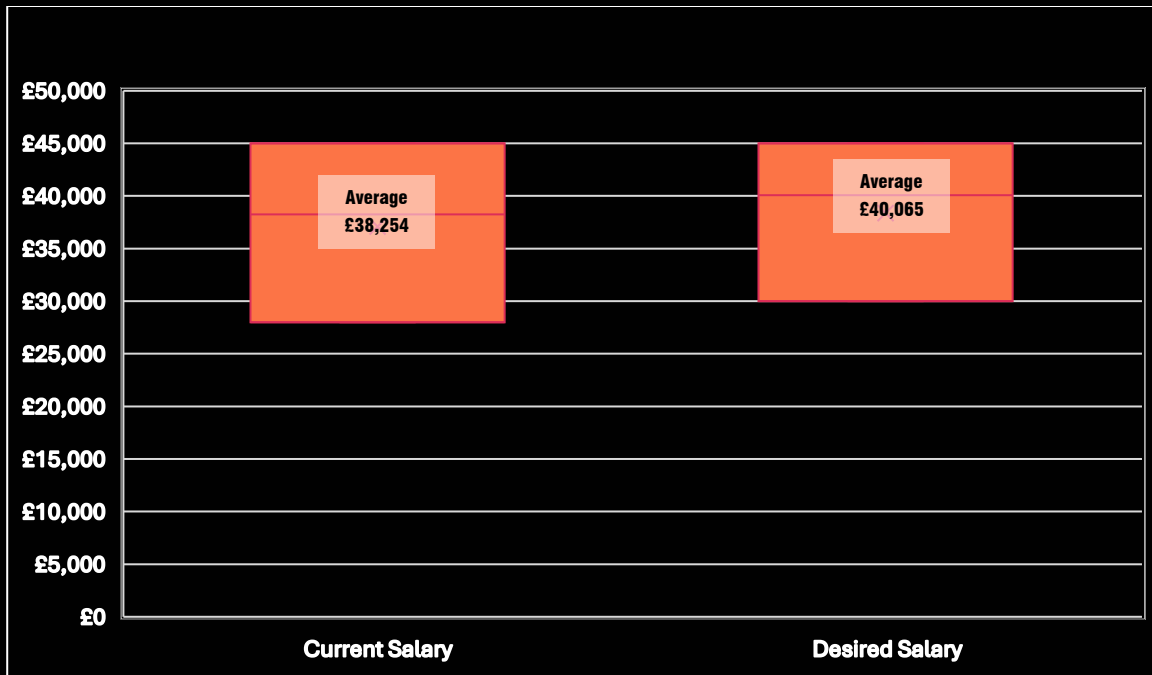
In comparison,

- Education: 16.2% of teachers are from a ethnically diverse group<sup>v</sup>
- Construction: 5.4% of the workforce is from a ethnically diverse group<sup>vi</sup>
- Healthcare: 26.4% of the workforce is from a ethnically diverse group<sup>vii</sup>

According to the Office for National Statistics, compared to the overall UK population where 81.7% is white/caucasian<sup>viii</sup>, the events industry is slightly more inclusive.



## All Event Sectors Salary



This data set shows the typical range of current and desired salaries for event professionals working in the events sector.

### **Current Salary**

Typical pay range £28,000 - £45,000

Average salary £38,254

### **Desired Salary**

Typical desired pay range £30,000 - £45,000

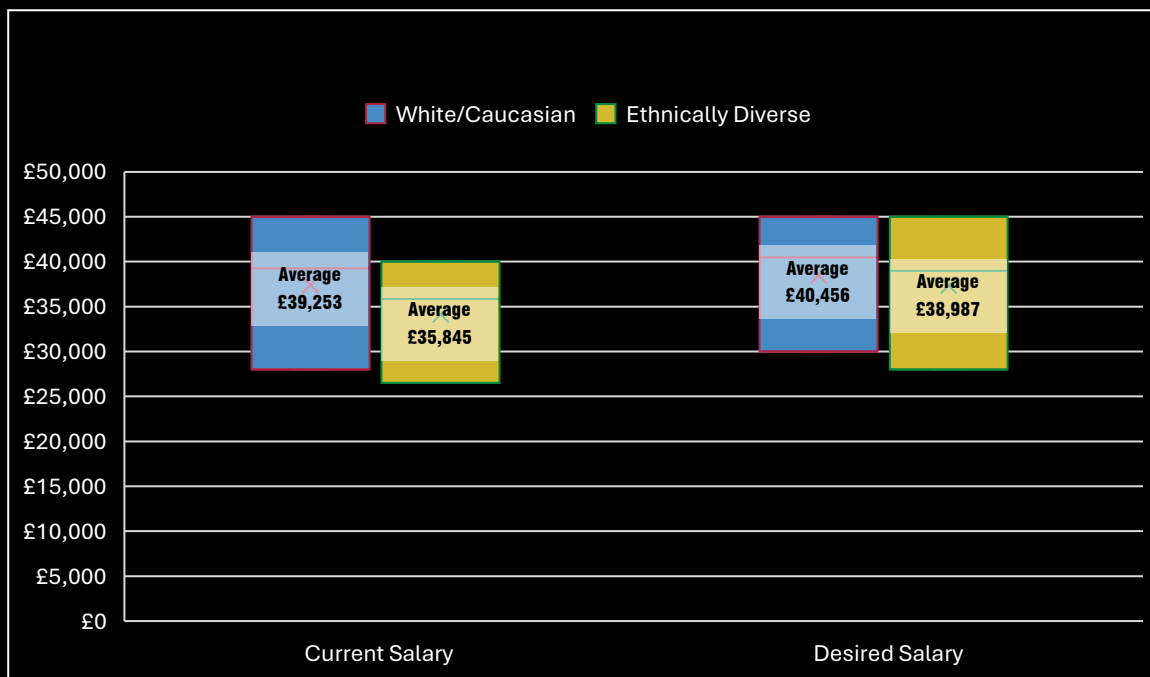
Average desired salary £40,065

The data shows that while there are event professionals who earn more or less than these figures, overall the average worker in this sector earns £38,254.

Whilst there is a relatively even balance between current and desired salary, as the data is split down between sectors within the industry and sub sectors of event professionals, the disparity becomes much more pronounced.



## All Event Sectors Salary & Ethnic Groups



The data set provides information on the pay distribution of event professionals grouped by white/caucasian and ethnically diverse groups working in the events sector.

### Current Salary

#### White/caucasian

- Typical pay range £28,000 – £45,000
- Average salary £39,253

#### Ethnically diverse groups

- Typical pay range £26,500 – £40,000
- Average salary £35,845

### Desired Salary

#### White/caucasian

- Typical desired pay range £30,000 – £45,000
- Average desired salary £40,456

#### Ethnically diverse groups

- Typical desired pay range £28,000 – £45,000
- Average desired salary £38,987

The data shows disparities in pay between the two groups with the typical pay range and the average pay being higher for the white/caucasian group.

The data shows that both the typical desired pay range and the average desired salary for the white/caucasian group is higher than the ethnically diverse group.

When comparing these 2 data sets, the white/caucasian group have higher salary expectations than the ethnically diverse groups. In addition, the white/caucasian group are paid a higher wage than the ethnically diverse groups.

## All Event Sectors Salary & Gender



The data set provides a pay distribution analysis for all event professionals, grouped by gender (male and female) working in the events sector.

### Current Salary

#### Male

- Typical pay range £28,000 – £47,500
- Average salary £40,478

#### Female

- Typical pay range £27,000 – £42,000
- Average salary £36,947

### Desired Salary

#### Male

- Typical desired pay range £30,000 – £50,000
- Average desired salary £42,523

#### Female

- Typical desired pay range £28,000 – £45,000
- Average desired salary £38,436

The data shows a significant pay difference between male and female event professionals, with male event professionals earning approximately £3,500 more than females.

The data shows the average desired pay for males is significantly higher by over £4,000.

When comparing these 2 data sets, overall the male group have higher salary expectations than the female group.

## All Event Sectors Salary & Ethnic Group split by Gender



This data set shows the typical salaries for event professionals, grouped by gender (female and male) and also ethnic group (white/caucasian and ethnically diverse groups) working in the events sector.

### Female

White/caucasian

Typical pay range £27,500 – £44,000

Average salary £37,494

Ethnically diverse Groups

Typical pay range £27,000 – £40,000

Average salary £35,739

The data shows that white/caucasian females are being paid approximately £1,700 more than ethnically diverse group females.

### Male

White/caucasian

Typical pay range £30,000 – £50,000

Average salary £41,553

Ethnically diverse Groups

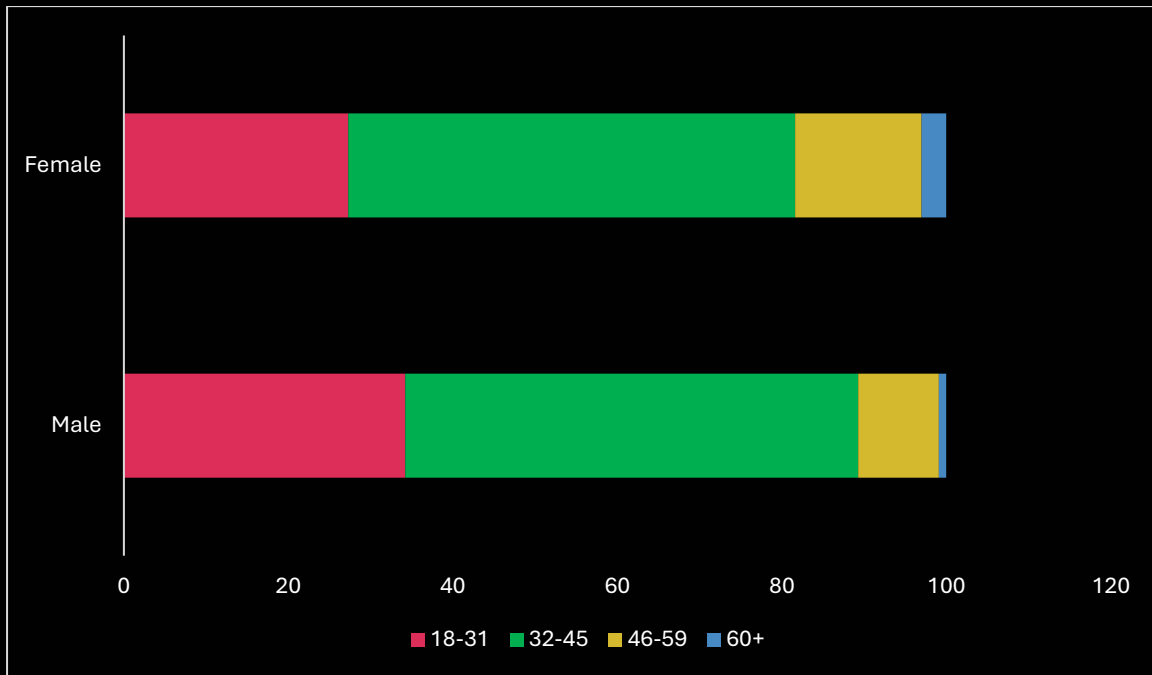
Typical pay range £26,500 – £45,000

Average salary £37,059

The data shows that white/caucasian males are being paid approximately £4,500 more than ethnically diverse group males.

When comparing these 2 data sets, overall white/caucasian males are paid significantly more than the next two groups of ethnically diverse males and white/caucasian females, who in turn are paid more than ethnically diverse females.

## All Event Sectors Gender & Age



The data set shows the percentage of event professionals grouped by gender (male and female) and age bracket working in the events sector.

### Female

- 18-31 - 34.2%
- 32-45 - 55.1%
- 46-59 - 9.8%
- 60+ - 0.9%

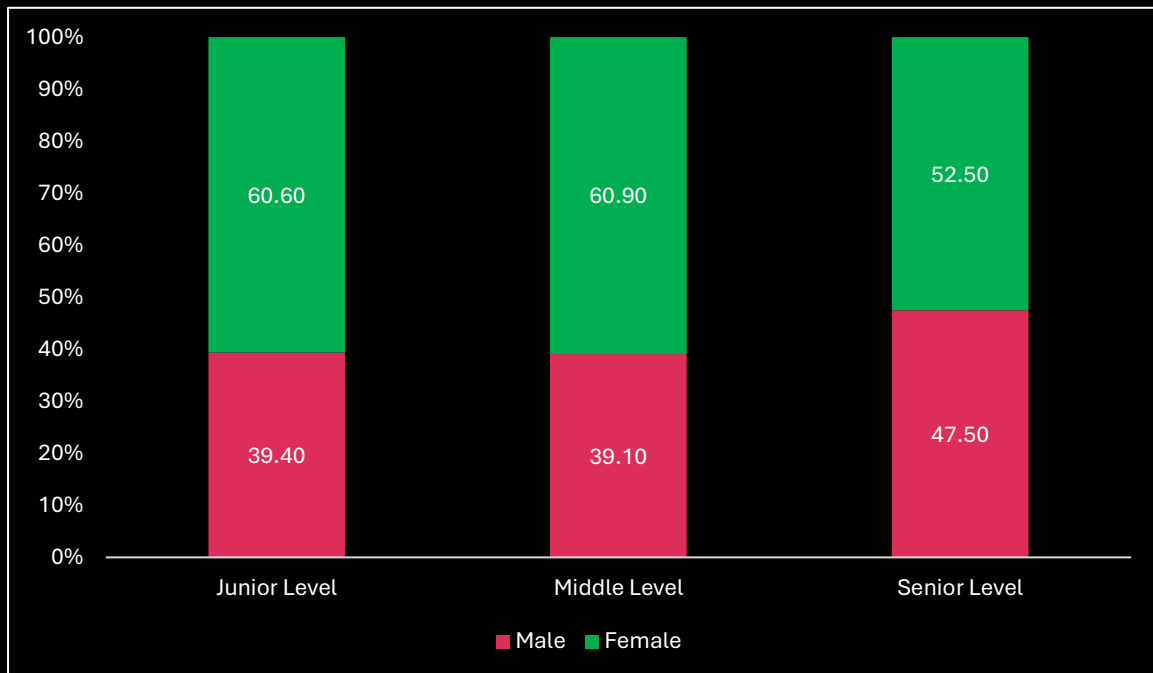
### Male

- 18-31 - 27.3%
- 32-45 - 54.3%
- 46-59 - 15.4%
- 60+ - 3%

The data shows the largest age group is 32-45 years old, accounting for over 50% of both male and female event professionals.



## All Event Sectors Gender & Seniority



The data set shows the percentage of event professionals grouped by gender (male and female) and seniority level working in the events sector.

### Junior Level

Male 39.4% Female 60.6%

### Middle Level

Male 39.1% Female 60.9%

### Senior Level

Male 47.5% Female 52.5%

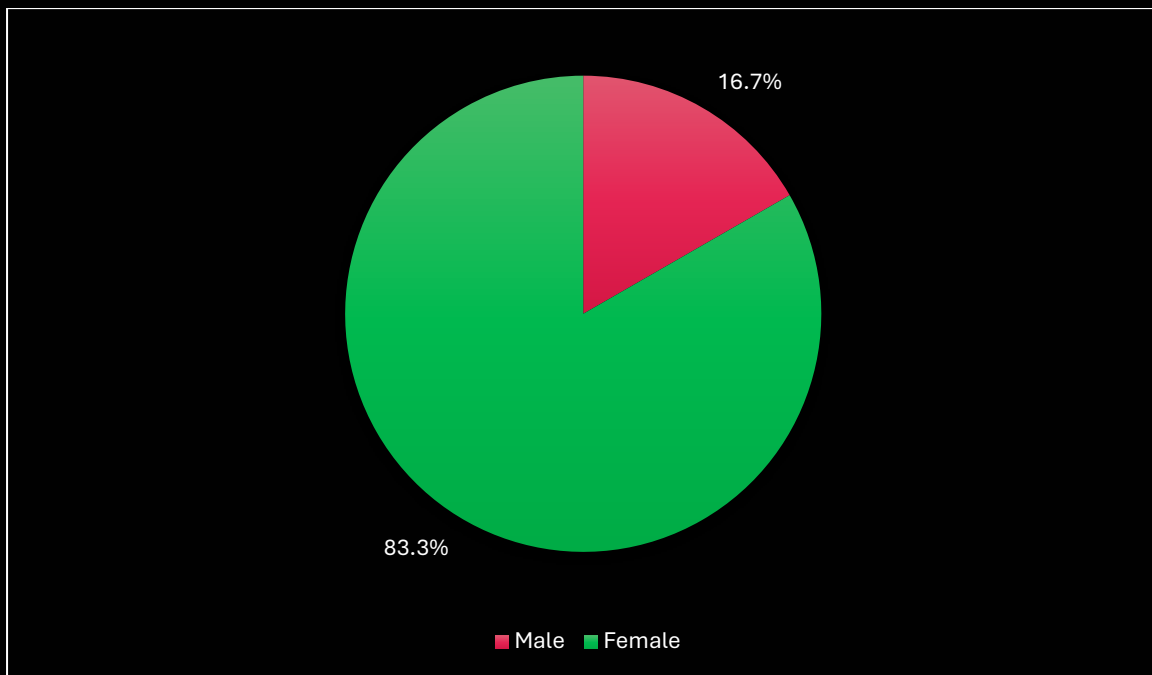
The data shows that at the junior and middle levels, there is a larger ratio of females, with this group making up over 60% of the total workforce for those stages of career. However once reaching the senior levels, the male group percentage rises disproportionately.

# ASSOCIATION SECTOR

This section covers roles within the association sector.



## Association Sector Gender



The data set shows the percentage of event professionals grouped by gender (male and female) who work in an event role in the association sector.

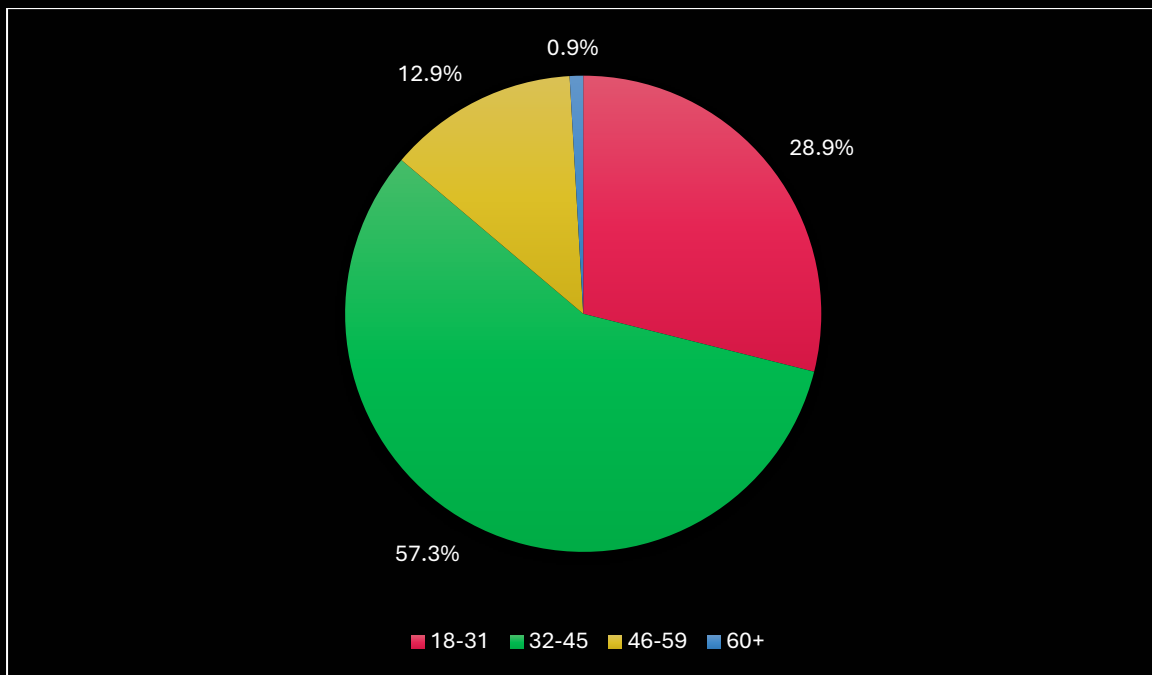
Female 83.3%  
Male 16.7%

The data set shows that the association sector has a large percentage of female event professionals, with over 80% of the workforce in this category.





## Association Sector Age



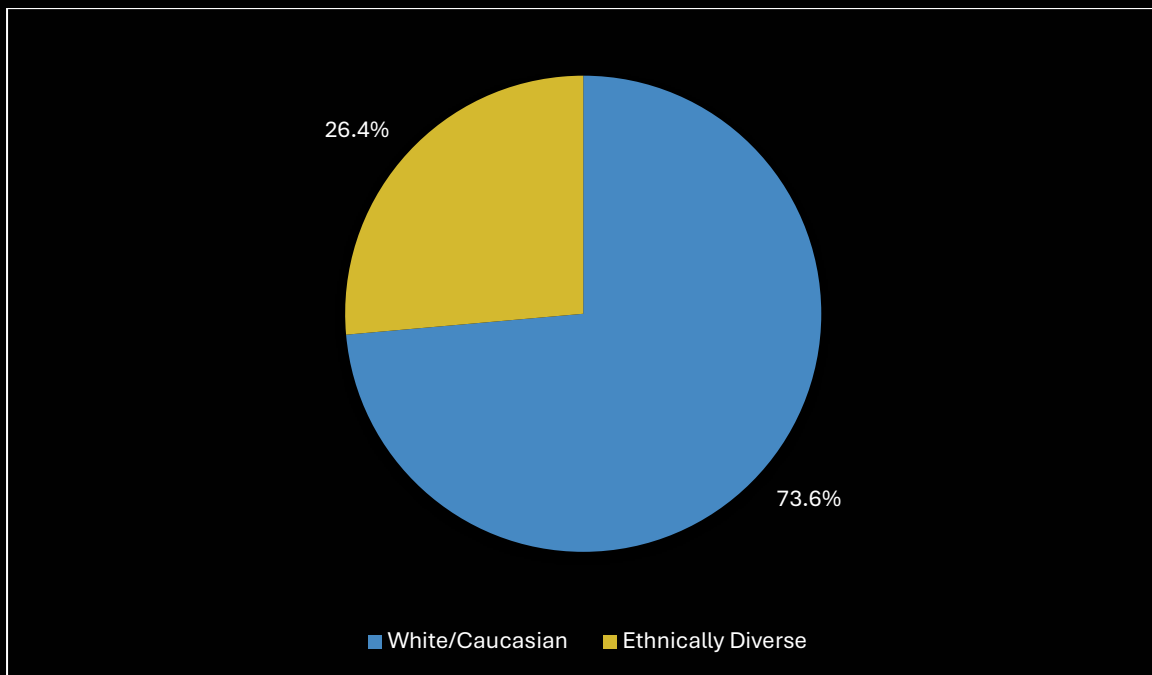
This data set provides information on the percentage of all event professionals grouped by age bracket who work in the association sector.

18-31- 28.9%  
32-45 – 57.3%  
46-59 12.9%  
60+ -0.9%

The data shows that the 32-45 age bracket is the largest, comprising over 50% of the workforce.



## Association Sector Ethnic Group



The data set shows the percentage of event professionals grouped by ethnic group, (white/caucasian and ethnically diverse groups) who work in an event role in the association sector.

