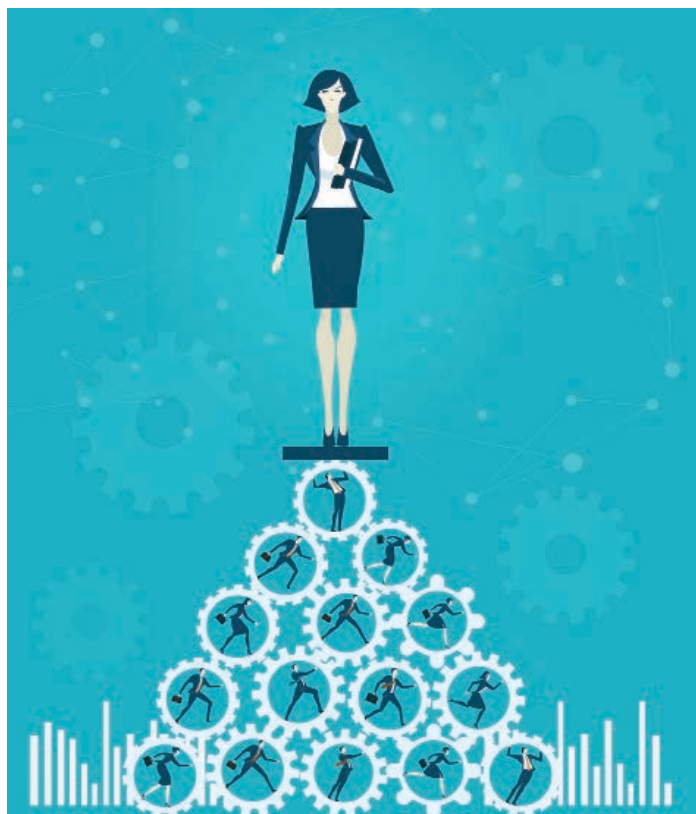


2020 SALARY SURVEY



By Sarah J.F. Braley

Life sure has changed since 612 meeting planners took *M&C's* 2020 Salary Survey before the coronavirus and its dire consequences hit the meetings industry. While respondents probably would have different numbers to report now — not to mention changes in their employment status — these findings still give a benchmark for when, in the future, compensation normalizes again.

Comparing 2019 salaries with 2017, the average increased by a healthy 7.5 percent since the biennial study was last conducted in 2018. Overall, last year planners earned an average base salary of \$87,251.

The gender pay gap is still wide, and it opened up again somewhat: While female meeting planners earned 89 cents on the male dollar in 2017, in 2019 it was 84 cents on the dollar, but still better than the national average of 79 cents to the male dollar. In the 2018 survey, planners in the Northeast United States made the most money; this year, the Pacific Northwest took that crown.

To gather the data, *M&C* conducted an online survey in January and February with help from members of Meetingjobs.com, compiling statistics from corporate, association and third-party/independent planners.

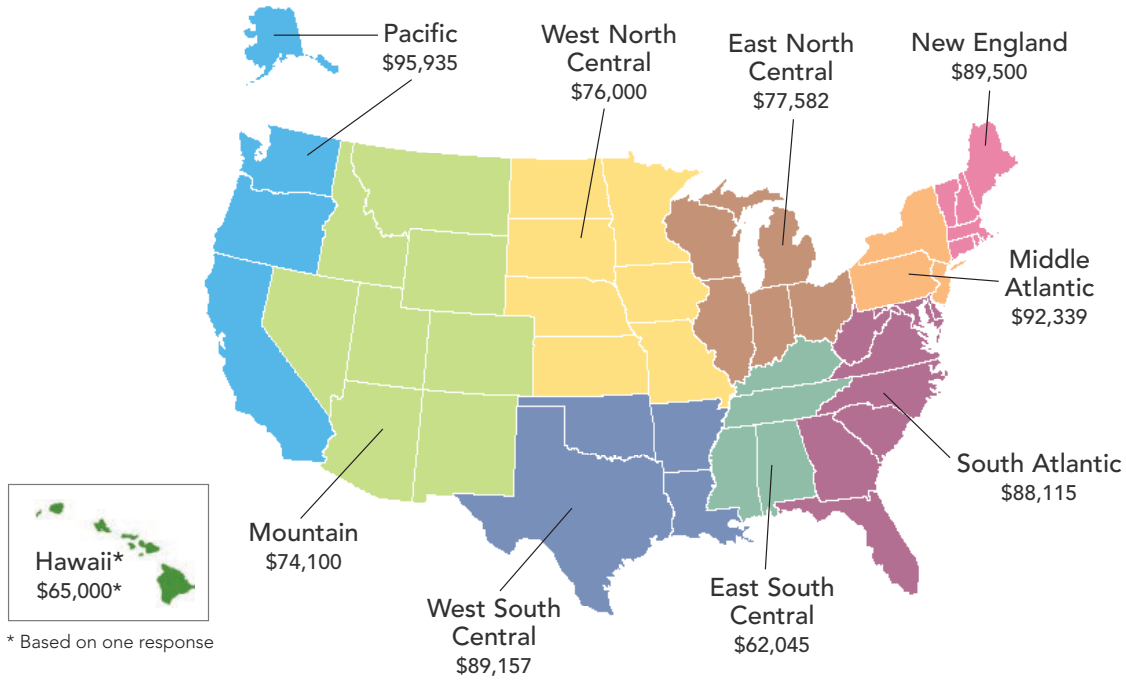
INDUSTRY SNAPSHOT

	CORPORATE	ASSOCIATION	INDEPENDENT/THIRD PARTY	ALL PLANNERS
Average base salary	\$99,173	\$79,765	\$76,747	\$87,251
Average age	47	47.5	51	48
Years as a planner	15.2	15	17.1	15.2
Hours worked per week	47	45.2	48.4	46.7
Percentage with CMP	48%	43%	38%	44%

