

The Event Management Team

Source: O'Toole (2005)

Level 1 : Administrative Assistant or Event Assistant

- 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

- 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

- 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

- 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

- 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

- 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 one 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
- 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 oversee 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

- 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 Co-ordinator

- 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

- 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

- All of the above but with a profound knowledge of all technical aspects of an event