White/caucasian 73.6%

Ethnically diverse groups 26.4%

The data shows that the white/caucasian group accounts for nearly three quarters of the total workforce in this sector.

## Association Sector Salary



This data set shows the typical range of current and desired salaries of event professionals who work in an event role in the association sector.

### Current Salary

Typical pay range £30,000 - £46,000

Average salary £40,509

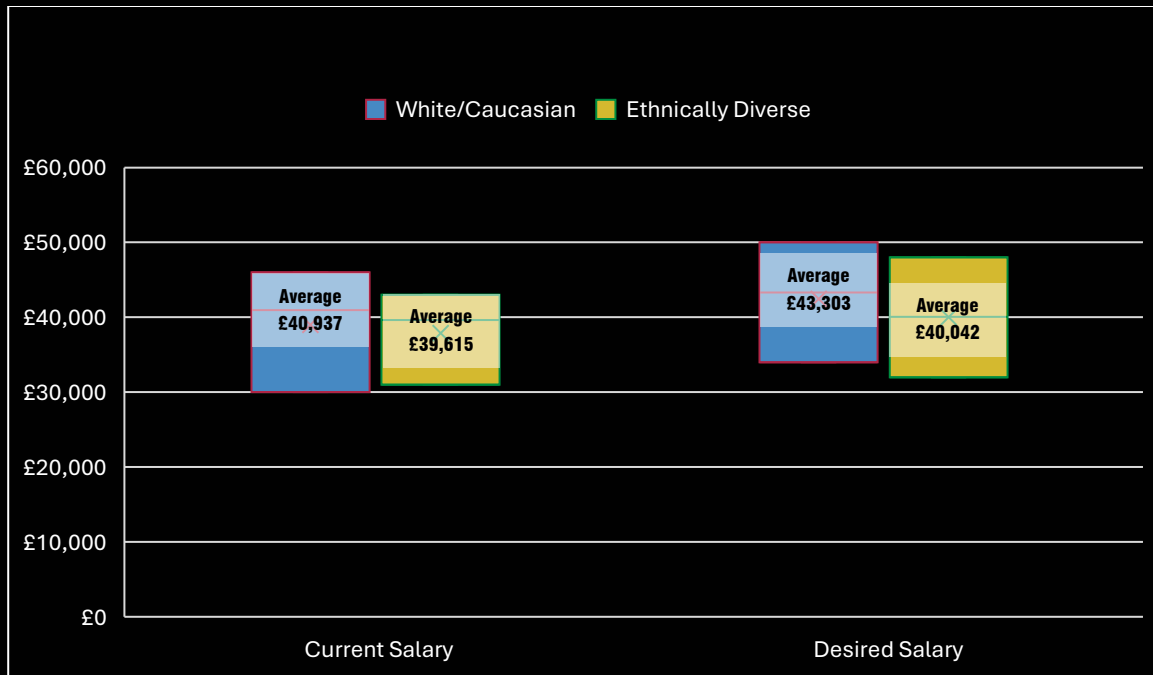
### Desired Salary

Typical desired pay range £32,000 - £49,000

Average desired salary £42,892



## Association Sector Salary & Ethnic Group



The data set provides the typical and desired salaries for event professionals, grouped by ethnic group (white/caucasian and ethnically diverse groups) who work in an event role in the association sector.

### Current Salary

#### White/caucasian

- Typical pay range £30,000 – £46,000
- Average salary £40,937

#### Ethnically diverse groups

- Typical range £31,000 – £43,000
- Average salary £39,615

### Desired Salary

#### White/caucasian

- Typical desired pay range £34,000 - £50,000
- Average desired salary £43,303

#### Ethnically diverse groups

- Typical desired range £32,000 - £48,000
- Average desired salary £40,042

## Association Sector Gender & Salary



The data set provides the typical and desired salaries for event professionals, grouped by gender (male and female) who work in an event role in the association sector.

### Current Salary

#### Male

- Typical pay range £30,000 - £45,000
- Average salary £40,179

#### Female

- Typical pay range £30,000 – £47,000
- Average salary £40,534

### Desired Salary

#### Male

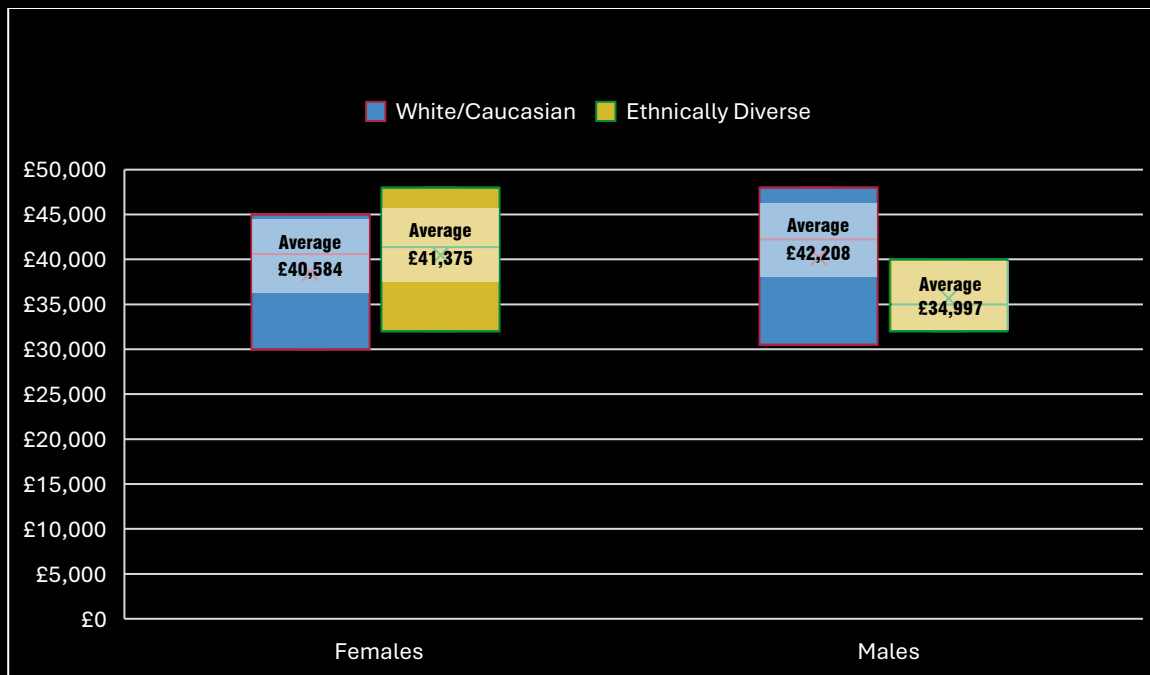
- Typical desired pay range £35,000 - £50,000
- Average desired salary £44,844

#### Female

- Typical desired pay range £32,000 - £48,000
- Average desired salary £42,520

The data shows that the male event professionals in the association sector are overall paid slightly less than females in the association sector. However, the male desired salaries are higher than the female group.

## Association Sector Salary & Ethnic Group split by Gender



This data set shows the typical salaries for event professionals, grouped by ethnic group (white/caucasian and ethnically diverse groups) and split by gender (male and female) who work in an event role in the association sector.

### Female

#### White/caucasian

- Typical Range £30,000 - £45,000
- Average salary £40,584

#### Ethnically diverse groups

- Typical range £32,000 - £48,000
- Average salary £41,375

The data shows the typical pay range and average salary for the ethnically diverse group in females is slightly higher than the white/caucasian group.

### Male

#### White/caucasian

- Typical Range £30,500 - £48,000
- Average salary £42,208

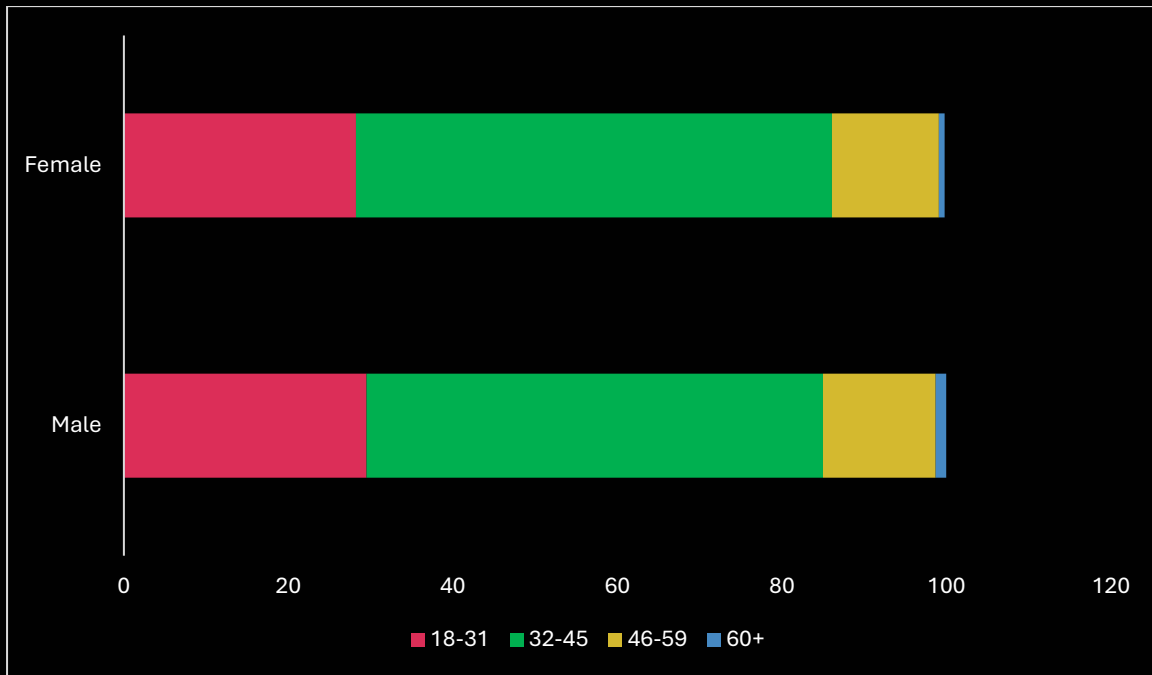
#### Ethnically diverse groups

- Typical Range £32,000 - £40,000
- Average salary £34,997

The data shows that in both the typical pay range and also the average pay of males in the association sector, there is a significant disparity between the earnings of the white/caucasian group compared to the ethnically diverse groups.

\*The pool of the male event professionals in the association sector is significantly smaller than the female group. Consequently, the data is not as comprehensive.

## Association Sector Gender & Age



This data set provides information on the percentage of all event professionals grouped by age and gender (male and female) who work in an event role in the association sector.

### Male

- 18-31 - 29.5%
- 32-45 - 55.5%
- 46-59 - 13.7%
- 60+ - 1.3%

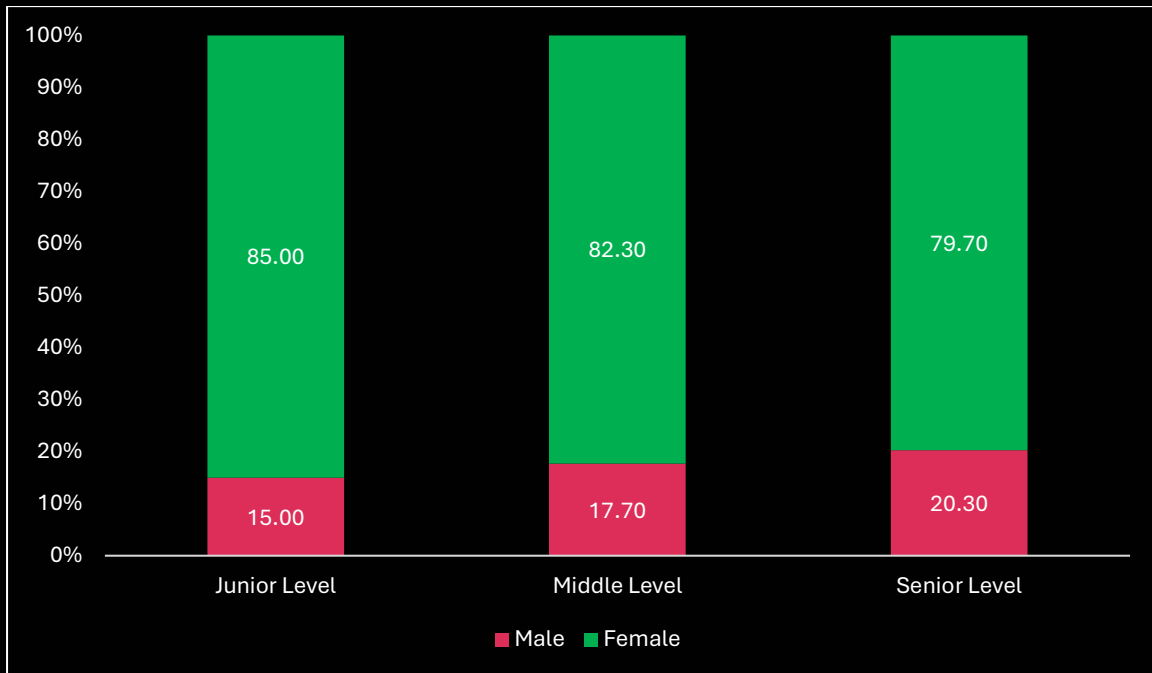
### Female

- 18-31 - 28.2%
- 32-45 - 57.9%
- 46-59 - 13%
- 60+ - 0.7%

The data shows the largest age group is 32-45 years old, accounting for over 50% of both male and female event professionals.



## Association Sector Gender & Seniority



The data set provides information about the percentage of event professionals, grouped by gender (male and female) and seniority level who work in an event role in the association sector.

### Junior Level

- Male 15%
- Female 85%

### Middle Level

- Male 17.7%
- Female 82.3%

### Senior Level

- Male 20.3%
- Female 79.7%

The data shows that whilst the female group is the largest in all 3 seniority levels, the percentage of female event professionals decreases as the seniority level increases. This shows a potential gender imbalance in the progression of event professionals to more senior roles.

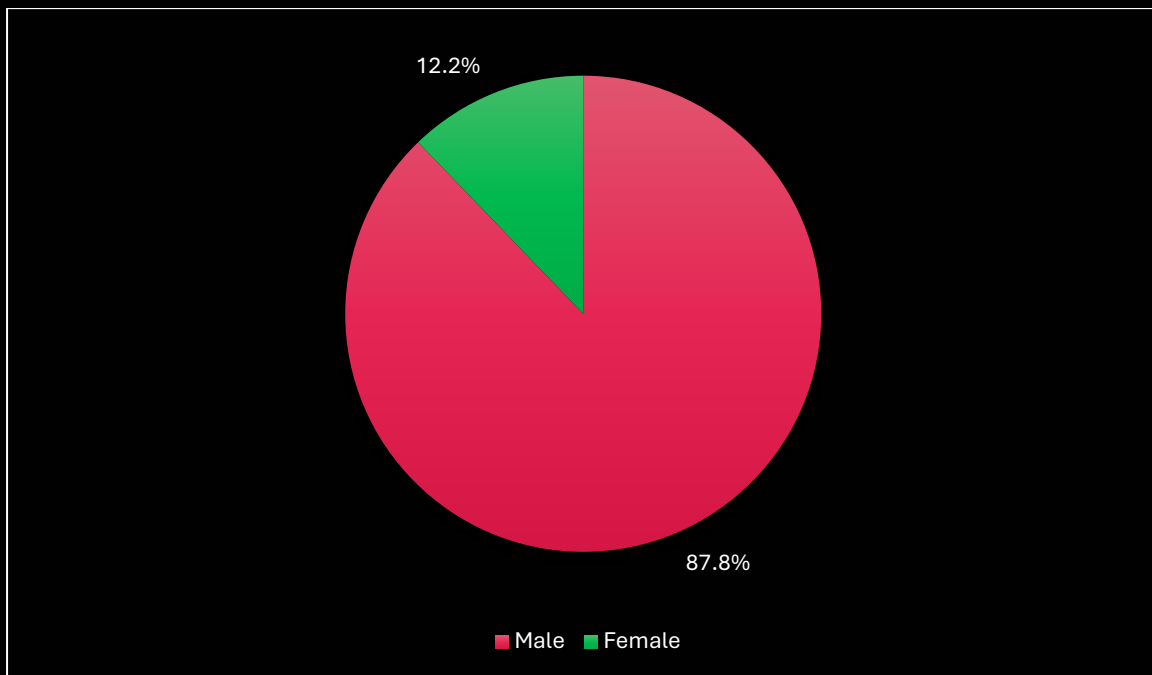


# AUDIO VISUAL SECTOR

This section covers roles within the audio visual sector.



## Audio Visual Sector Gender



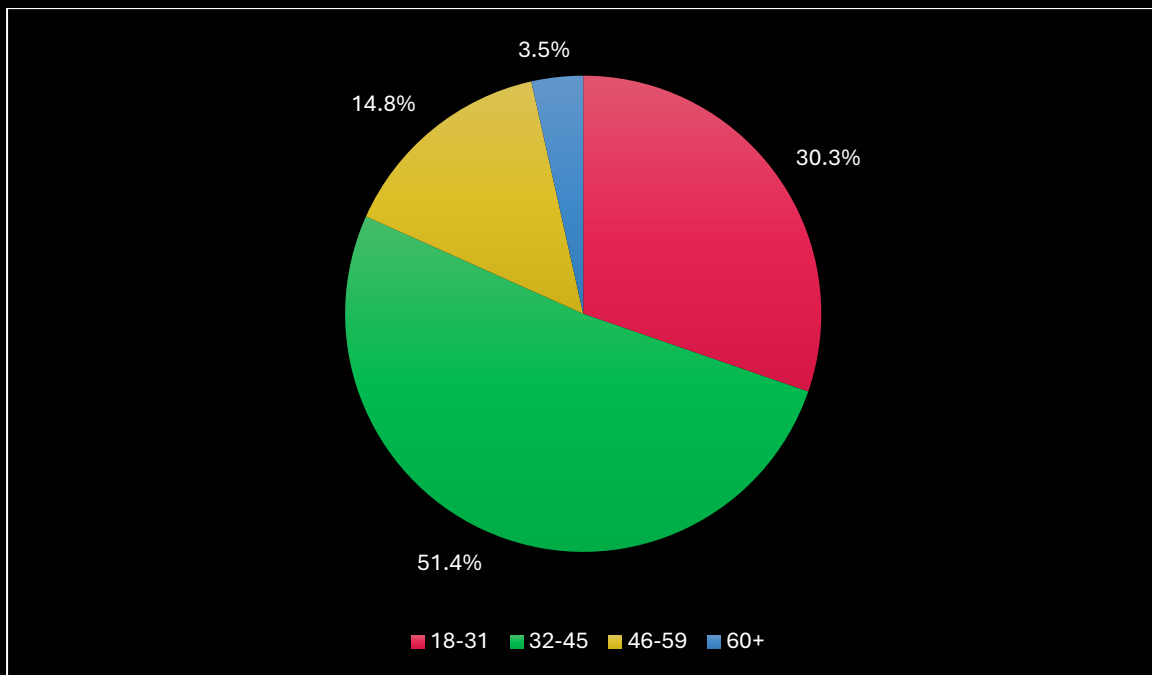
This data set shows event professionals, grouped by gender (male and female) who work in the audio visual sector.

Female 12.2%  
Male 87.8%

The data shows that the male group is larger than the female group in this sector.



## Audio Visual Sector Age



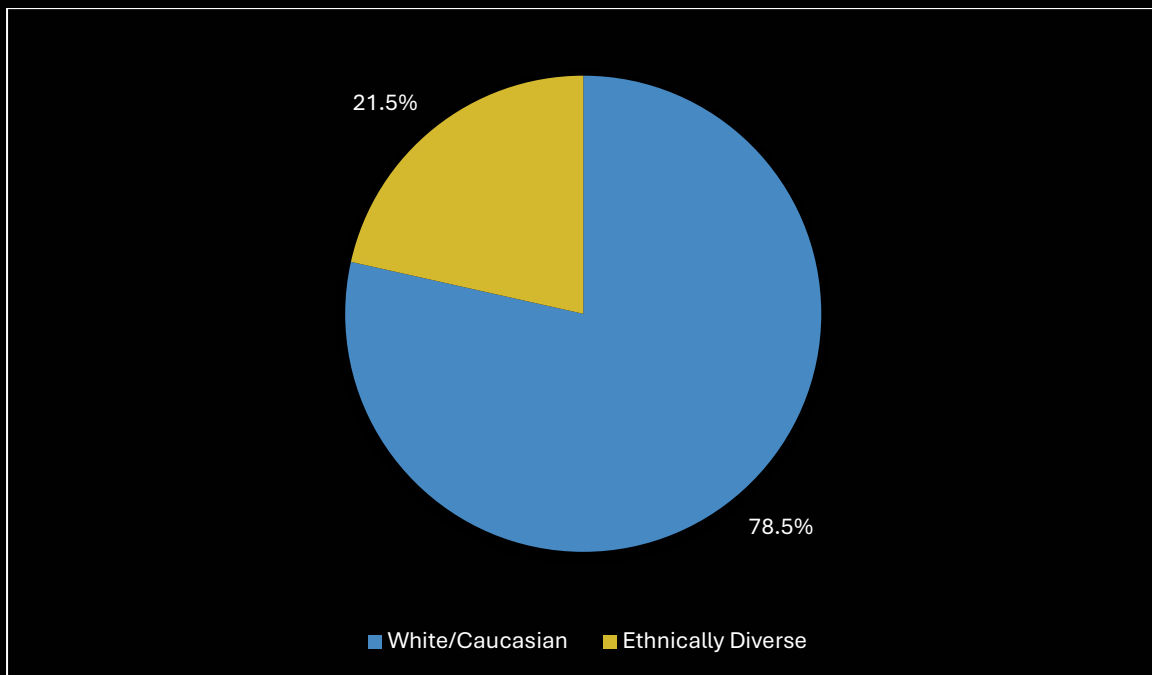
This data set shows event professionals, grouped by age, who work in the audio visual sector.

18-31 – 30.3%  
32-45 - 51.4%  
46-59 – 14.8%  
60+ - 3.5%

The data shows that the 32-45 age bracket is the largest group, accounting for over 50% of the total workforce in this sector.



## Audio Visual Sector Ethnic Group



This data set shows event professionals, grouped by ethnic groups (white/caucasian and ethnically diverse groups) who work in the audio visual sector.

White/caucasian 78.5%

Ethnically diverse groups 21.5%

The data shows that the white/caucasian group is nearly 4 times larger than the ethnically diverse groups.



## Audio Visual Sector Salary



This data set shows the typical current and desired salaries for event professionals who work in the audio visual sector.

### Current Salary

Typical pay range £28,000 – £45,000

Average salary £37,689

### Desired Salary

Typical desired pay range £30,000 - £45,000

Average desired salary £39,921



## Audio Visual Sector Salary & Ethnic Group



This data set shows the typical current and desired salaries for event professionals, grouped by ethnic group (white/caucasian and ethnically diverse groups) who work in the audio visual sector.

### Current Salary

#### White/caucasian

- Typical pay range £28,000 – £46,000
- Average salary £38,757

#### Ethnically diverse groups

- Typical pay range £27,000 – £40,000
- Average salary £34,441

The data shows that both the typical pay range and the average salary for the white/caucasian group is larger.

