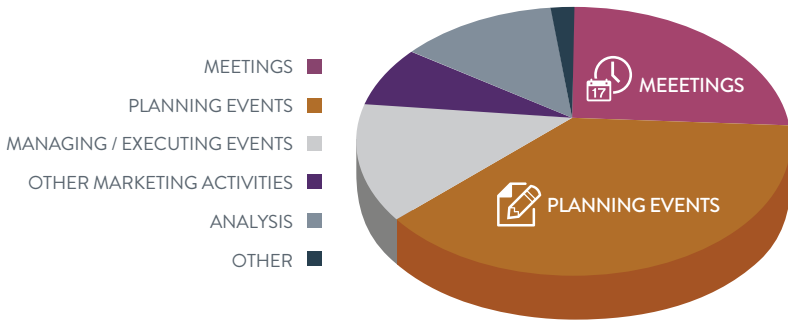


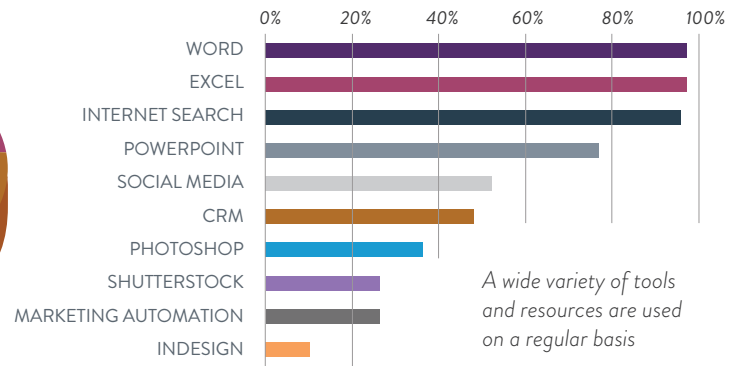
THE WORK LIFE OF A TRADE SHOW AND EVENT MARKETING MANAGER

A TYPICAL WORKDAY

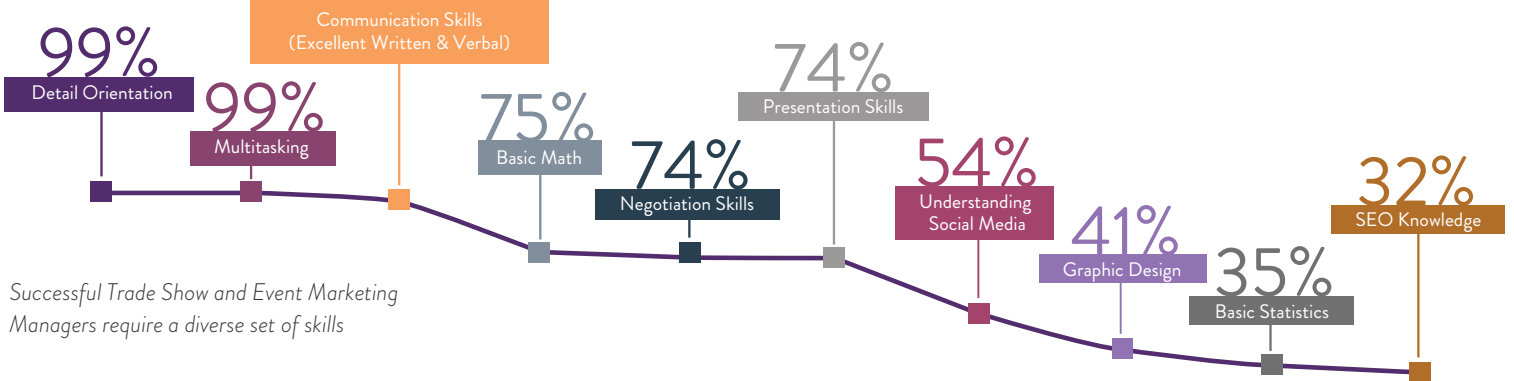
The majority of a Trade Show and Event Manager's day is spent planning events and participating in meetings



IN ADDITION TO EMAIL, WHAT TOOLS DO YOU USE ON A REGULAR BASIS?



97% SKILLS REQUIRED FOR YOUR JOB



HOW DO YOU STAY CURRENT & LEARN NEW INFORMATION FOR YOUR JOB



INDUSTRY TRADE SHOWS & EXHIBITIONS	68%
VENDORS	59%
INDUSTRY BLOGS	46%
INDUSTRY CONFERENCES	45%
SOCIAL MEDIA GROUP	38%
INDUSTRY ASSOCIATION MEMBERSHIP	29%
NETWORKING GROUP	28%
PROFESSIONAL CERTIFICATION PROGRAM	29%

A mix of third party resources and personal connections are used to stay current.

WHAT AREAS IN YOUR CURRENT ROLE OR PROCESSES WITHIN YOUR ROLE COULD BE DONE BETTER OR MORE EFFICIENTLY?

- ✓ BRAND MANAGEMENT
- ✓ COMMUNICATION

WHEN MAKING DECISIONS, WHAT ROLE DO YOU PLAY?