### Desired Salary

#### White/caucasian

- Typical desired pay range £30,000 - £45,000
- Average desired salary £40,020

#### Ethnically diverse groups

- Typical desired pay range £30,000 – £43,000
- Average desired salary £38,804

The data shows that the typical desired pay range for both the white/caucasian group and the ethnically diverse groups are the same. In comparison, on average, the ethnically diverse groups desires a smaller salary than the white/caucasian group.

## Audio Visual Sector Gender & Salary



This data set shows the typical current and desired salaries of event professionals, grouped by gender (male and female) who work in the audio visual sector.

### Current Salary

#### Male

- Typical pay range £28,000 – £45,000
- Average salary £37,927

#### Female

- Typical pay range £28,000 – £41,000
- Average salary £36,856

### Desired Salary

#### Male

- Typical desired pay range £30,000 – £45,000
- Average desired salary £40,240

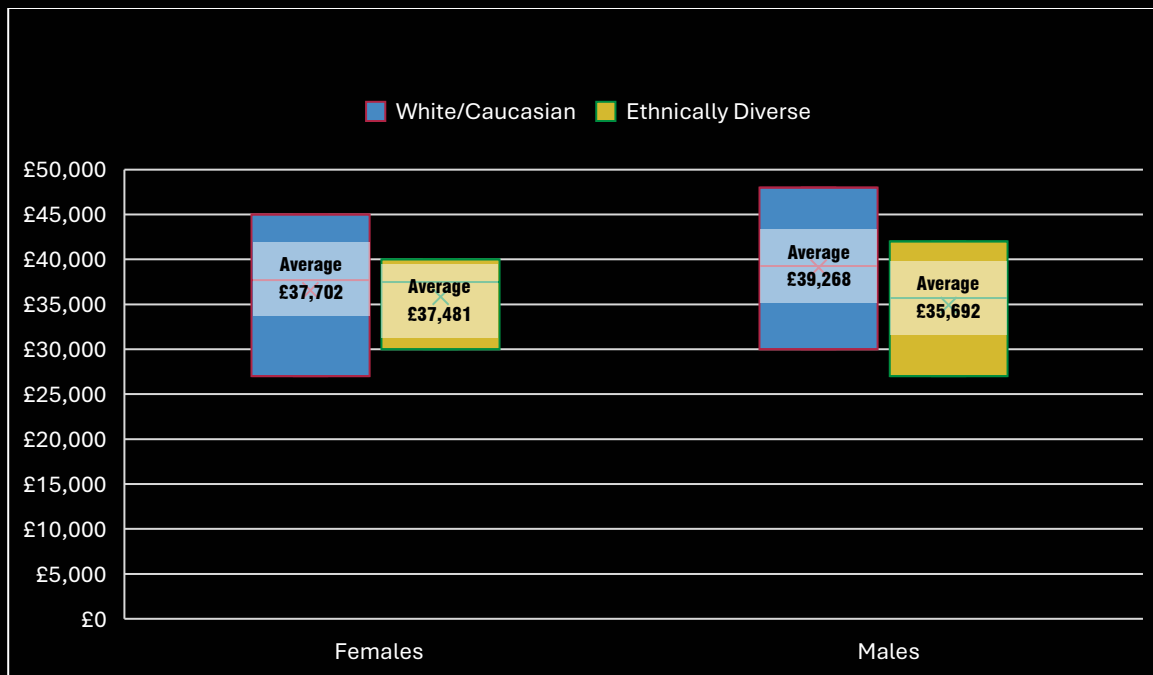
#### Female

- Typical desired pay range £30,000 – £45,000
- Average desired salary £38,787

The data shows that the typical pay range for the female group is narrower than the male group. In addition, the average salary for the female group is approximately £1,000 less than the male group.

The data shows that while the typical desired pay ranges are the same, the average desired salary for the male group is £1,500 more than the female group.

## Audio Visual Sector Salary & Ethnic Group split by Gender



This data set shows the typical salaries for event professionals, grouped by ethnic groups (white/caucasian and ethnically diverse groups) and gender (male and female) who work in the audio visual sector.

### Female

#### White/caucasian

- Typical pay range £27,000 - £45,000
- Average salary £37,702

#### Ethnically diverse groups

- Typical pay range £30,000 - £40,000
- Average salary £37,481

The data shows that the typical pay range for the female ethnically diverse groups is narrower than for the white/caucasian group. In comparison, the overall average salaries for both the white/caucasian female group and white/caucasian ethnically diverse groups are very similar.

### Male

#### White/caucasian

- Typical pay range £30,000 - £48,000
- Average salary £39,268

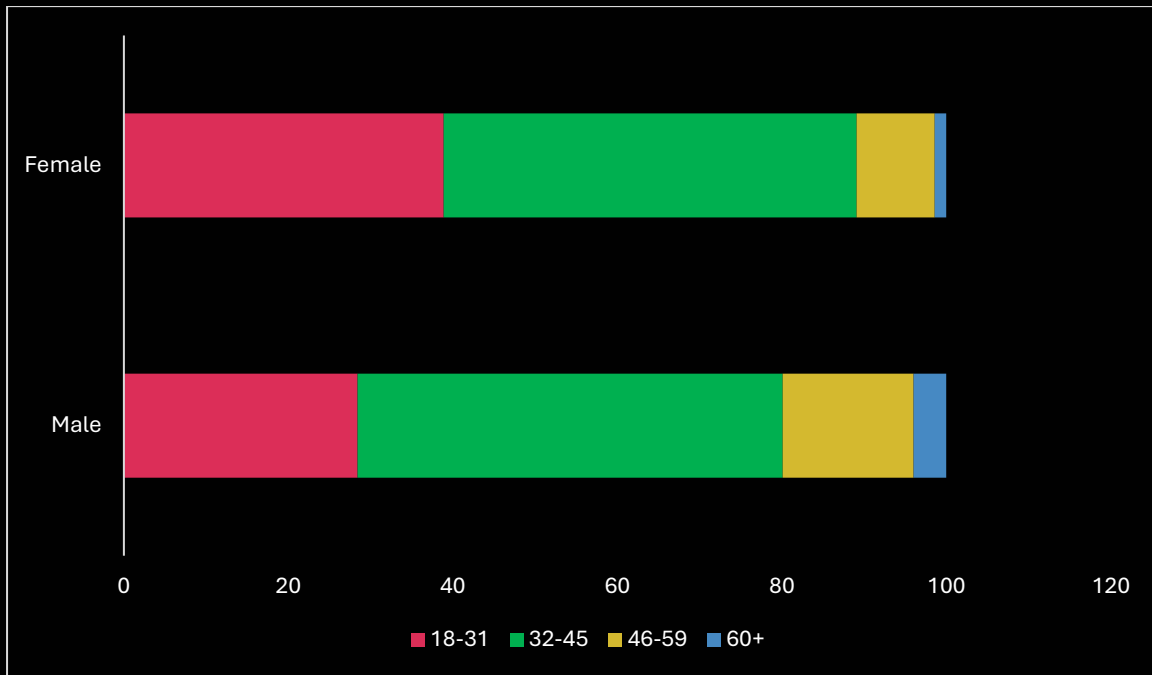
#### Ethnically diverse groups

- Typical pay range £27,000 - £42,000
- Average salary £35,692

The data shows that the pay range and the average salary for the white/caucasian male group is higher than the male ethnically diverse groups. In addition, the average salary for the white/caucasian male group is nearly £4,000 more than the male ethnically diverse groups.



## Audio Visual Sector Gender & Age



This data set shows event professionals, grouped by gender (male and female) and age who work in the audio visual sector.

### Male

- 18-31 – 28.4%
- 32-45 – 51.7%
- 46-59 - 15.9%
- 60+ - 4%

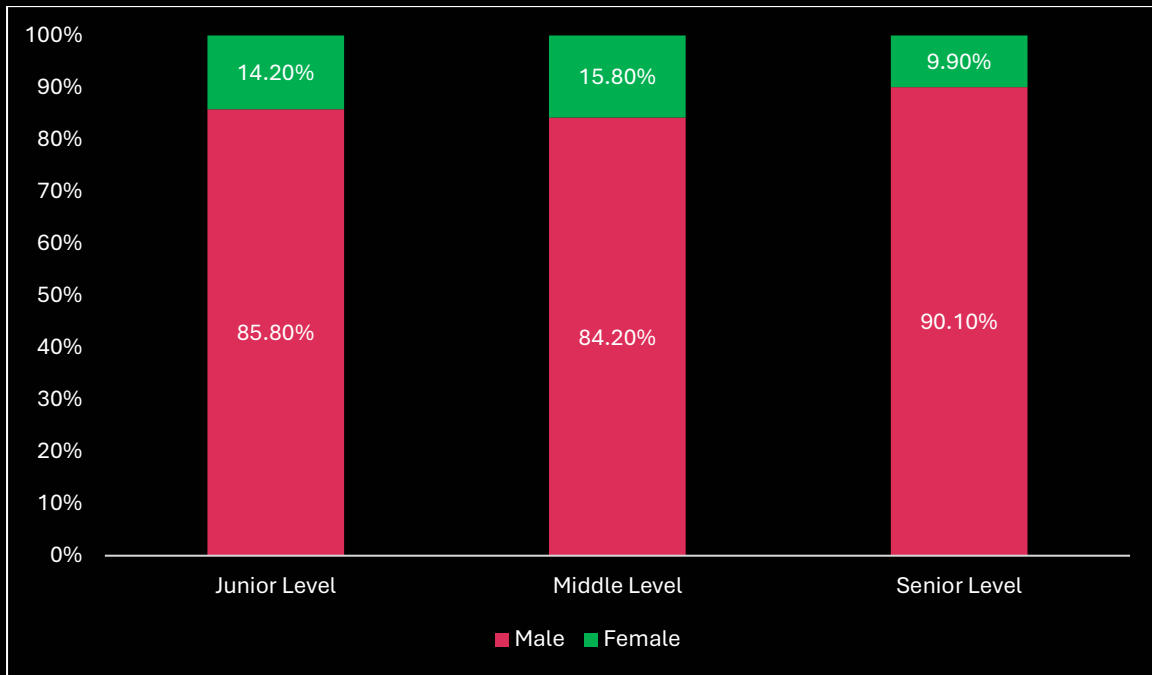
### Female

- 18-31 – 38.9%
- 32-45 – 50.2%
- 46-59 – 9.5%
- 60+ - 1.4%

The data shows that in both the male group and female group that the age bracket of 32-45 is the largest which accounts for over 50% of the workforce for this sector.



## Audio Visual Sector Gender & Seniority



This data set shows event professionals, grouped by gender (male and female) and seniority who work in the audio visual sector.

### Junior Level

- Male – 85.8%
- Female – 14.2%

### Middle Level

- Male – 84.2%
- Female – 15.8%

### Senior Level

- Male – 90.1%
- Female – 9.9%

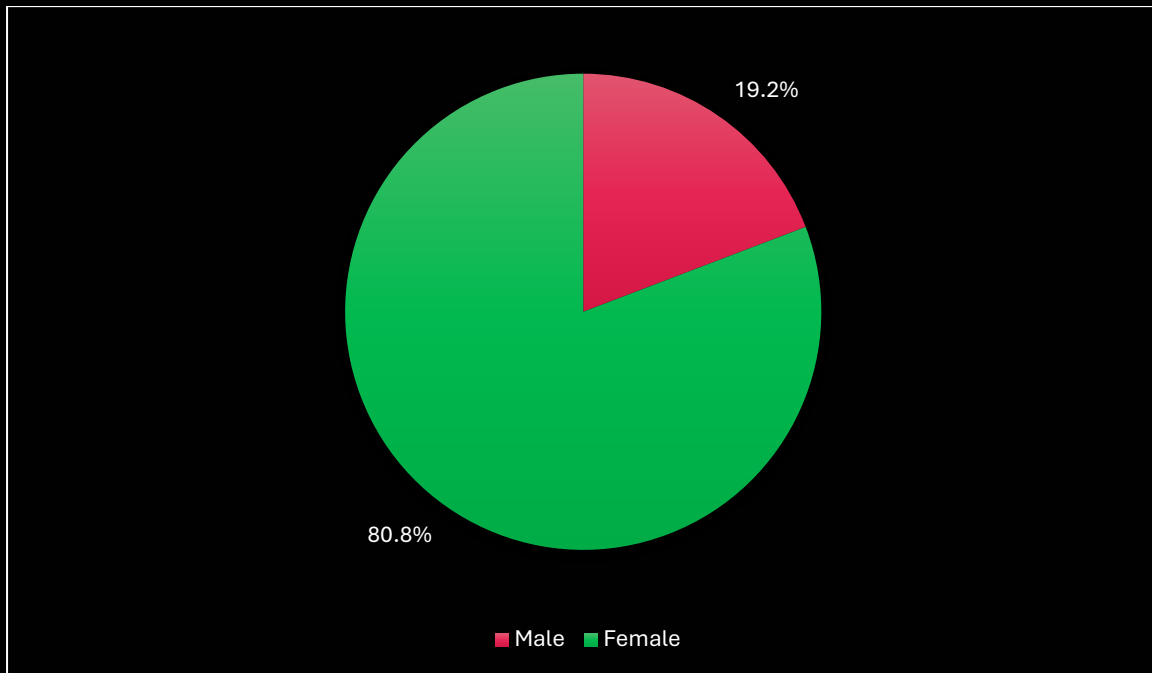
The data shows that the male group is larger than the female group across all seniority levels, which reflects the composition of the audio visual sector. At the most senior level, the male percentage increases further, with the female group comprising less than 10% of senior positions.

# CORPORATE CLIENT SECTOR

This section covers roles within corporate clients sector.



## Corporate Client Sector Gender



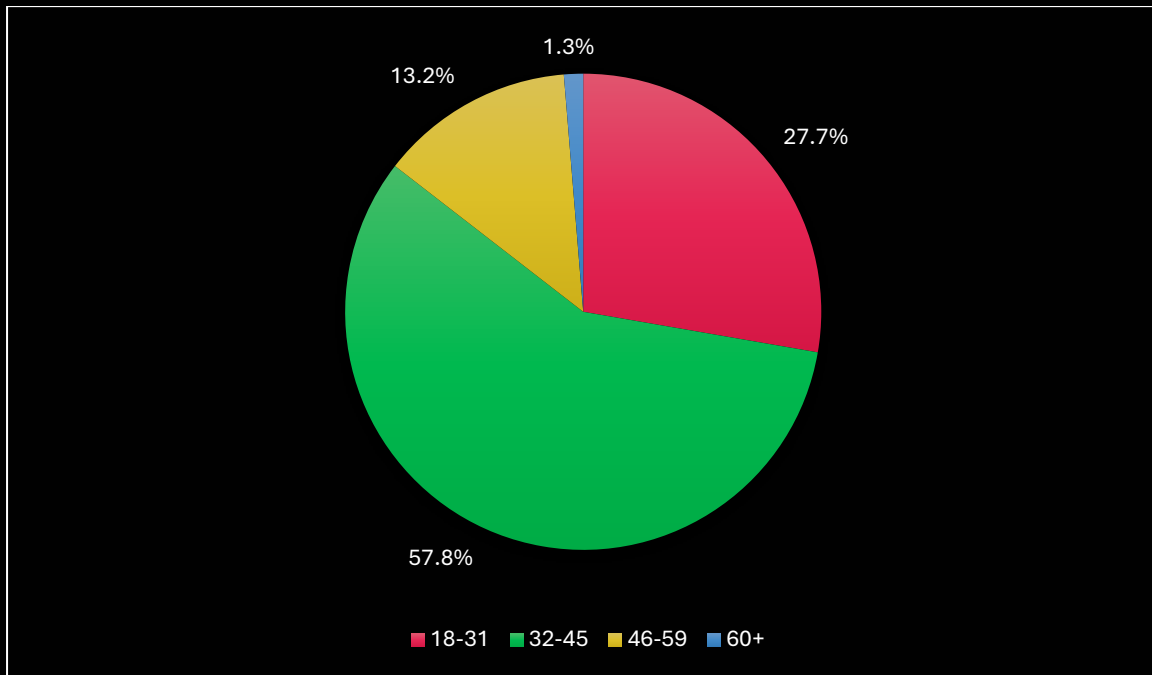
The data set shows the event professionals, grouped by gender (male or female) who work in an event role in the corporate client sector.

Females 80.8%  
Males 19.2%

The data shows that females make up over 80% of the total workforce in this sector.



## Corporate Client Sector Age



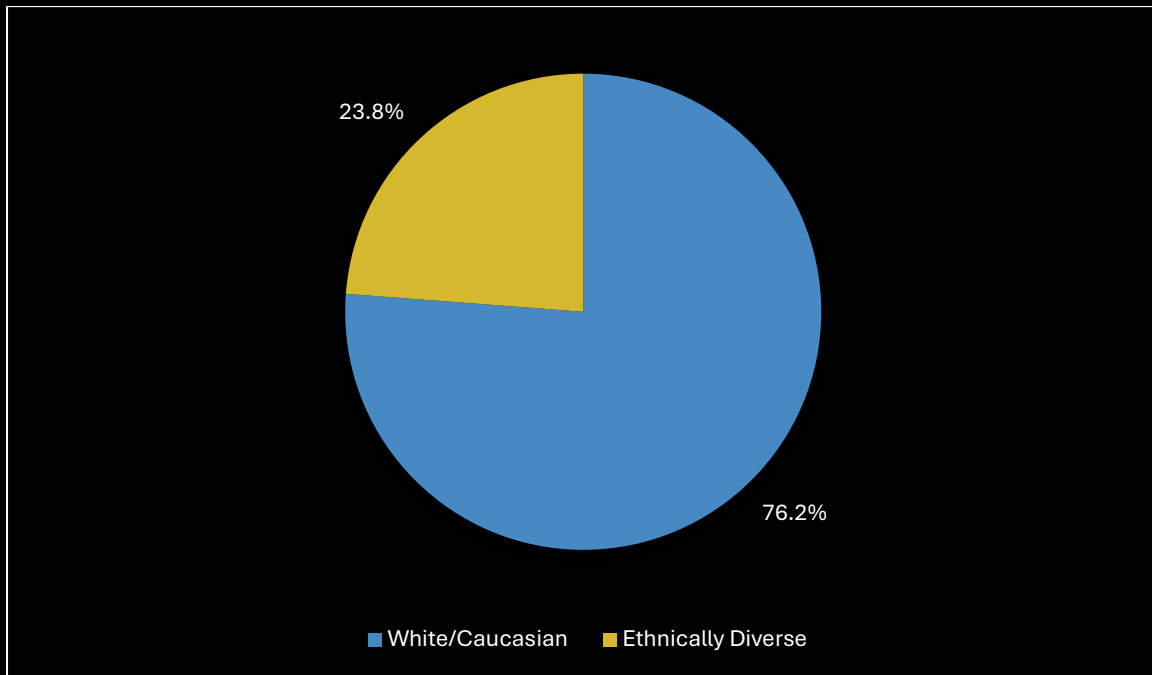
The data set shows the percentages of all event professionals, grouped by age, who work in an event role in the corporate client sector.

18-31 – 27.7%  
32-45 – 57.8%  
46-59 – 13.2%  
60+ 1.3%

The data shows the largest group is the 32-45 age bracket with over 57% of the workforce.



## Corporate Client Sector Ethnic Group



The data set shows the event professionals, grouped by ethnic group (white/caucasian or ethnically diverse groups) who work in an event role in the corporate client sector.

White/caucasian 76.2%

Ethnically diverse groups 23.8%

The data shows the white/caucasian group represents more than three quarters of this sectors workforce.



## Corporate Client Sector Salary



This data set shows the typical current and desired salaries for those event professionals who work in an event role in the corporate client sector.

### Current Salary

Typical pay range £30,000 - £48,000

Average salary £42,212

### Desired Salary

Typical desired pay range £33,000 - £50,000

Average desired salary £44,389



## Corporate Client Sector Salary & Ethnic Group



This data set shows the typical current and desired salaries of event professionals, grouped by ethnic group (white/caucasian and ethnically diverse groups) who work in an event role in the corporate client sector.

### Current Salary

#### White/caucasian

- Typical pay range £31,200 – £50,000
- Average salary £43,468

#### Ethnically diverse groups

- Typical pay range £30,000 – £50,000
- Average salary £41,738

### Desired Salary

#### White/caucasian

- Typical desired pay range £34,000 - £50,000
- Average desired salary £44,860

#### Ethnically diverse groups

- Typical desired pay range £33,000 - £50,000
- Average desired salary £43,199

The data shows that while the typical pay range for the ethnically diverse groups is slightly broader, the white/caucasian group has the larger average salary.

The data shows that the ethnically diverse groups are on average, asking for slightly less salary than the white/caucasian group.



## Corporate Client Sector Salary & Gender



This data set shows the typical and desired salaries for event professionals, grouped by gender (male and female) who work in an event role in the corporate client sector.

### Current Salary

#### Male

- Typical pay range £32,000 - £50,000
- Average salary £45,233

#### Female

- Typical pay range £31,000 - £48,000
- Average salary £42,380

The data shows that the typical pay for males is higher than the female group by nearly £3,000.

### Desired Salary

#### Male

- Typical desired pay range £35,000 - £55,000
- Average desired salary £46,529

#### Female

- Typical desired pay range £33,000 - £50,000
- Average desired salary £43,143

The data shows that the typical desired pay range for males is higher than for the female group. The average desired pay for the male group is also considerably higher, by over £3000.

## Corporate Client Sector Salary & Ethnic Group split by Gender



This data set shows the typical salaries for event professionals, grouped by gender (male and female) and ethnic group (white/caucasian and ethnically diverse groups) who work in an event role in the corporate client sector.

### Female

#### White/caucasian

- Typical pay range £31,000 - £48,000
- Average salary £42,461

#### Ethnically diverse groups

- Typical pay range £30,000 - £55,000
- Average salary £43,186

The data shows that the typical pay range for ethnically diverse group females is broader than those for the white/caucasian female group. On average ethnically diverse group females are also paid slightly more than the white/caucasian female group.

### Male

#### White/caucasian

- Typical pay range £32,000 - £60,000
- Average salary £47,464

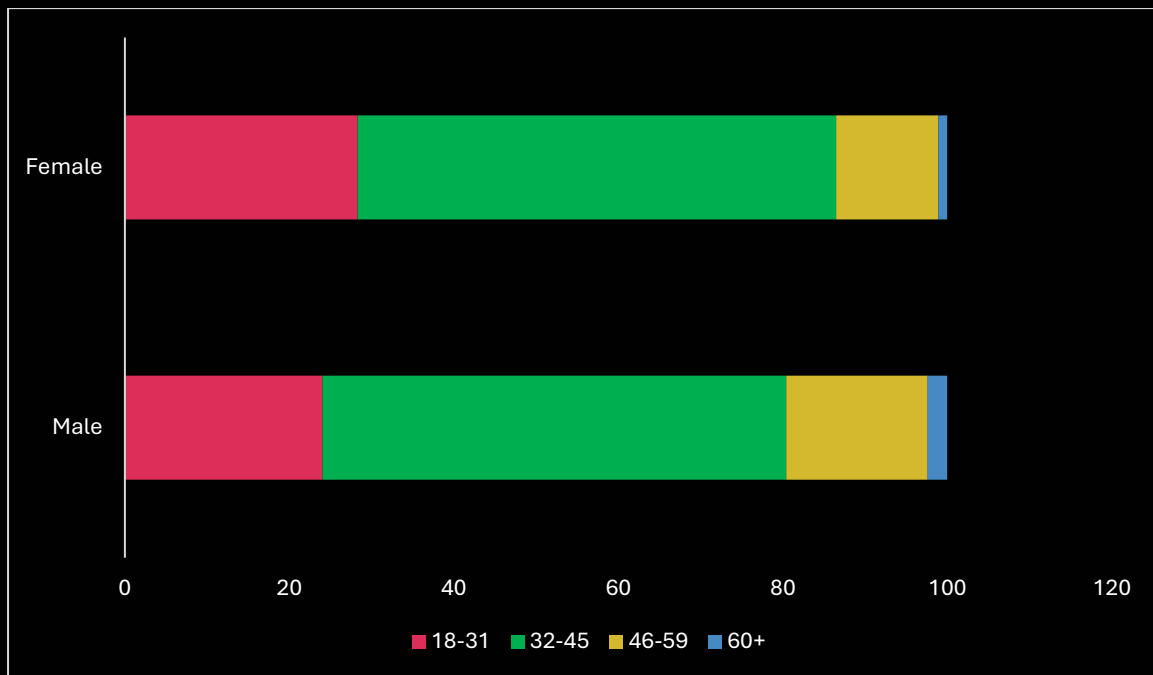
#### Ethnically diverse groups

- Typical pay range £32,000 - £45,000
- Average salary £40,402

The data shows that the typical pay range for the white/caucasian male group is broader than those for the male ethnically diverse group. On average the white/caucasian male group are paid significantly more than the ethnically diverse group males.

\*The pool of the male event professionals in the corporate client sector is significantly smaller than the female group. Consequently, the data is not as comprehensive.

## Corporate Client Sector Gender & Age



The data set provides information on the percentage of event professionals, grouped by age bracket and gender (male and female) who work in an event role in the corporate client sector.

### Male

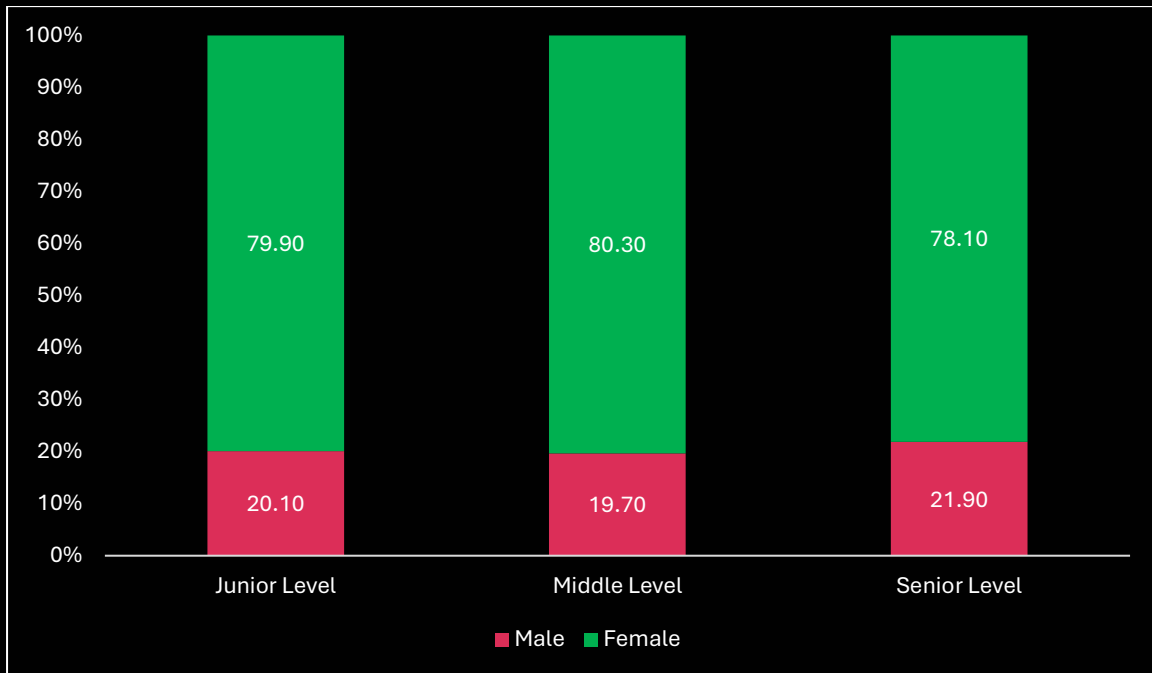
- 18-31 – 24%
- 32-45 – 56.4%
- 46-59 – 17.2%
- 60+ - 2.4%

### Female

- 18-31 – 28.3%
- 32-45 – 58.2%
- 46-59 – 12.4%
- 60+ - 1.1%

The data shows that the largest age bracket for both male and female event professionals is 32-45 years old. The 60+ age bracket has a higher percentage of male event professionals at 2.4% compared to 1.1% for female event professionals.

## Corporate Client Sector Gender & Seniority



The data set provides the percentage of event professionals, grouped by gender (male and female) and seniority who work in an event role in the corporate client sector.

### Junior Level

- Male – 20.1%
- Female 79.9%

### Middle Level

- Male - 19.7%
- Female 80.3%

### Senior Level

- Male – 21.9%
- Female 78.1%

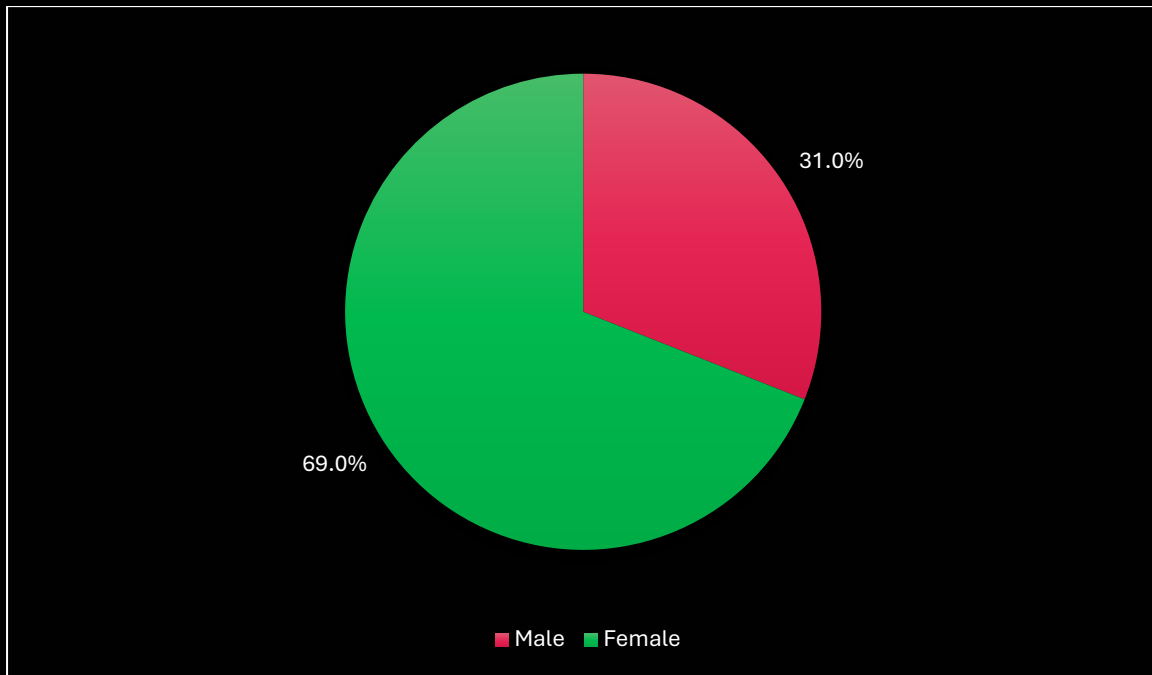
The data suggests that the majority of event professionals who work in this sector are female, with the percentage levels holding steady at all seniority levels.

# CONFERENCE & EXHIBITION ORGANISERS SECTOR

This section covers roles within the conference and exhibition organiser sector.



## Conference & Exhibition Organisers Sector Gender



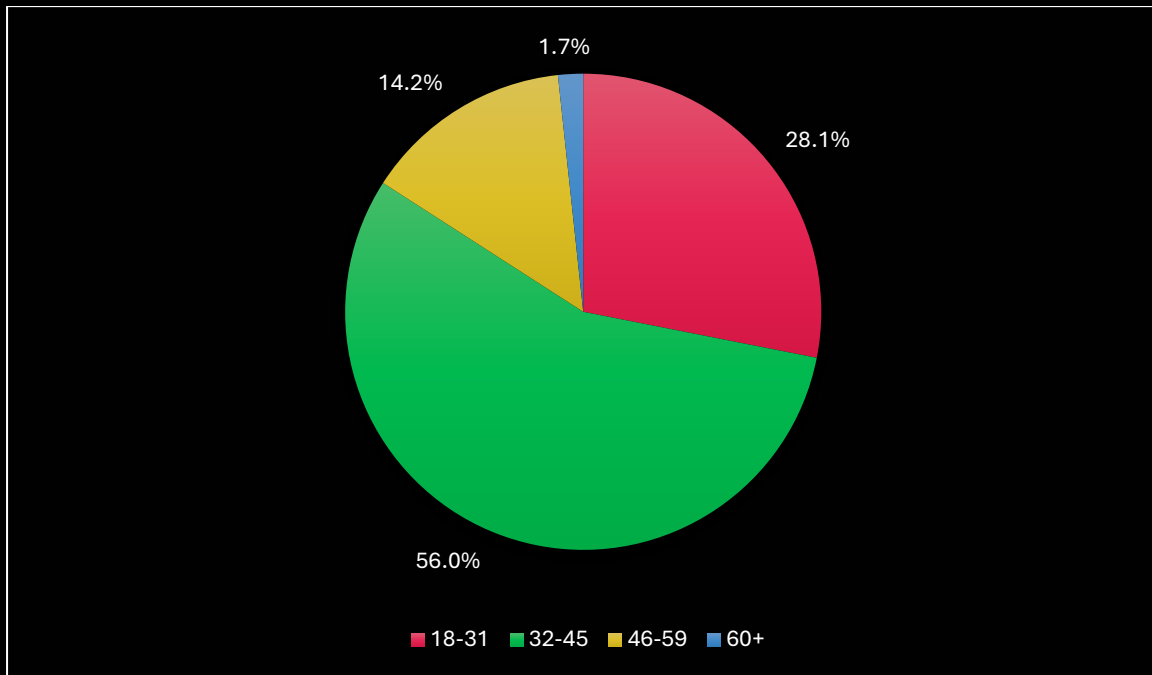
This chart shows the event professionals, grouped into gender (male and female) who work in the conference and exhibition organiser sector.

Female 69%  
Male 31%

The data shows the percentage of females in this sector is more than double that of the male group.



## Conference & Exhibition Organisers Sector Age



The data set shows event professionals, grouped by age, who work in the conference and exhibition organiser sector.

18-31 – 28.1%

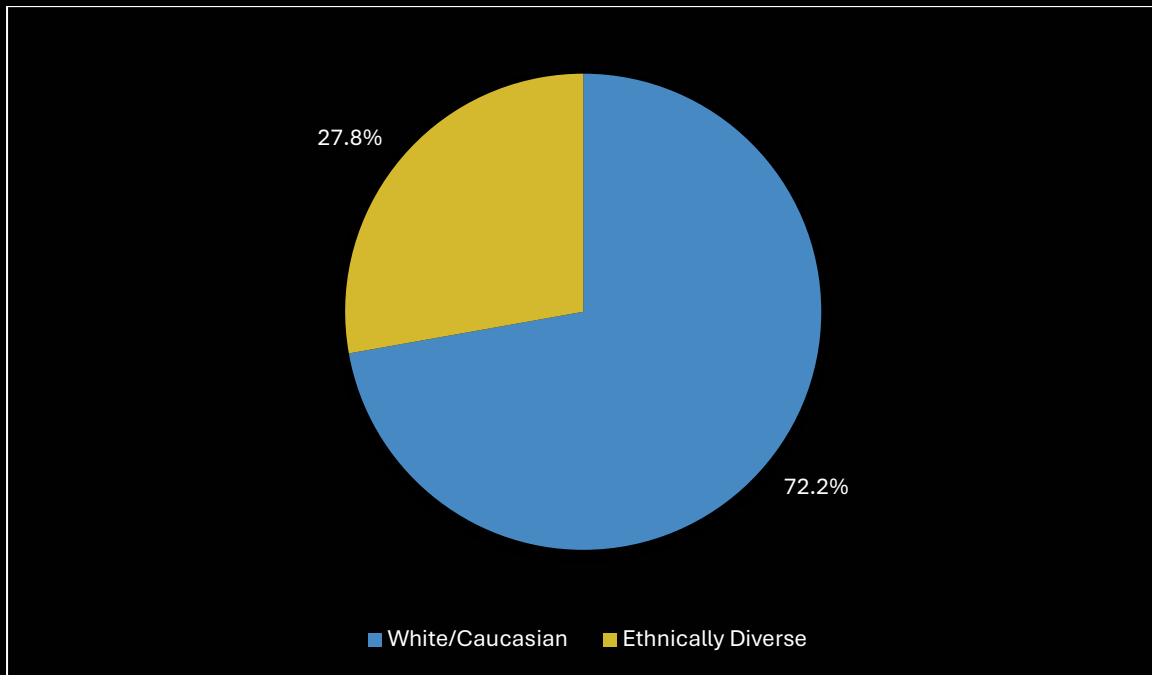
32 – 45 – 56%

46-59 – 14.2%

60+ - 1.7%

The data sHows that the 32-45 age bracket is the largest with 56% of the workforce. The 60+ age bracket are the least represented with only 1.7% of the total workforce.

## Conference & Exhibition Organisers Sector Ethnic Group



This data set shows the event professionals grouped by ethnic group (white/caucasian and ethnically diverse groups) who work in the conference and exhibition organiser sector.

White/caucasian 72.2%

Ethnically diverse groups 27.8%

The data shows that the white/caucasian group makes up the majority of the workforce.





## Conference & Exhibition Organisers Sector Salary



This data set shows the typical and desired salaries for event professionals who work in the conference and exhibition organiser sector.

### Current Salary

Typical pay range £32,000 - £50,000

Average salary £44,526

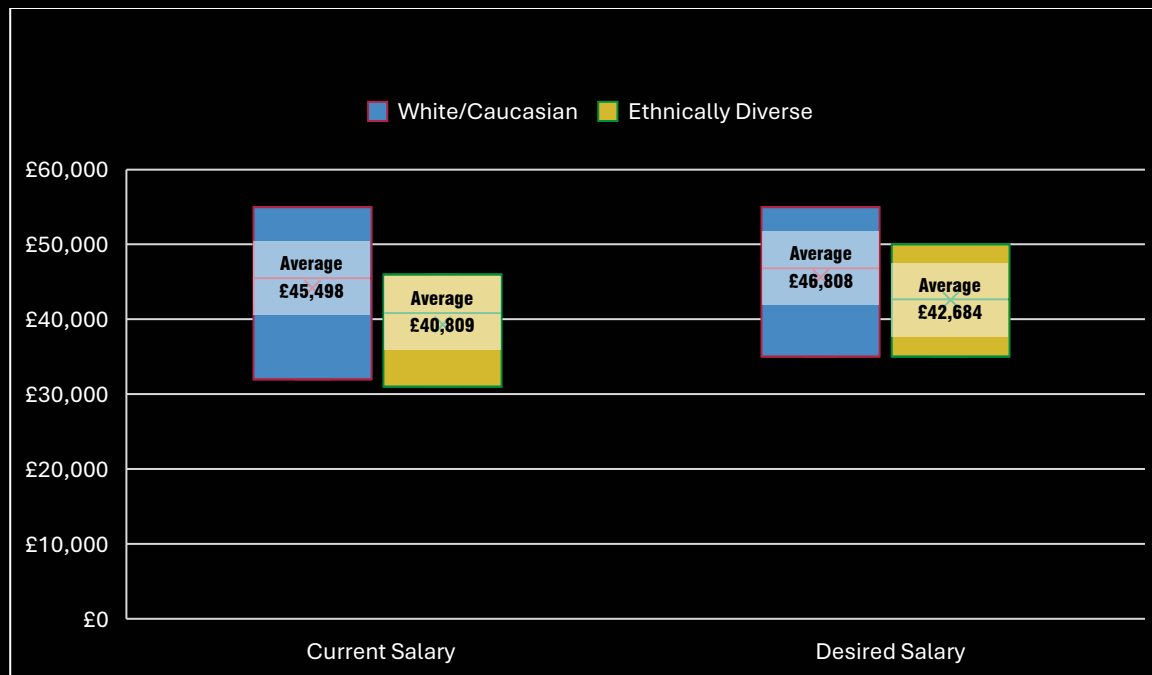
### Desired Salary

Typical desired pay range £35,000 - £50,000

Average desired salary £45,667



## Conference & Exhibition Organisers Sector Salary & Ethnic Group



The data set shows the current and desired salaries for event professionals, grouped by ethnic groups (white/caucasian and ethnically diverse groups) who work in the conference and exhibition organiser sector.

### Current Salary

#### White/caucasian

- Typical pay range £32,000 – £55,000
- Average salary £45,498

#### Ethnically diverse groups

- Typical pay range - £31,000 - £46,000
- Average salary £40,809

The data shows that typical pay range for the white/caucasian group is higher than for the ethnically diverse groups. The overall average pay for the white/caucasian group is also significantly higher than the ethnically diverse groups by approximately £4,500.

### Desired Salary

#### White/caucasian

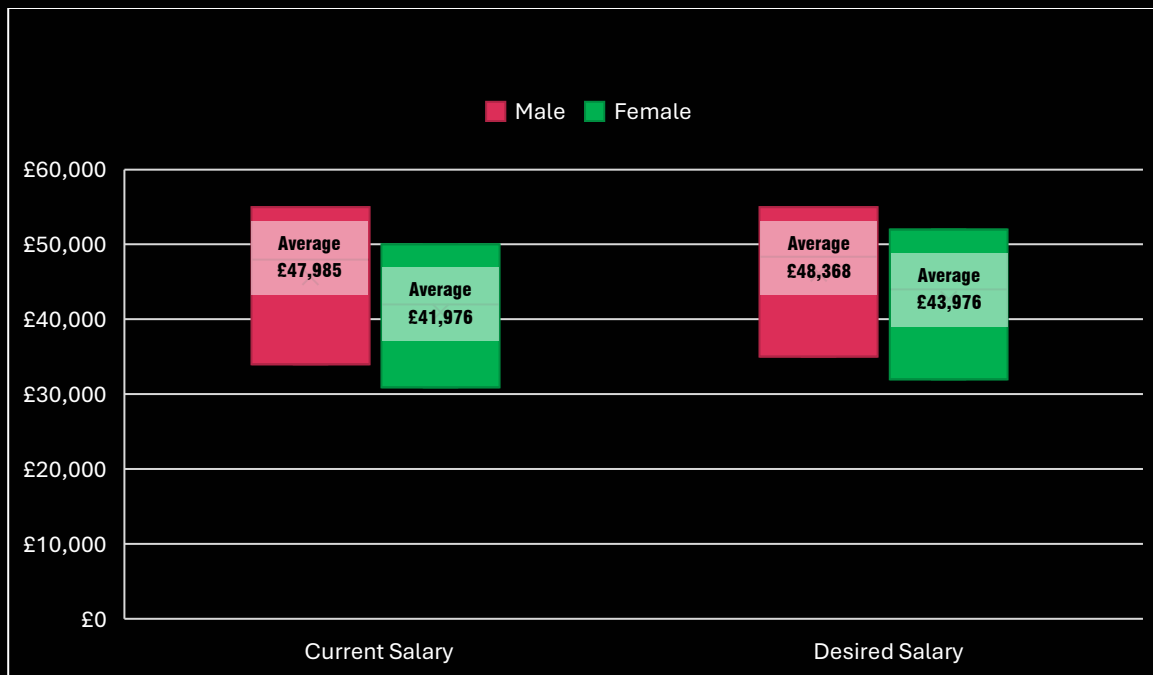
- Typical desired pay range £35,000 - £55,000
- Average desired salary £46,808

#### Ethnically diverse groups

- Typical desired pay range £35,000 - £50,000
- Average desired salary £42,684

The data shows that typical desired pay range for the white/caucasian group is higher than for the ethnically diverse groups. The overall average desired pay for the white/caucasian group is also significantly higher than the ethnically diverse groups by over £4,000.

## Conference & Exhibition Organisers Sector Gender & Salary



The data set shows the current and desired salaries for event professionals, grouped by gender (male and female) who work in the conference and exhibition organiser sector.

### Current Salary

#### Male

- Typical Pay range £34,000 – £55,000
- Average salary £47,985

#### Female

- Typical pay range £30,900 - £50,000
- Average salary £41,976

### Desired Salary

#### Male

- Typical desired pay range £35,000 - £55,000
- Average desired salary £48,368

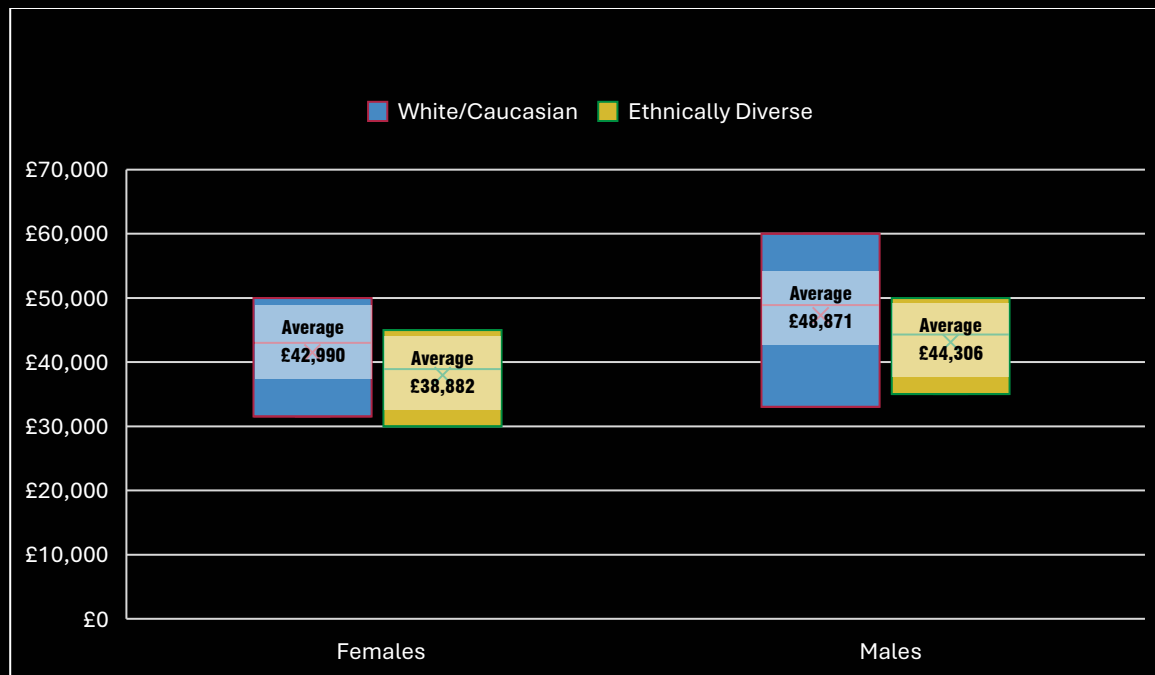
#### Female

- Typical desired pay range £32,000 - £52,000
- Average desired salary £43,976

The data shows the typical pay range for the male group is higher than the female group. In addition, the average pay for the male group is around £6,000 more than the female group.

The data shows the average desired pay for the male group is around £4,000 more than female group.

## Conference & Exhibition Organisers Sector Salary & Ethnic Group



The data set shows the typical salaries for event professionals, grouped by gender (male and female) and ethnic group (white/caucasian and ethnically diverse groups) who work in the conference and exhibition organiser sector.

### Female

#### White/caucasian

- Typical pay range £31,500 - £50,000
- Average salary £42,990

#### Ethnically diverse groups

- Typical pay range £30,000 - £45,000
- Average salary £38,882

The data shows the average salary for the white/caucasian female group is higher than the ethnically diverse female groups by over £4,000.

### Male

#### White/caucasian

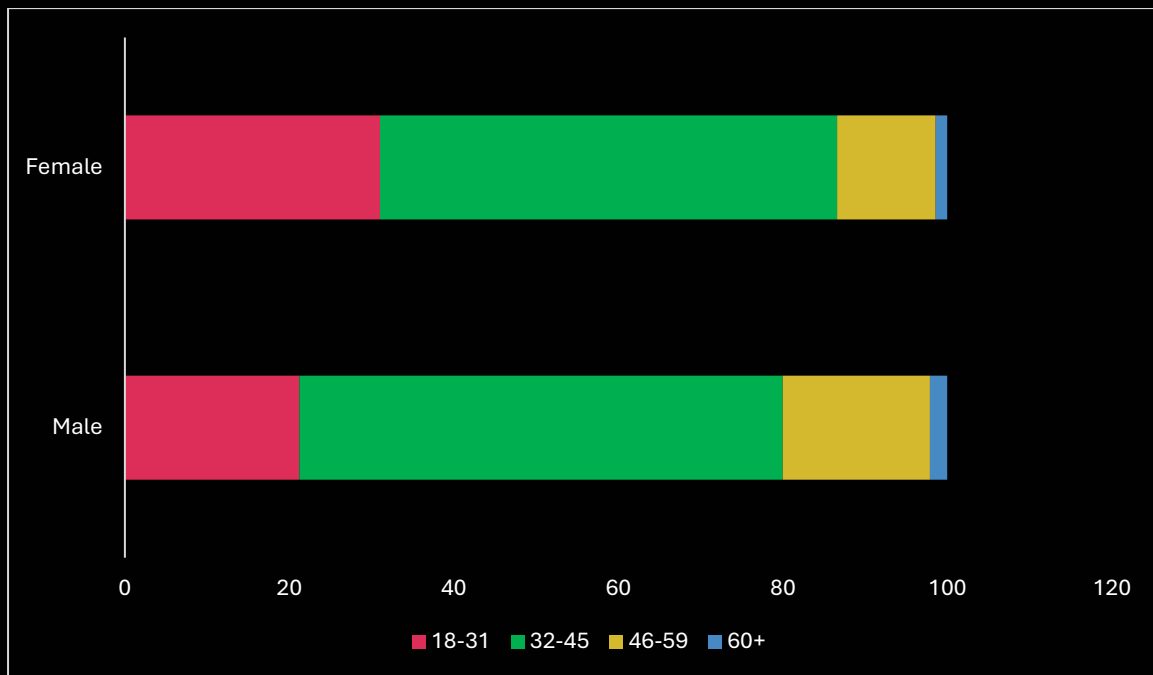
- Typical range £33,000 - £60,000
- Average salary £48,871

#### Ethnically diverse groups

- Typical range £35,000 - £50,000
- Average salary £44,306

The data shows the average salary for the white/caucasian male group is higher than the ethnically diverse male groups by over £4,500.

## Conference & Exhibition Organisers Sector Gender & Age



The data set shows event professionals, grouped by gender (male and female) and age who work in the conference and exhibition organiser sector.

### Male

- 18-31 – 21.2%
- 32-45 – 58.8%
- 46-59 – 17.9%
- 60+ - 2.1%

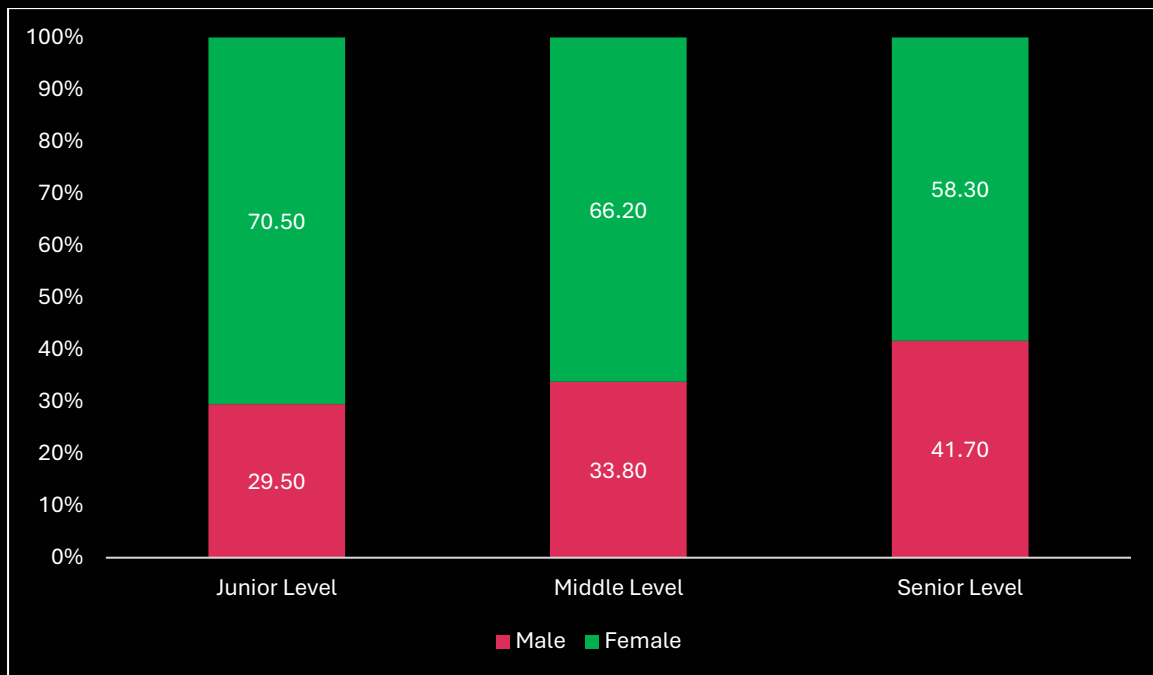
### Female

- 18-31 – 31%
- 32-45 55.6%
- 46-59 – 12%
- 60+ - 1.4%

The data shows that the largest age bracket in both the male and female groups, is the 32-45 age bracket.



## Conference & Exhibition Organisers Sector Gender & Seniority



The data set shows event professionals, grouped by gender (male and female) and seniority who work in the conference and exhibition organiser sector.

### Junior Level

- Male – 29.5%
- Female – 70.5%

### Middle Level

- Male – 33.8%
- Female – 66.2%

### Senior Level

- Male – 41.7%
- Female – 58.3%

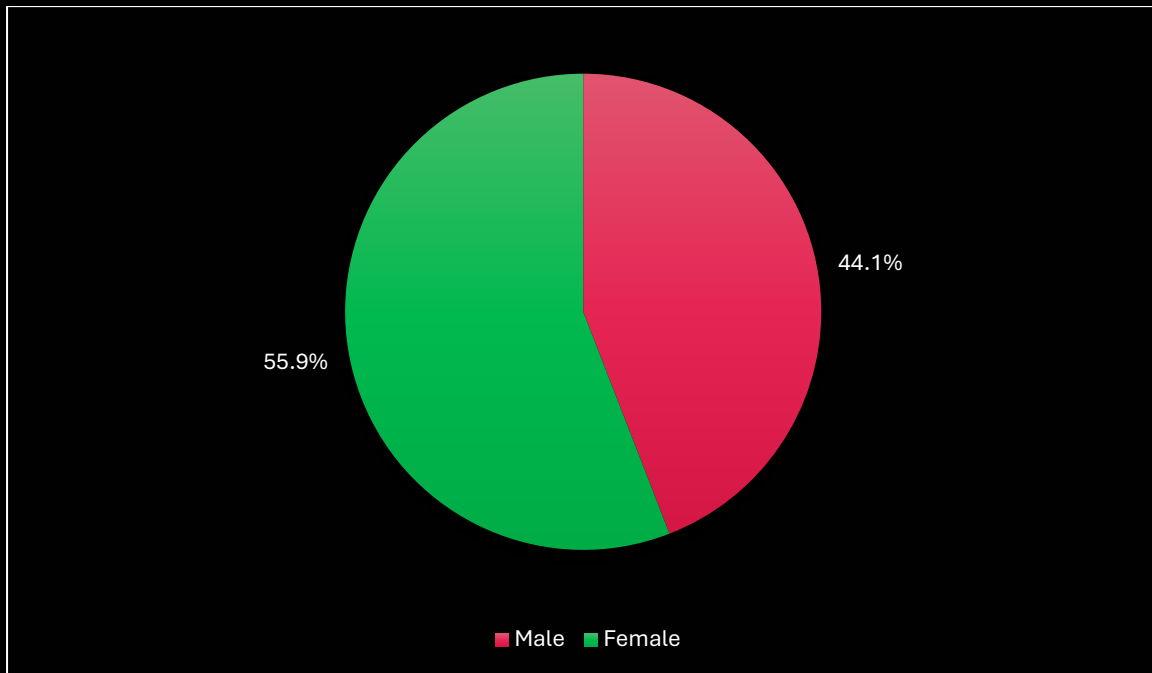
The data shows that whilst the female group comprise the largest portion of the workforce in all seniority levels, there is a disproportionate rise in the percentage of males in more senior positions.

# EVENT SUPPLIER SECTOR

This section covers roles within the event supply sector.



## Event Supplier Sector Gender



This data set shows the event professionals grouped by gender (male and female) who work in the event supplier sector.

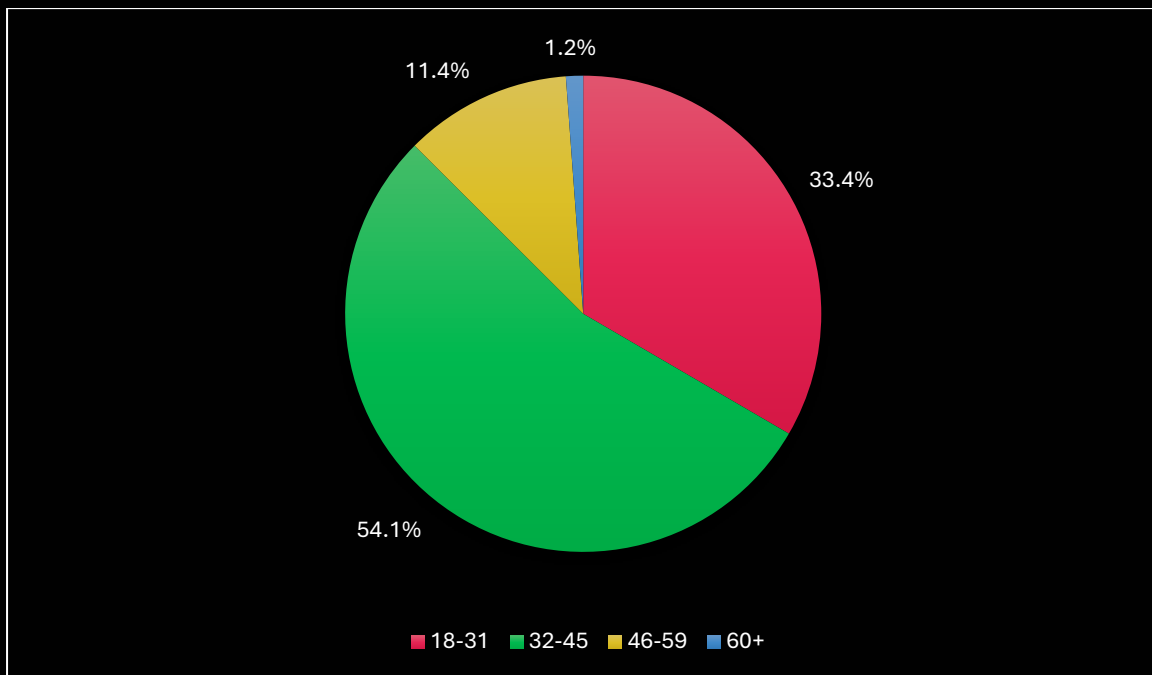
Female 55.9%  
Male 44.1%

The data shows that the female group is larger than the male group in this sector.





## Event Supplier Sector Age



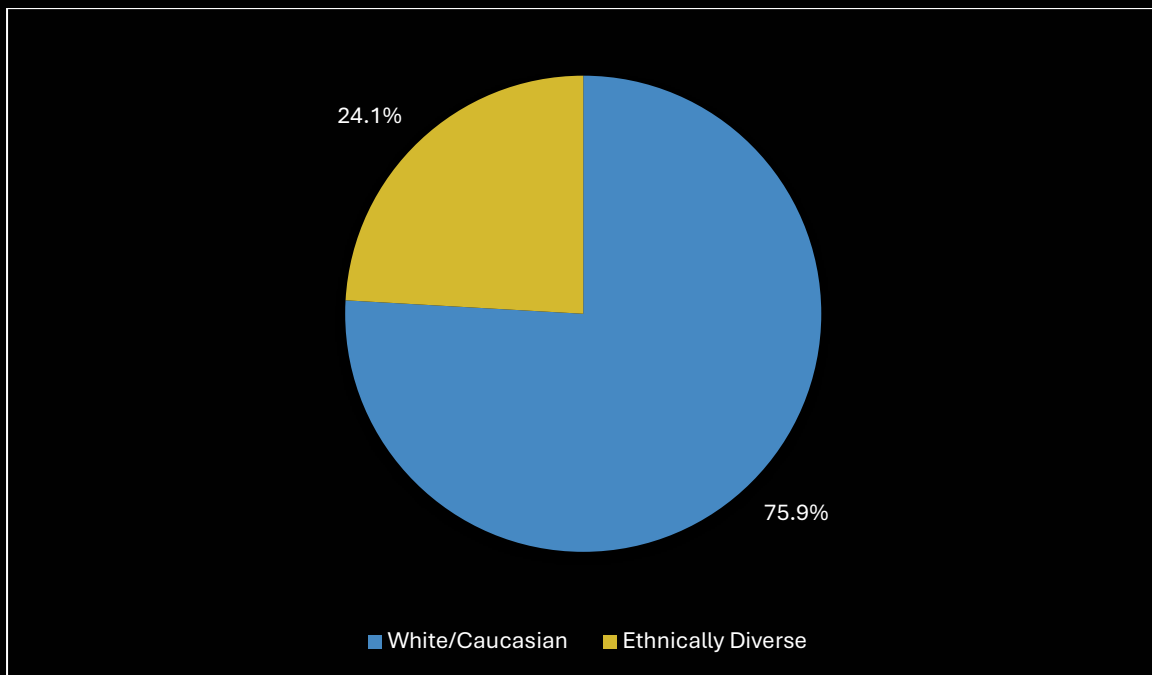
The data set shows the event professionals, grouped by age who work in the event supplier sector.

18-31 – 34.4%  
32-45 - 55.7%  
46-59 – 11.7%  
60+ - 1.2%

The data shows the largest section of the workforce are in the 32-45 age bracket, whilst those aged 60+ comprise just 1.2% of the total workforce.



## Event Supplier Sector Ethnic Group



This data set shows the event professionals grouped by ethnic group (white/caucasian and ethnically diverse groups) who work in the event supplier sector.

White/caucasian 75.9%

Ethnically diverse groups 24.1%

The data shows that the white/caucasian group make up over 75% of the workforce in this sector.



## Event Supplier Sector Salary



This data set shows the typical current and desired salaries for event professionals who work in the event supplier sector.

### Current Salary

Typical pay range £30,000 - £45,000

Average salary £38,711

### Desired Salary

Typical desired pay range £32,000 - £48,000

Average desired salary £40,746



## Event Supplier Sector Salary & Ethnic Group



This data set shows the current and desired salaries of event professionals grouped by ethnic group (white/caucasian and ethnically diverse groups) who work in the event supplier sector.

### Current Salary

#### White/caucasian

- Typical pay range £30,000 – £45,000
- Average salary £39,180

#### Ethnically diverse groups

- Typical pay range £28,000 – £40,000
- Average salary £34,256

The data shows that on average, the white/caucasian group is being paid more than the ethnically diverse groups.

### Desired Salary

#### White/caucasian

- Typical desired pay range £32,000 - £50,000
- Average desired salary £41,141

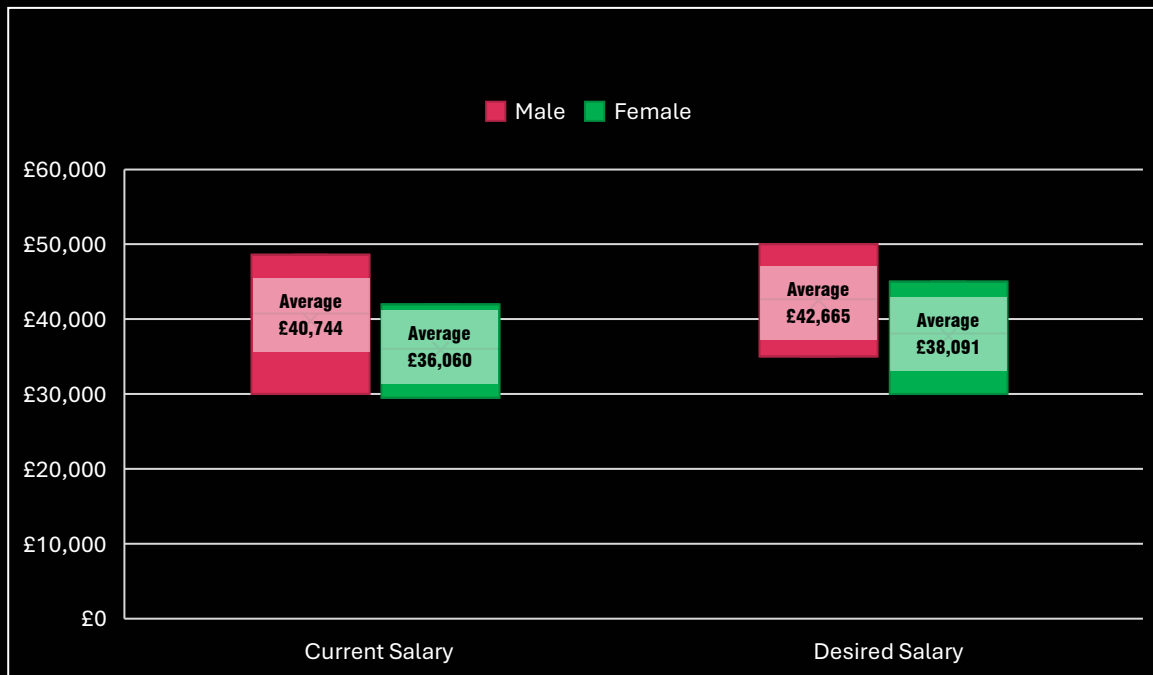
#### Ethnically diverse groups

- Typical desired pay range £30,000 - £45,000
- Average desired salary £37,253

The data shows that the desired salaries for the white/caucasian group is higher than for the ethnically diverse groups.

From comparing the two data sets, it shows that the white/caucasian group are asking for and receiving a higher wage than the ethnically diverse groups.

## Event Supplier Sector Salary & Gender



This data set shows the current and desired salaries of event professionals grouped by gender (male and female) who work in the event supplier sector.

### Current Salary

#### Male

- Typical range £30,000 – £48,600
- Average salary £40,744

#### Female

- Typical range £29,500 – £42,000
- Average salary £36,060

### Desired Salary

#### Male

- Typical desired pay range £35,000 - £50,000
- Average desired salary £42,665

#### Female

- Typical desired pay range £30,000 - £45,000
- Average desired salary £38,091

The data shows that, on average the male group earns more than the female group.

The data shows that, on average the male groups ask for £4,500 more than the female group.

When comparing the two data sets, it can be concluded that overall, the male group are asking for and receiving more salary than the female group.

## Event Supplier Sector Current Salary & Ethnic Group Split by Gender



This data set shows the typical salaries for event professionals, grouped by gender (male and female) and ethnic group (white/caucasian and ethnically diverse groups) who work in the event supplier sector.

### Female

#### White/caucasian

- Typical pay range £30,000 – £43,000
- Average salary £36,998

#### Ethnically diverse groups

- Typical pay range £28,000 – £45,000
- Average salary £35,325

The data shows the typical pay range for the female ethnically diverse groups is broader than for the white/caucasian female group, though their average salary is around £1,500 less.

### Male

#### White/caucasian

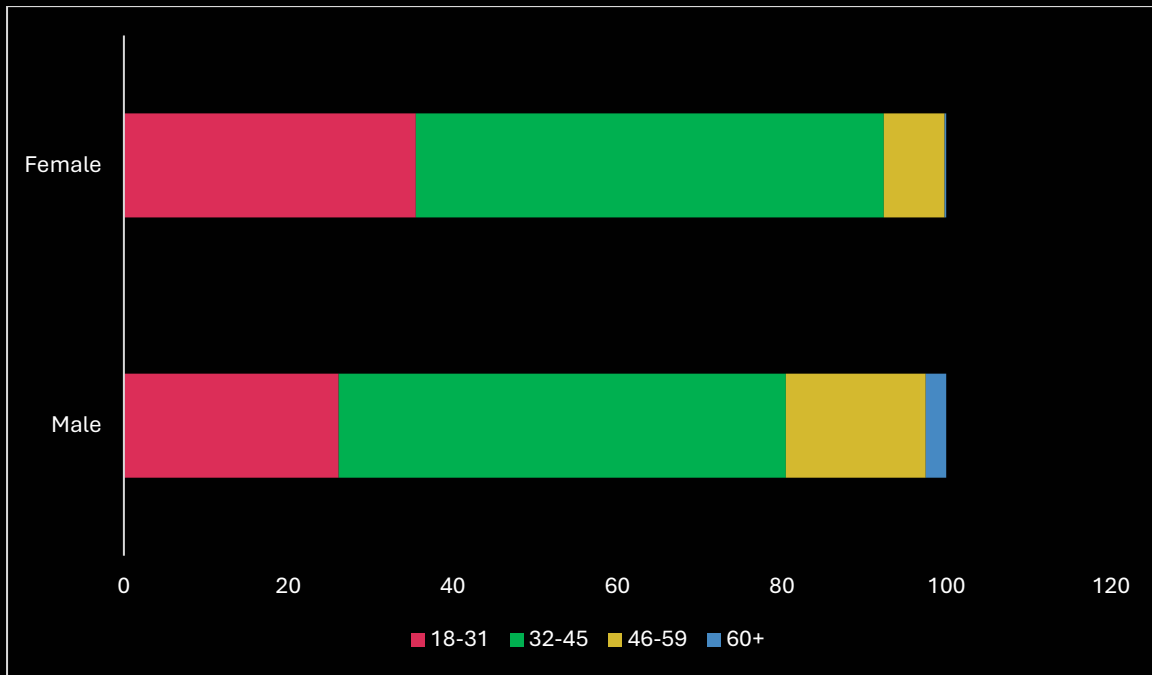
- Typical range £31,500 – £50,000
- Average salary £42,214

#### Ethnically diverse groups

- Typical range £30,000 – £40,000
- Average salary £34,792

The data shows the average salary for the white/caucasian male group is more than the ethnically diverse male groups, with a gap of nearly £7,500.

## Event Supplier Sector Gender & Age



The data set shows the event professionals, grouped by gender (male and female) and age who work in the event supplier sector.

### Male

- 18-31 – 26.1%
- 32-45 - 54.4%
- 46-59 – 17%
- 60+ 2.5%

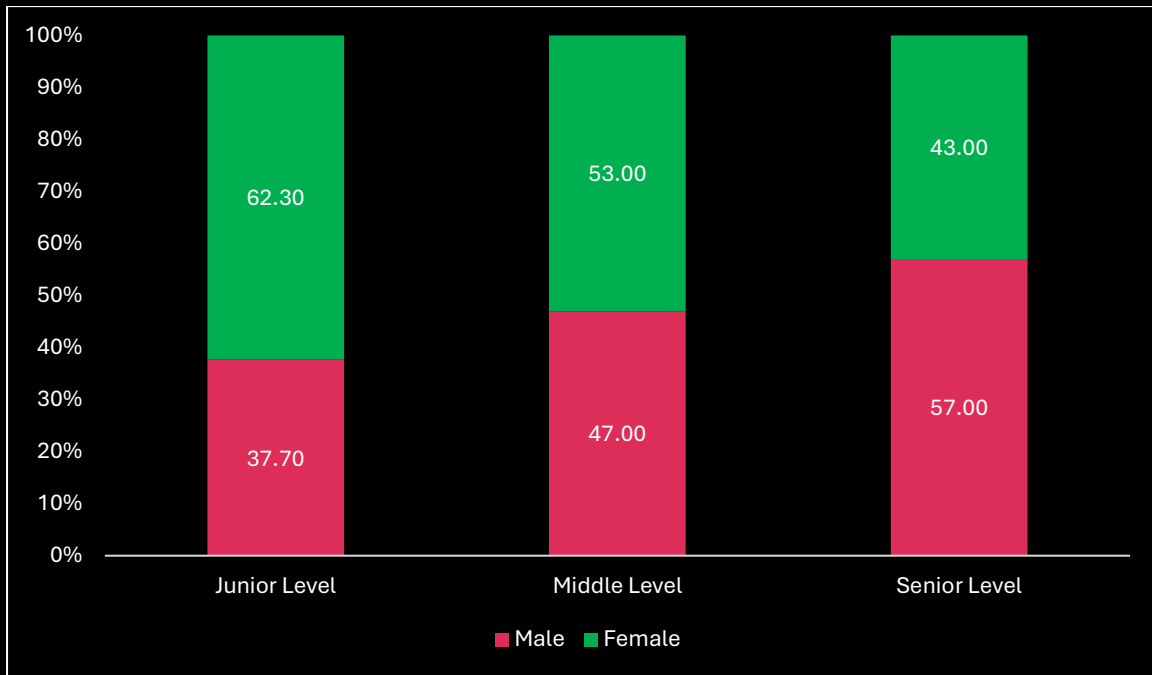
### Female

- 18-31 – 35.5%
- 32-45 – 56.9 %
- 46-59 – 7.4%
- 60+ 0.2%

The data shows that the largest group for both the male and female groups is the 32-45 age bracket.



## Event Supplier Sector Gender & Seniority



The data set shows the event professionals working in the events supplier sector, grouped by gender (male and female) and seniority who work in the event supplier sector.

### Junior Level

- Male – 37.7%
- Female 62.3%

### Middle Level

- Male – 47%
- Female – 53%

### Senior Level

- Male – 57%
- Female - 43%

The data shows that as seniority level increases, the percentage of males increases, resulting in a 20% increase between the junior and senior levels for the male group.

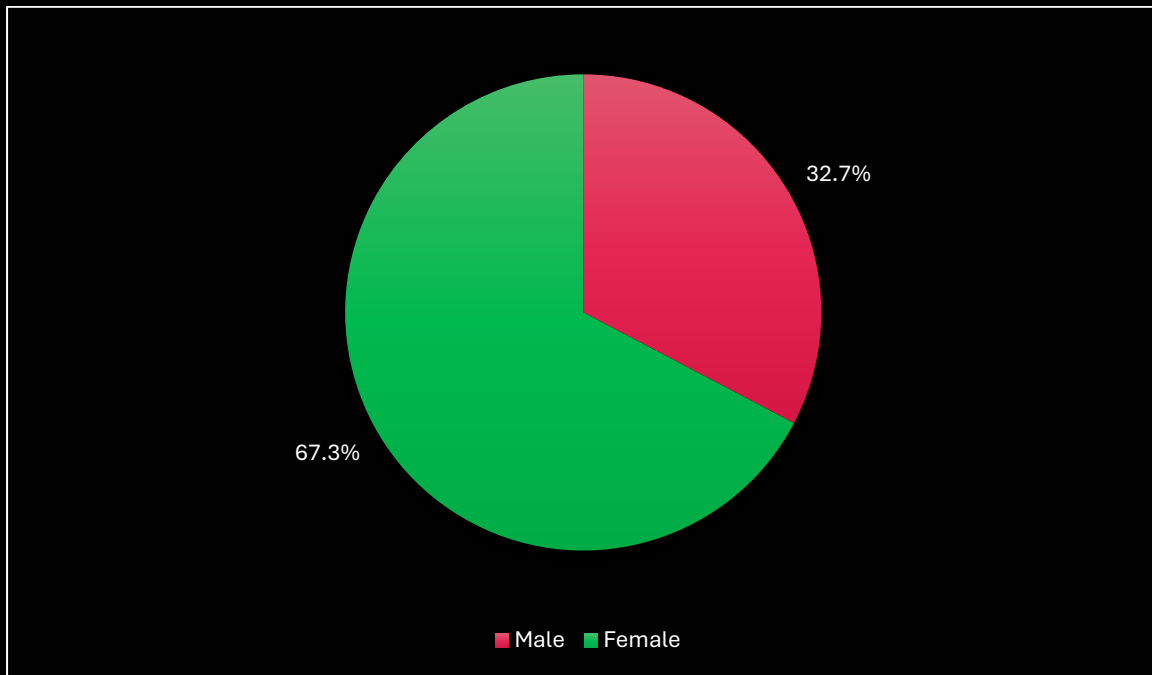


# **EVENT, PRODUCTION & EXPERIENTIAL AGENCIES SECTOR**

This section covers roles within the event, production and experiential agencies sector.



## Event, Production & Experiential Agencies Sector Gender



This data set shows event professionals grouped by gender (male and female) who work in the event, production and experiential agencies sector.

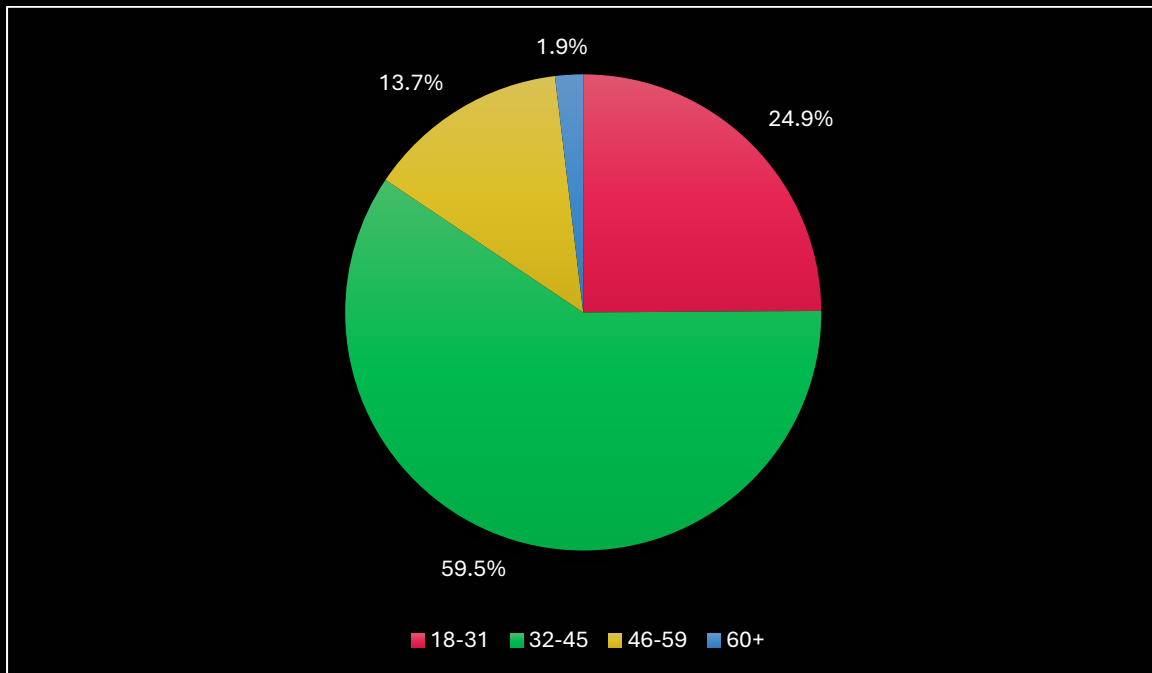
Female 67.3%

Male 32.7%

The data shows that the female group make up the majority of the sector.



## Event, Production & Experiential Agencies Sector Age



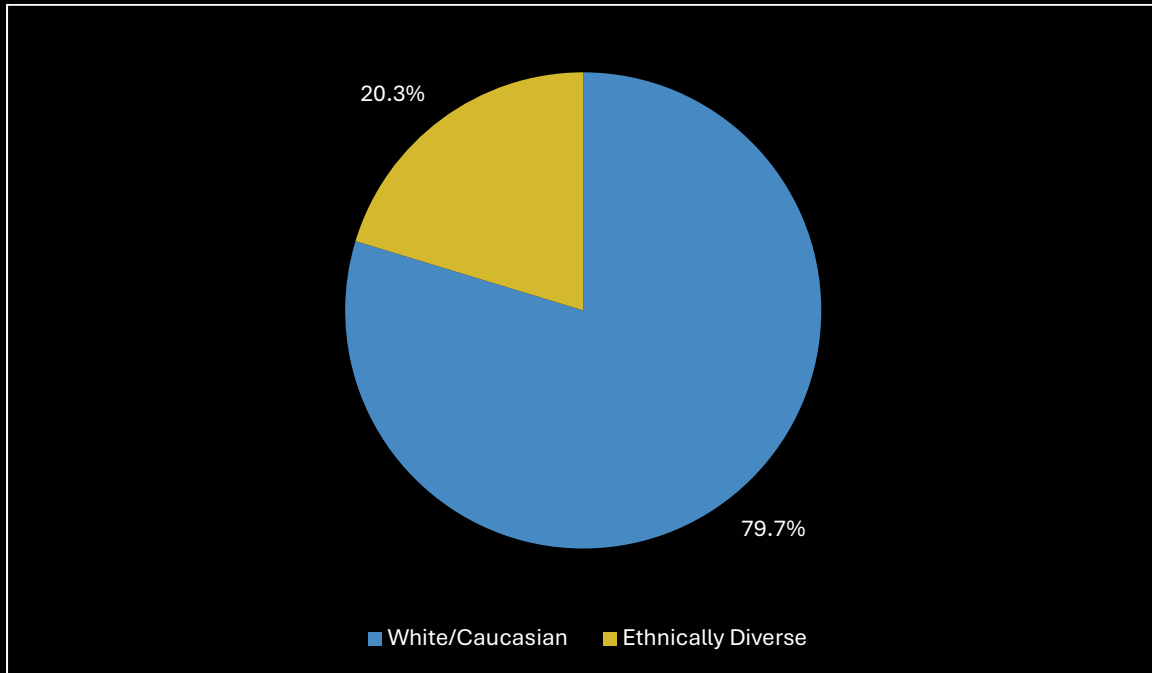
This data set shows event professionals, grouped by age, who work in the event, production and experiential agencies sector.

18-31 – 24.9%  
32 – 45 59.5%  
46-59 – 13.7%  
60+ 1.9%

The data shows that the 32-45 age bracket is the largest group, accounting for over half of the total workforce for this sector.



## Event, Production & Experiential Agencies Sector Ethnic Groups



This data set shows event professionals, grouped by ethnic groups (white/caucasian and ethnically diverse groups) who work in the event, production and experiential agencies sector.

White/caucasian 79.7%

Ethnically diverse groups 20.3%

The data shows that the white/caucasian group makes up nearly 80% of the workforce in this sector.



## Event, Production & Experiential Agencies Sector Salary



This data set shows the typical and desired salaries for event professionals who work in the event, production and experiential agencies sector.

### Current Salary

Typical pay range £30,000 - £50,000

Average salary £42,339

### Desired Salary

Typical desired pay range £32,000 - £50,000

Average desired salary £43,912



## Event, Production & Experiential Agencies Sector Salary & Ethnic Group



This data set shows the typical current and desired salaries for event professionals grouped by ethnic groups (white/caucasian and ethnically diverse groups) who work in the event, production and experiential agencies sector.

### Current Salary

#### White/caucasian

- Typical pay range £30,000 – £50,000
- Average salary £43,149

#### Ethnically diverse groups

- Typical pay range £30,000 – £45,000
- Average salary £39,668

### Desired Salary

#### White/caucasian

- Typical desired pay range £32,000 - £53,000
- Average desired salary £44,566

#### Ethnically diverse groups

- Typical desired pay range £30,000 – £48,000
- Average desired salary £41,864

The data shows that the average salary for the white/caucasian group is higher by approximately £3,500 than the salary for the ethnically diverse groups.

The data shows that the average desired salary disparity between the white/caucasian and ethnically diverse groups is over £2,500.

## Event, Production & Experiential Agencies Sector Gender & Salary



This data set shows event professionals, grouped by gender (male and female) and their current and desired salaries who work in the event, production and experiential agencies sector.

### Current Salary

#### Male

- Typical pay range £33,000 – £55,000
- Average salary £46,414

#### Female

- Typical pay range £30,000 – £47,000
- Average salary £40,256

### Desired Salary

#### Male

- Typical desired pay range £35,000 – £55,000
- Average desired salary £48,039

#### Female

- Typical desired pay range £30,000 – £50,000
- Average desired salary £41,764

The data shows that both the typical pay range and the average salary for the male group are significantly higher than those for the female group.

The data shows that the average desired salary for the male group is higher than those for the female group.

## Event, Production & Experiential Agencies Sector Salary & Ethnic Group



This data set shows the typical salaries for event professionals, grouped by ethnic groups (white/caucasian and ethnically diverse groups) who work in the event, production and experiential agencies sector.

### Female

#### White/caucasian

- Typical pay range £30,000 –£50,000
- Average salary £41,086

#### Ethnically diverse groups

- Typical pay range £28,000 - £45,000
- Average salary £38,574

The data shows the average salary disparity between the white/caucasian female group and the female ethnically diverse groups is over £2,500.

### Male

#### White/caucasian

- Typical pay range £34,000 - £57,000
- Average salary £47,452

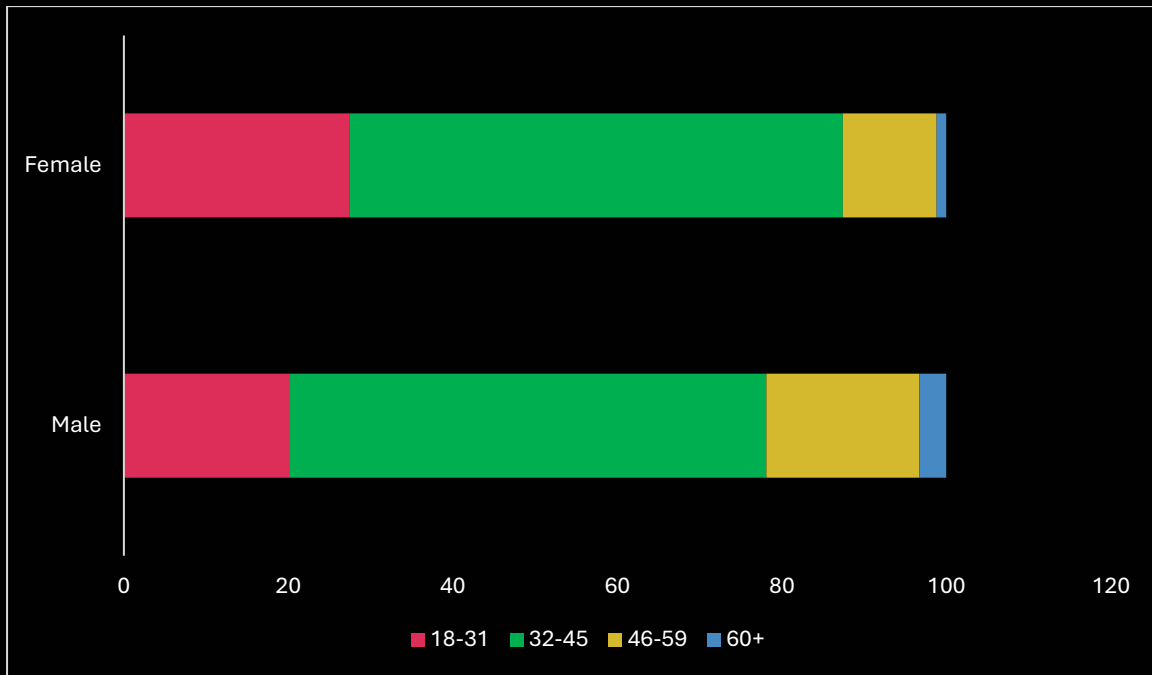
#### Ethnically diverse groups

- Typical pay range £32,000 - £52,000
- Average salary £43,725

The data shows the average desired salary disparity between the white/caucasian male group and the male ethnically diverse groups is over £3,500.



## Event, Production & Experiential Agencies Sector Gender & Age



This data set shows event professionals, grouped by gender (male and female) and age, who work in the event, production and experiential agencies sector.

### Male

- 18-31 – 20.2%
- 32-45 - 57.9%
- 46-59 – 18.6%
- 60+ - 3.3%

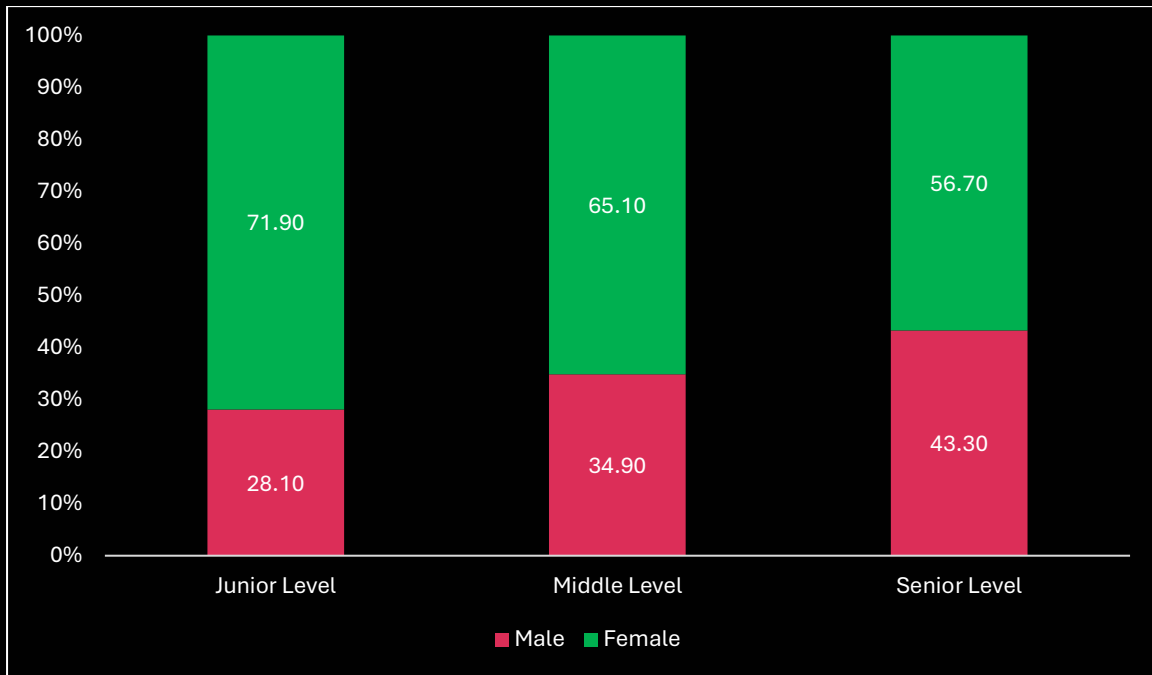
### Female

- 18-31 – 27.4%
- 32-45 - 60%
- 46-59 – 11.4%
- 60+ - 1.2%

The data shows that the largest age bracket in both the male group and female group is 32-45. In addition, the percentage of 60+ event professionals in the male group is nearly 3 times higher than the 60+ female group.



## Event, Production & Experiential Agencies Sector Gender & Seniority



This data set shows event professionals grouped by gender (male and female) and seniority, who work in the event, production and experiential agencies sector.

### Junior Level

- Male – 28.1%
- Female 71.9%

### Middle Level

- Male 34.9%
- Female 65.1%

### Senior Level

- Male 43.3%
- Female 56.7%

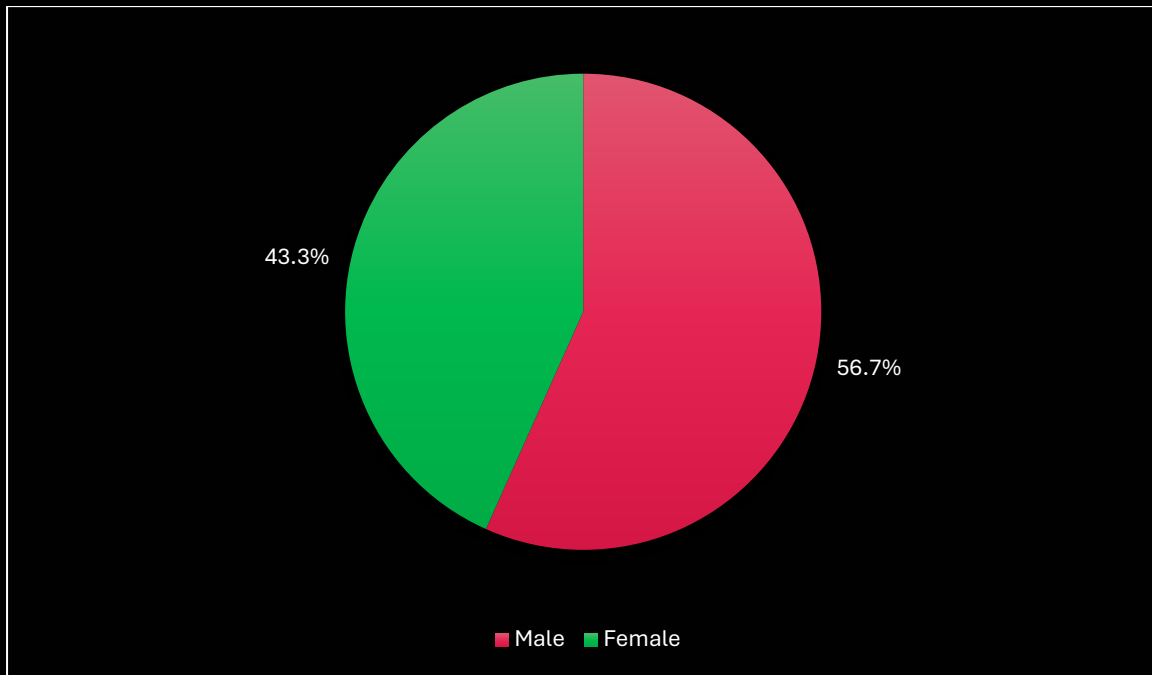
The data shows that in all 3 seniority levels, the percentage of the female group is higher than the male group. However, the percentage of the male group increases as the seniority increases.

# EXHIBITION DESIGN & BUILD SECTOR

This section covers roles within the exhibition, design and build sector.



## Exhibition Design and Build Sector Gender



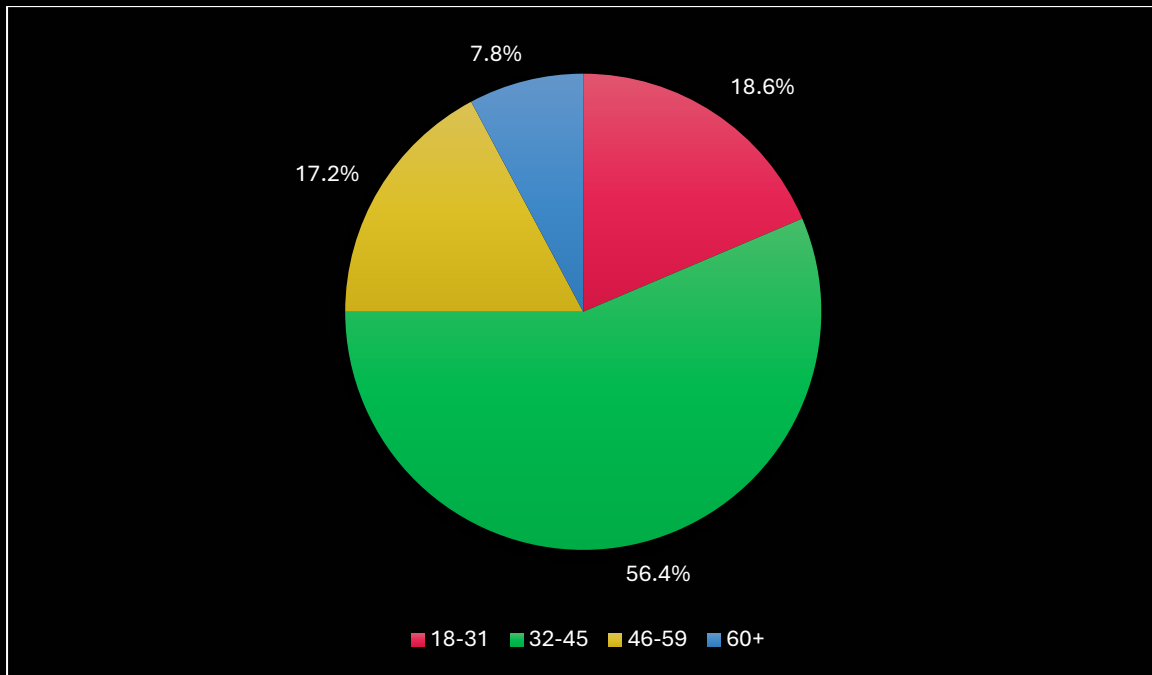
This data set shows event professionals, grouped by gender (male and female) who work in the exhibition, design and build sector.

Female 43.3%  
Male 56.7%

The data shows that the male group makes up over 13% more of the workforce than the female group in this sector.



## Exhibition Design and Build Sector Age



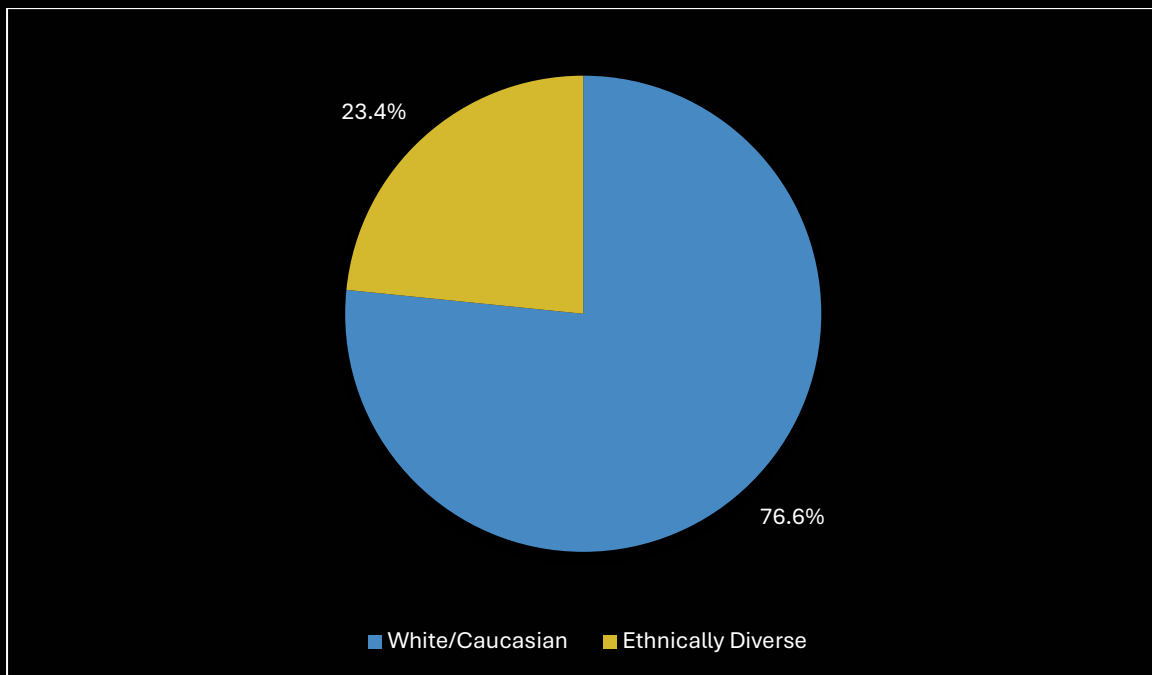
This data set shows event professionals grouped by age who work in the exhibition, design and build sector.

18-31 – 18.6%  
32-45 – 56.4%  
46-59 – 17.2%  
60+ 7.8%

The data shows the 32-45 age bracket is the largest group which accounts for over half of the total workforce in this sector.



## Exhibition Design and Build Sector Ethnic Groups



This data set shows event professionals, grouped by ethnic group (white/caucasian and ethnically diverse groups) who work in the exhibition, design and build sector.

White/caucasian 76.6%

Ethnically diverse groups 23.4%

The data shows that the white/caucasian group is over 3 times larger than the ethnically diverse groups.



## Exhibition Design and Build Sector Salary



This data set shows the typical current and desired salaries for event professionals who work in the exhibition, design and build sector.

### Current Salary

Typical pay range £35,000 - £52,000

Average salary £44,813

### Desired Salary

Typical desired pay range £35,000 - £50,000

Average desired salary £44,768



## Exhibition Design and Build Sector Salary & Ethnic Group



This data set shows the typical current and desired salaries for event professionals grouped by ethnic groups (white/caucasian and ethnically diverse groups) who work in the exhibition, design and build sector.

### Current Salary

#### White/caucasian

- Typical pay range £35,000 – £55,000
- Average salary £47,202

#### Ethnically diverse groups

- Typical pay range £30,000 – £46,700
- Average salary £39,847

### Desired Salary

#### White/caucasian

- Typical desired pay range £35,000 - £50,000
- Average desired salary £45,849

#### Ethnically diverse groups

- Typical desired pay range £30,000 – £50,000
- Average desired salary £46,473

The data shows that both the average salary and the typical salary range for the white/caucasian group is higher than the ethnically diverse group.

The data shows that the average desired salary for ethnically diverse groups is higher than the ethnically diverse groups actual pay by over £6,500.



## Exhibition Design and Build Sector Gender & Salary



This data set shows the typical current and desired salaries for event professionals grouped by gender (male and female) who work in the exhibition, design and build sector.

### Current Salary

#### Male

- Typical pay range £40,000 – £55,000
- Average salary £48,160

#### Female

- Typical pay range £30,000 – £48,000
- Average salary £40,095

### Desired Salary

#### Male

- Typical desired pay range £35,000 – £55,000
- Average desired salary £49,694

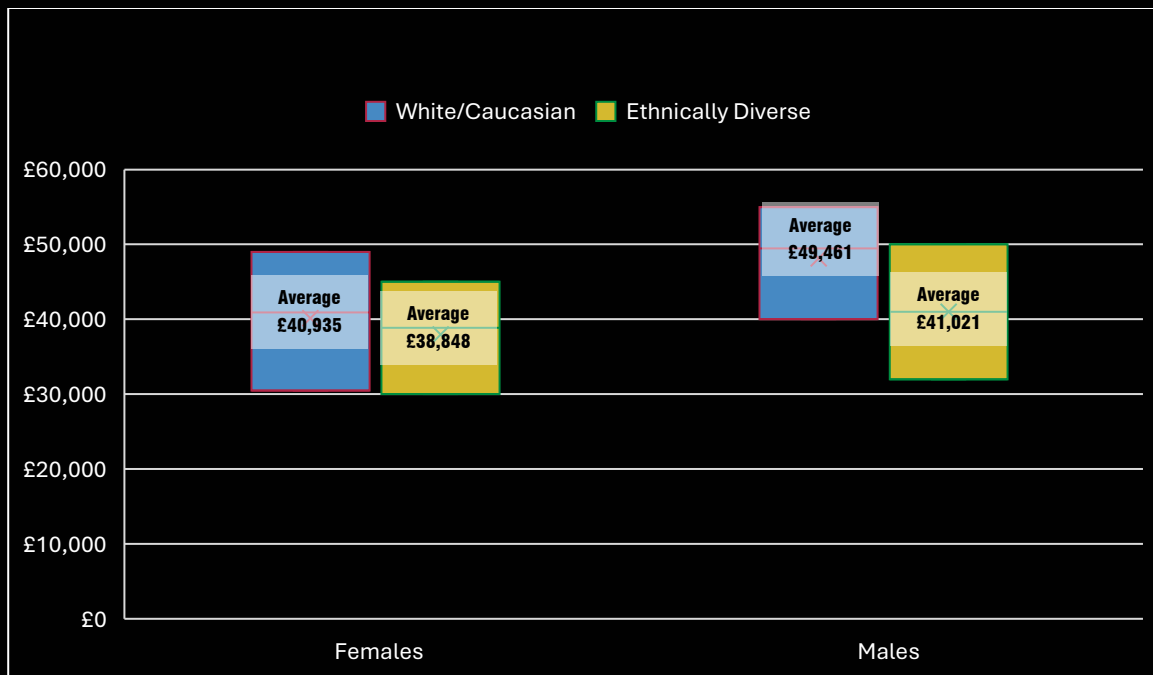
#### Female

- Typical desired pay range £33,000 – £50,000
- Average desired salary £41,128

The data shows that both the typical salary range and the average salary for the male group is higher than the female group.

The data shows that the average desired salary for the male group is higher than the female group.

## Exhibition Design and Build Sector Salary & Ethnic Group split by Gender



This data set shows the typical salaries for event professionals grouped by gender (male and female) and ethnic groups (white/caucasian and ethnically diverse groups) who work in the exhibition, design and build sector.

### Female

#### White/caucasian

- Typical pay range £30,500 - £49,000
- Average salary £40,935

#### Ethnically diverse groups

- Typical pay range £30,000 - £45,000
- Average salary £38,848

The data shows that the average salary for the white/caucasian female group is higher by just over £2,000.

### Male

#### White/caucasian

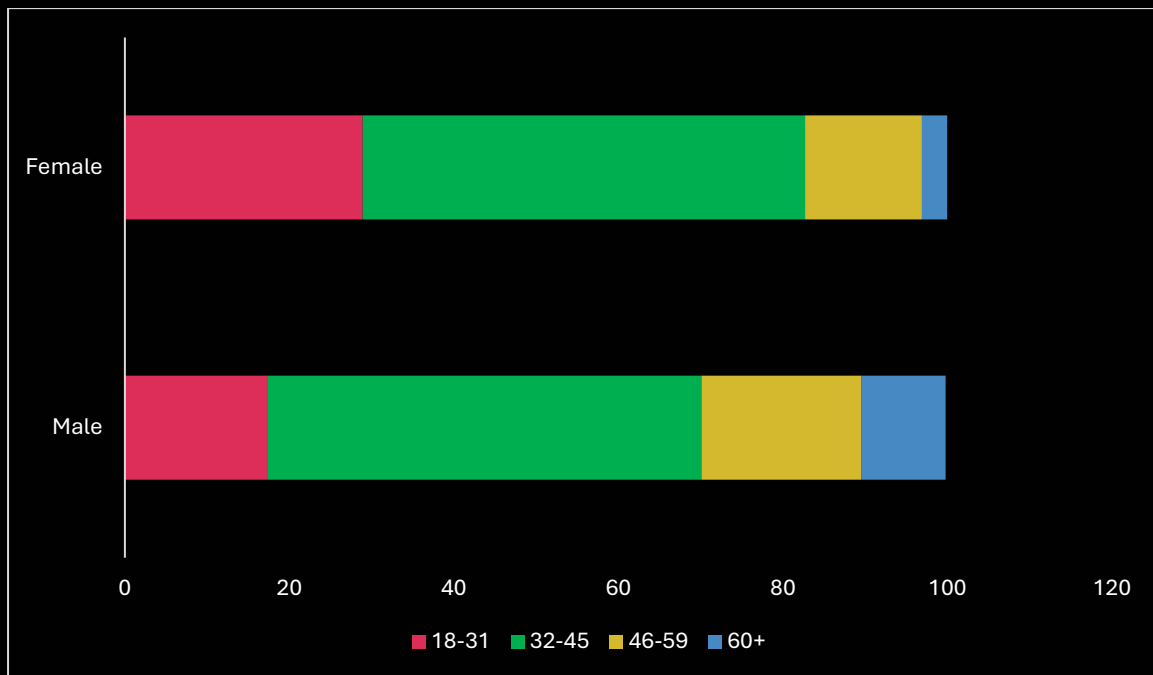
- Typical pay range £40,000 - £55,000
- Average salary £49,461

#### Ethnically diverse groups

- Typical pay range £32,000 - £50,000
- Average salary £41,021

The data shows that the average salary for the male white/caucasian group is higher than for the male ethnically diverse groups by over £8,000.

## Exhibition Design and Build Sector Gender & Age



This data set shows event professionals, grouped by gender (male and female) and age who work in the exhibition, design and build sector.

### Male

- 18-31 – 17.4%
- 32-45 – 52.7%
- 46-59 – 19.4%
- 60+ - 10.3%

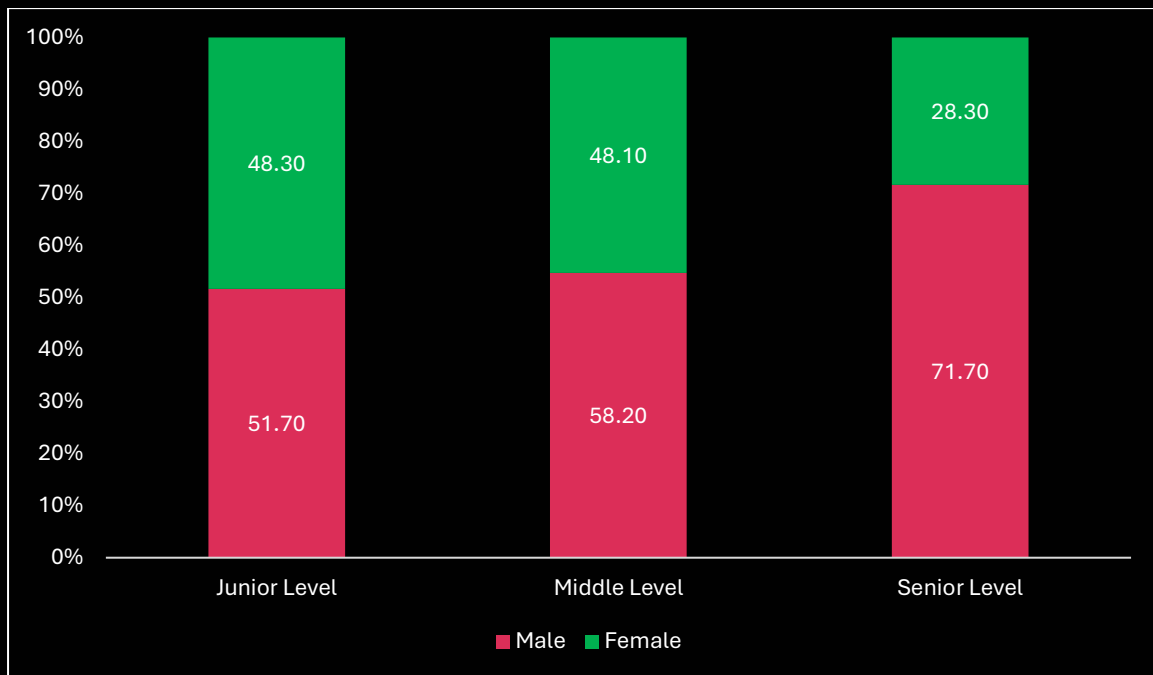
### Female

- 18-31 – 28.9%
- 32-45 – 53.8%
- 46-59 – 14.2%
- 60+ - 3.1%

The data shows that in each gender (male and female), the age bracket of 32-45 is the largest, accounting for over 50% of the workforce in this sector.



## Exhibition Design and Build Sector Gender & Seniority



This data set shows event professionals, grouped by gender (male and female) and seniority, who work in the exhibition, design and build sector.

### Junior Level

- Male – 51.7%
- Female 48.3%

### Middle Level

- Male 58.2%
- Female 48.1%

### Senior Level

- Male 71.7%
- Female 28.3%

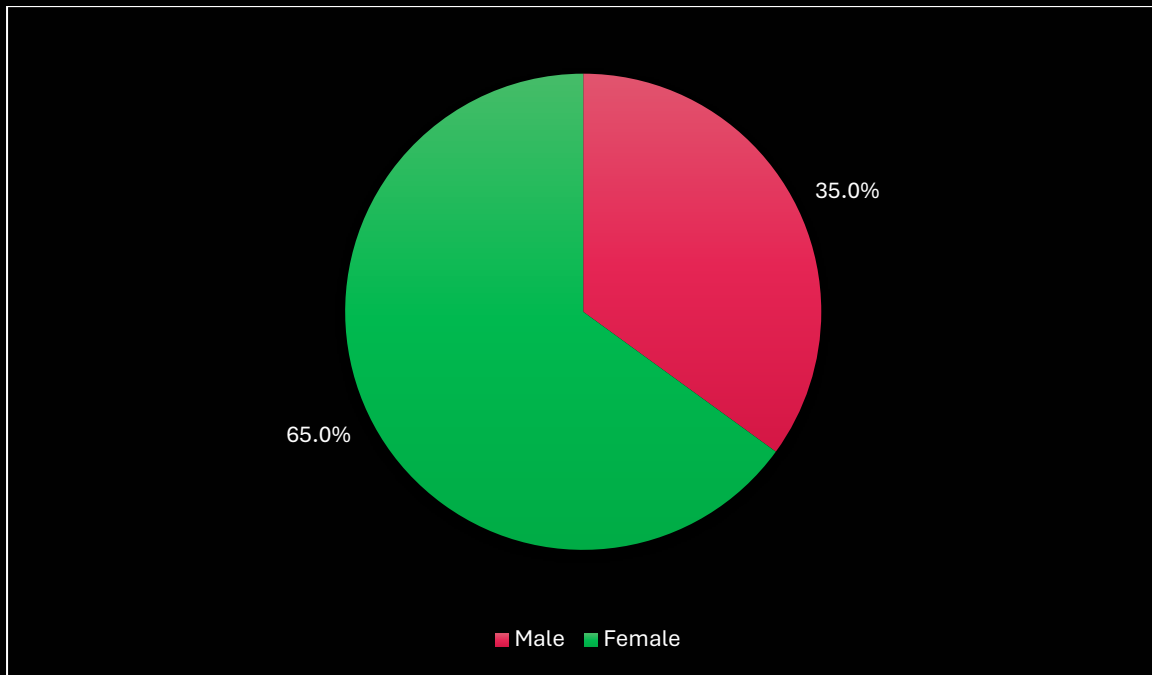
The data shows that in all 3 seniority levels, the male group is larger than the female group. In addition, the male group percentage in each category increases with seniority too.

# VENUE SECTOR

This section covers roles within the venue sector.



## Venue Sector Gender



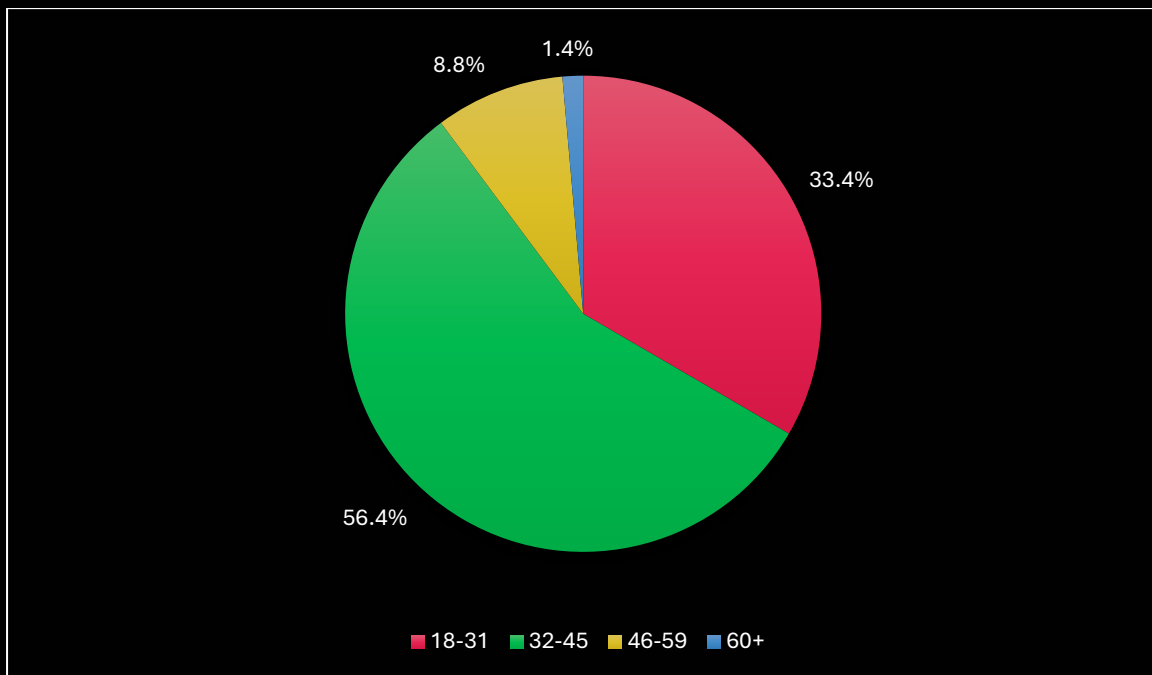
This data set shows event professionals, grouped by gender (male and female) who work in the venue sector.

Female 65%  
Male 35%

The data shows that the female group is larger than the male group in this sector.



## Venue Sector Age



This data set shows event professionals, grouped by age, who work in the venue sector.

18-31 – 33.4%

32-45 – 56.4%

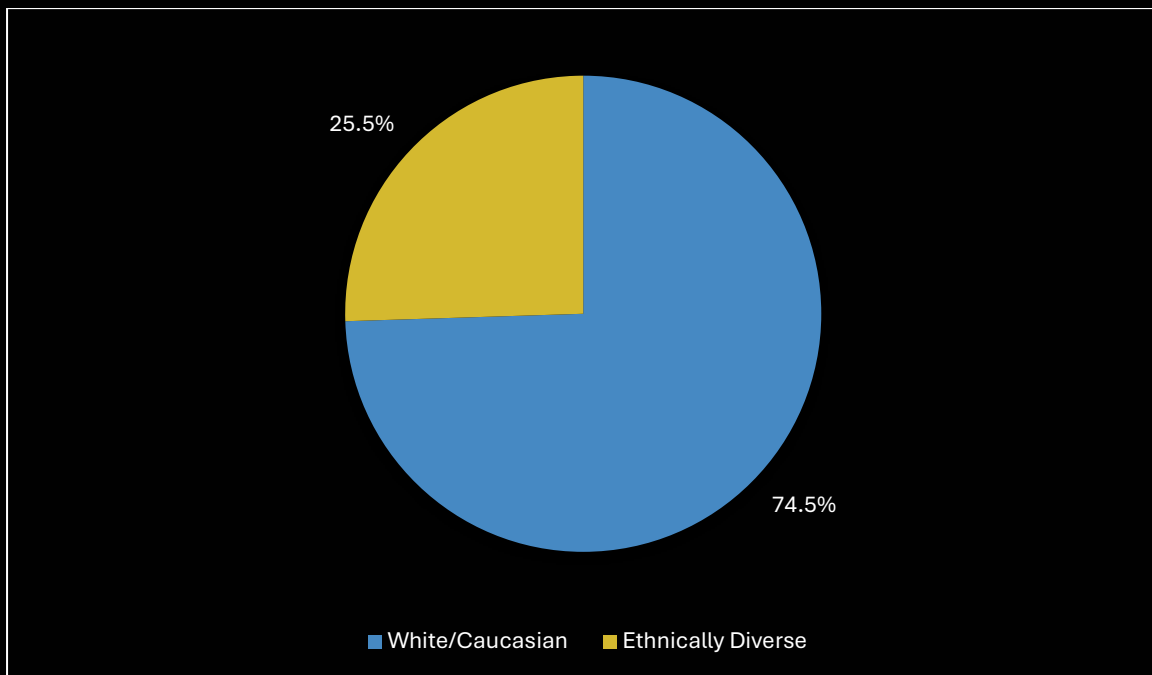
46-59 – 8.8%

60+ - 1.4%

The data shows that the 32-45 age bracket is the largest grouping, accounting for over 50% of the total workforce in the sector.



## Venue Sector Ethnic Group



This data set shows event professionals, grouped by ethnic group (white/caucasian and ethnically diverse groups), who work in the venue sector.

White/caucasian 74.5%

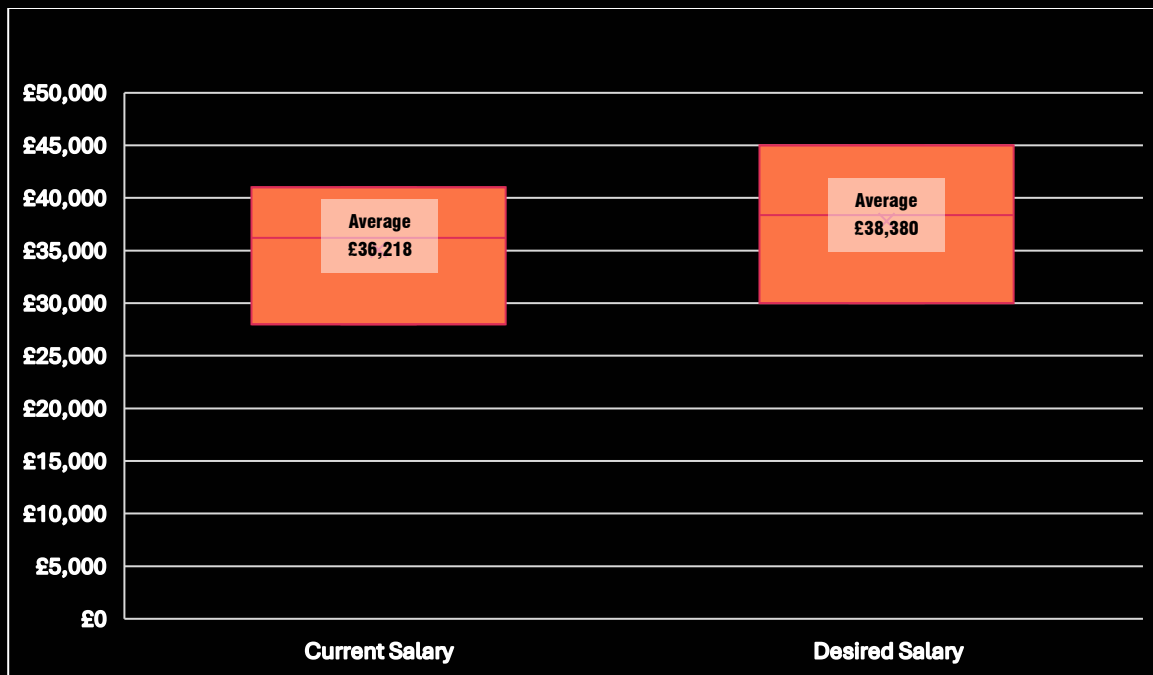
Ethnically diverse groups 25.5%

The data shows that the white/caucasian group is larger than the ethnically diverse groups in the sector.





## Venue Sector Salary



This data set shows the typical current and desired salaries for event professionals who work in the venue sector.

### Current Salary

Typical pay range £28,000 - £41,000

Average salary £36,218

### Desired Salary

Typical desired pay range £30,000 - £45,000

Average desired salary £38,380



## Venue Sector Salary & Ethnic Group



This data set shows the typical current and desired salaries of event professionals, grouped by ethnic group (white/caucasian and ethnically diverse groups) who work in the venue sector.

### Current Salary

#### White/caucasian

- Typical pay range £28,000 – £42,000
- Average salary £36,885

#### Ethnically diverse groups

- Typical pay range £29,000 – £40,000
- Average salary £35,517

### Desired Salary

#### White/caucasian

- Typical pay range £30,000 – £45,000
- Average salary £38,457

#### Ethnically diverse groups

- Typical pay range £30,000 – £42,000
- Average salary £38,631

The data shows that whilst the typical pay ranges for both the white/caucasian group and the ethnically diverse groups are very similar, the white/caucasian group have a slightly larger average pay.

The data shows that whilst the desired typical pay range is higher for the white/caucasian group, the average desired salaries are very similar for both the white/caucasian group and the ethnically diverse groups.

## Venue Sector Gender & Salary



This data set shows the typical current and desired salaries of event professionals, grouped by gender (male and female) who work in the venue sector.

### Current Salary

#### Male

- Typical pay range £30,000 – £45,000
- Average salary £37,714

#### Female

- Typical pay range £28,000 – £40,000
- Average salary £35,511

### Desired Salary

#### Male

- Typical desired pay range £30,000 – £45,000
- Average desired salary £40,185

#### Female

- Typical desired pay range £30,000 – £43,000
- Average desired salary £37,556

The data shows that both the typical pay range and average salary is higher for the male group than it is for the female group.

The data shows that though the desired pay ranges are similar for both the male group and the female group, the average desired salary for the male group is higher.

## Venue Sector Salary & Ethnic Group Split by Gender



This data set shows the typical salaries for event professionals, grouped by ethnic group (white/caucasian and ethnically diverse groups) and gender (male and female), who work in the venue sector.

### Female

#### White/caucasian

- Typical pay range £28,000 - £40,000
- Average salary £36,063

#### Ethnically diverse groups

- Typical pay range £30,000 - £40,000
- Average salary £36,447

The data shows that whilst the typical pay ranges are very similar in this sector, on average the female ethnically diverse groups are paid slightly more than the white/caucasian group.

### Male

#### White/caucasian

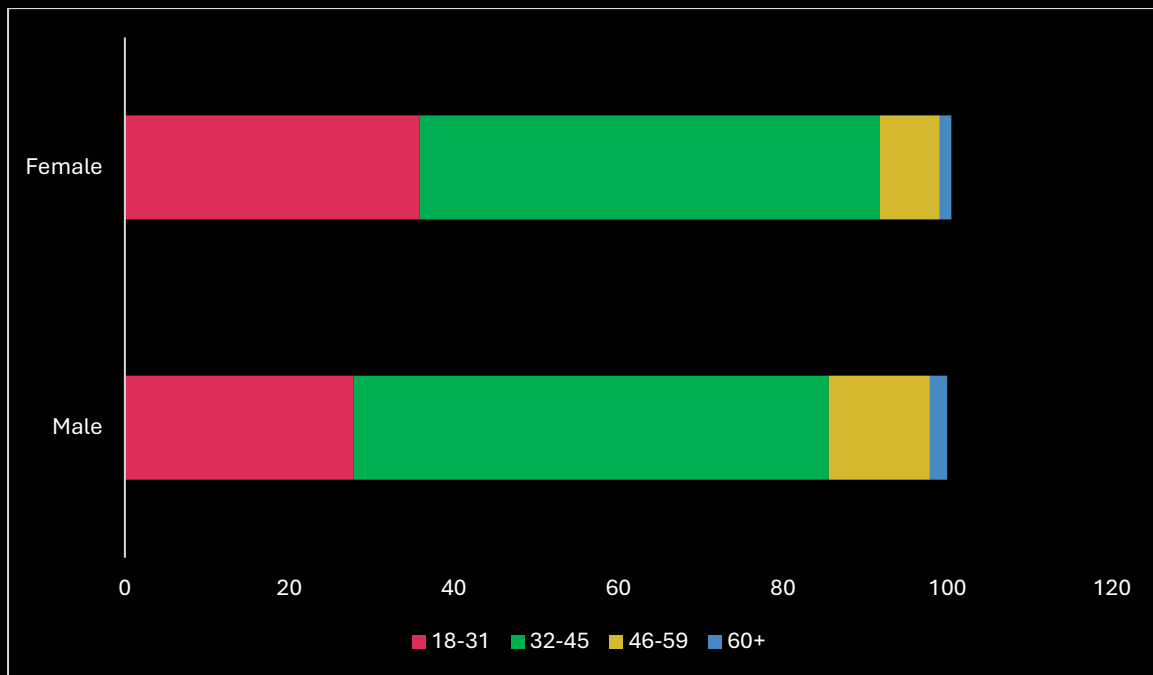
- Typical pay range £30,000 - £45,000
- Average salary £39,364

#### Ethnically diverse groups

- Typical pay range £28,000 - £40,000
- Average salary £35,171

The data shows that the typical pay range and the average salaries for the white/caucasian male group are higher than for the male ethnically diverse groups.

## Venue Sector Gender & Age



This data set shows event professionals, grouped by gender (male and female) and age, who work in the venue sector.

### Male

- 18-31 – 27.8%
- 32-45 – 57.8%
- 46-59 – 12.3%
- 60+ - 2.1%

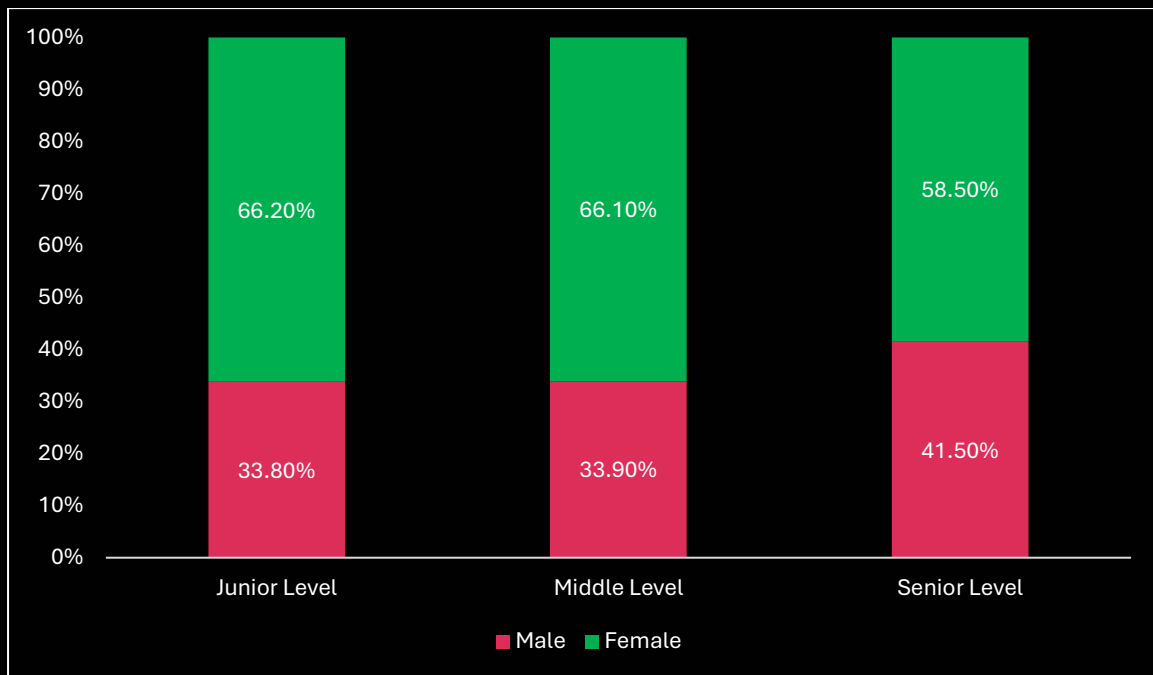
### Female

- 18-31- 35.8%
- 32-45 – 56%
- 46-59 – 7.3%
- 60+ - 0.9%

The data shows that the 32-45 age bracket is the largest in both the male group and female group, accounting for over 50% of the workforce in the sector.



## Venue Sector Gender & Seniority



This data set shows event professionals, grouped by gender (male and female) and seniority, who work in the venue sector.

### Junior Level

- Male – 33.8%
- Female – 66.2%

### Middle Level

- Male – 33.9%
- Female – 66.1%

### Senior Level

- Male – 41.5%
- Female – 58.5%

The data shows that the female group is larger in all 3 levels of seniority. However, at the most senior level, the male group increases by 7.6% higher than the middle level.

## DATA SUMMARY

The Live Recruitment Diversity Report 2025 examines diversity in the events sector across gender, ethnicity, salary, seniority, and age.

Women make up 59.1% of the workforce, with representation varying by sector. The female group dominates junior (60.6%) and mid-level (60.9%) roles but there is a disproportionate rise in the percentage of males in senior positions.

Ethnic diversity shows 74.9% of professionals are White/Caucasian, while 25.1% belong to Ethnically Diverse groups. Pay disparities exist, with the White/Caucasian group earning more on average (£39,253 vs. £35,845).

Salaries range from £28,000–£45,000, with an average of £38,254. Male professionals earn more than females (£40,478 vs. £36,947), and White/Caucasian professionals earn more than Ethnically Diverse groups.

Age distribution shows most employees are 32–45 (50.2%), with fewer aged 46+ (11.1%). Younger professionals (18–31) make up 37.2%. The male group has a higher proportion of older employees, especially those 60+.

Gender imbalances persist at senior levels, particularly in male-dominated sectors like Audio Visual, where men hold more leadership positions.

These insights highlight broad trends within the UK events industry in terms of workforce composition, pay, and career progression.

Live Recruitment is expanding the scope of this report, with plans to include further studies on neurodiversity, disability, sexual orientation, education, parental education, and carer responsibilities. This study is ongoing, and an update is expected by the end of 2025.



## CONCLUSIONS

Jennie Child is the Founder and Director of **Balance** which is an international inclusive hiring consultancy that enables equitable, accessible and inclusive recruitment through training, audits and change consultancy – [www.balanceandinclusion.com](http://www.balanceandinclusion.com)



### **Jennie has drawn conclusions from the Live Recruitment Diversity Report below;**

The UK events industry continues to reflect a female-majority workforce, with women representing 59.1% of professionals. This is notably higher than the UK labour market average of 48%, and while it does not reach the levels seen in sectors like education (75.7%) or healthcare (74%), it still represents a strong gender balance when compared with other professional sectors such as legal (52%) and finance and insurance (44%).

The data reveals clear salary inequalities based on gender and ethnicity. Male professionals earn an average of £40,478, while women earn £36,947—a difference of over £3,500. White/Caucasian professionals earn an average of £39,253, whereas those from ethnically diverse backgrounds earn £35,845. These pay gaps widen further when considered together—ethnic minority women consistently earn the least. Particularly telling is that desired salaries reflect these inequalities. Women report lower salary expectations than men (£38,436 vs. £42,523), and ethnically diverse professionals indicate lower desired pay than their White/Caucasian counterparts. This raises concerns that employers may, consciously or not, perpetuate historical inequities by aligning offers with expectations rather than objective benchmarks.

Research from the Fawcett Society supports these concerns, revealing that women queried about previous salaries are more likely to receive lower offers, reinforcing existing pay gaps. Their End Salary History campaign advocates for an end to this practice, stating that 58% of women feel that disclosing their past salaries negatively affected their offers. Further studies, including those by Lean In and McKinsey & Co., indicate that women, particularly Black women, are less likely to negotiate pay—and when they do, they often experience negative repercussions. The Live Recruitment data reinforces this notion, suggesting that structural norms around pay negotiations may perpetuate disparities rather than correct them.

Leadership representation also highlights inequities. While women dominate junior (60.6%) and mid-level (60.9%) roles, this trend reverses at the top: men hold 52.5% of senior positions. This “leaky pipeline” remains a significant concern across sectors and may signify unequal access to leadership development, flexible working, and sponsorship opportunities. This issue is particularly evident in male-dominated sectors such as Audio Visual and Exhibition Design & Build. A key contributor to this imbalance may be the absence of flexible working practices, which disproportionately affect women as they navigate various life and career stages.



Research by Pregnant Then Screwed has thoroughly documented the pregnancy penalty—a term that describes the disadvantages faced by women during and after pregnancy. Their findings indicate that 54,000 women lose their jobs each year in the UK due to pregnancy or maternity leave, while 72% of mothers report experiencing discrimination at work. Many complain of being overlooked for promotions, marginalised after maternity leave, or struggling to balance caregiving responsibilities due to inflexible work patterns. These experiences can hinder or even reverse career advancement, contributing to a decline in female representation in senior roles despite early-career dominance.

Age is another aspect that reveals patterns of inequality. The report shows that the events workforce is concentrated in the 32–45 age bracket (50.2%), with 37.2% aged 18–31. In contrast, professionals aged 46–59 account for just 11.1%, and those over 60 make up only 1.5%—despite the reality that people are working longer than ever. While some sectors, like Exhibition Design & Build and Event Supplier, demonstrate slightly higher representation of professionals aged 60 and up, overall data suggests potential age-related barriers to recruitment, retention, or progression.

According to research from the Centre for Ageing Better, older workers often encounter assumptions regarding their adaptability, especially in fast-paced or digitally-driven industries. Meanwhile, CIPD data indicates that only 42% of HR professionals state that their organisations actively promote age diversity. With nearly 1 in 3 UK workers now aged 50 or older, overlooking older talent represents a missed opportunity for intergenerational knowledge sharing and stability—especially in an industry where client relationships and event expertise develop over time. More inclusive approaches to flexible working, training, and age-neutral job design could enhance retention and reduce this drop-off.

Ethnic disparities in leadership are also evident, with ethnically diverse professionals underrepresented in senior roles and consistently earning less than their White/Caucasian peers. These inequities underscore the necessity for employers to address both overt and subtle barriers—ranging from bias in promotion decisions to unequal access to high-profile projects, mentors, and challenging opportunities.

Despite these challenges, the report provides reasons for optimism. Compared to national averages, the events industry exhibits relatively strong representation across gender and ethnicity, and there are signs of increased awareness surrounding pay transparency and equity. Live Recruitment's plans to expand future reporting to cover neurodiversity, disability, LGBTQ+ inclusion, caring responsibilities, and socio-economic background marks a critical step toward fostering more inclusive change.

In conclusion, the UK events industry is ahead of many sectors regarding representation—but equity in pay, leadership, and career experience remains elusive for many. Employers have a vital opportunity to lead by removing salary history from hiring practices, investing in inclusive leadership development, integrating flexibility into senior roles, and holding themselves accountable for fairer outcomes—across all demographics, including age. Progress is evident—but much work remains to be done.

## GET IN TOUCH

For more information about the Live Recruitment Diversity Report 2025, or if there is a certain area or sector your business is interested in, we will do our best to support with providing guidance and information.

Get in touch via email: [hi@live-recruitment.co.uk](mailto:hi@live-recruitment.co.uk)



# ENDNOTES

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<sup>i</sup> <https://www.ethnicity-facts-figures.service.gov.uk/workforce-and-business/workforce-diversity/school-teacher-workforce/latest/>

<sup>ii</sup> <https://www.kingsfund.org.uk/insight-and-analysis/data-and-charts/nhs-workforce-nutshell>

<sup>iii</sup> <https://www.engineeringuk.com/latest-news/press-releases/spike-in-women-aged-35-to-44-leaving-engineering/>

<sup>iv</sup> <https://simian-risk.com/all-news/women-in-construction-week-2024-the-state-of-women-in-uk-construction/>

<sup>v</sup> <https://explore-education-statistics.service.gov.uk/find-statistics/school-workforce-in-england>

<sup>vi</sup> <https://www.cic.org.uk/policy-and-public-affairs/diversity-and-inclusion>

<sup>vii</sup> <https://www.england.nhs.uk/about/equality/equality-hub/workforce-equality-data-standards/equality-standard/>

<sup>viii</sup> [https://www.ethnicity-facts-](https://www.ethnicity-facts-figures.service.gov.uk/#:~:text=Government%20data%20about%20the%20UK's,a%20variety%20of%20ethnic%20backgrounds)

[figures.service.gov.uk/#:~:text=Government%20data%20about%20the%20UK's,a%20variety%20of%20ethnic%20backgrounds](https://www.ethnicity-facts-figures.service.gov.uk/#:~:text=Government%20data%20about%20the%20UK's,a%20variety%20of%20ethnic%20backgrounds)