Source: Meetings & Conventions' 2020 Salary Survey

ILLUSTRATION: IRSTONE/ADOBE STOCK

> Average base salaries by region



The Value of Certifications

PLANNER TYPE	CMP BASE SALARY	CMM BASE SALARY*	BASE SALARY WITHOUT CERTIFICATION
Corporate	\$108,925	\$92,666	\$90,175
Association	\$84,426	\$103,900	\$76,068
Third Party/Independent	\$77,163	\$85,346	\$77,764
All Planners	\$94,159	\$93,118	\$81,708

Source: Meetings & Conventions' 2020 Salary Survey * Based on responses from 39 CMM holders

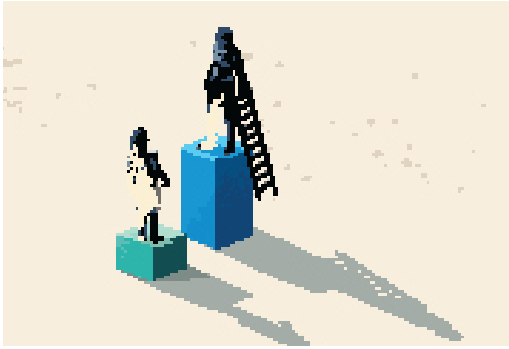
ILLUSTRATION (BOTTOM LEFT): FEODRA/ADOBE STOCK



> Salary History: 2012-2020

PLANNER TYPE	2012	2014	2016	2018	2020
Corporate	\$75,596	\$75,969	\$79,231	\$93,719	\$99,173
Association	\$77,220	\$73,741	\$73,187	\$74,622	\$79,765
Third Party/Independent	\$80,487	\$71,161	\$71,628	\$74,248	\$76,747
All Planners	\$77,227	\$72,729	\$75,171	\$81,148	\$87,251

Source: Meetings & Conventions' 2020 Salary Survey



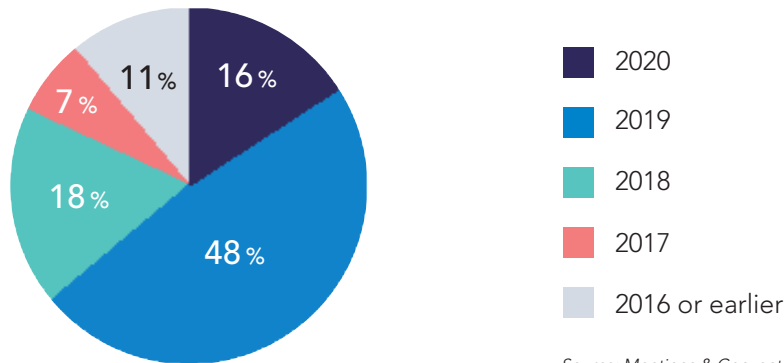
In this year's sample, women earned **84 cents** on the male dollar, **5 cents** less than in 2018, but higher than the national average of **79 cents**.

> The Gender Gap

INDUSTRY MAKEUP	WOMEN	MEN
Average base salary	\$84,547	\$100,179
Average age	48	48
Years as a planner	17.75	18.2
Hours worked per week	48	46.5

Source: Meetings & Conventions' 2020 Salary Survey

> When did you last receive a raise?

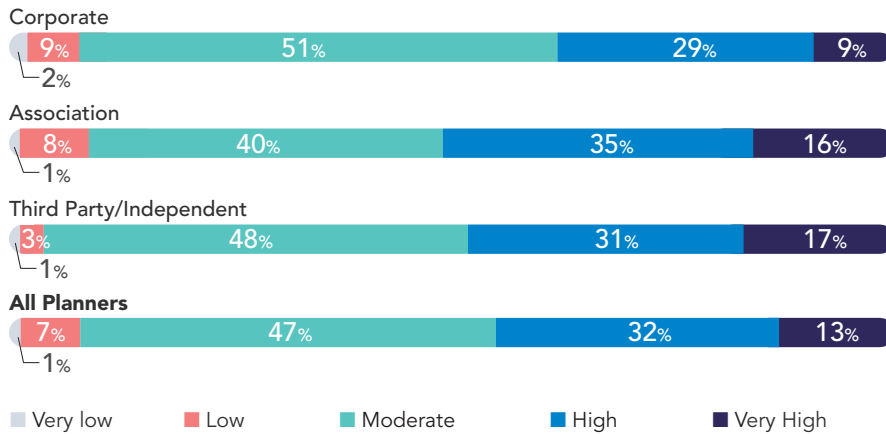


> How long do you plan to stay in the industry?

TYPE OF PLANNER	Less than 1 year	1-2 years	3-5 years	6-10 years	Indefinitely
Corporate	1%	6%	17%	35%	41%
Association	2%	7%	18%	29%	44%
Third Party/Independent	2%	6%	22%	24%	46%
All Planners	2%	6%	19%	30%	43%

Source: Meetings & Conventions' 2020 Salary Survey

> How do you rate your stress level?

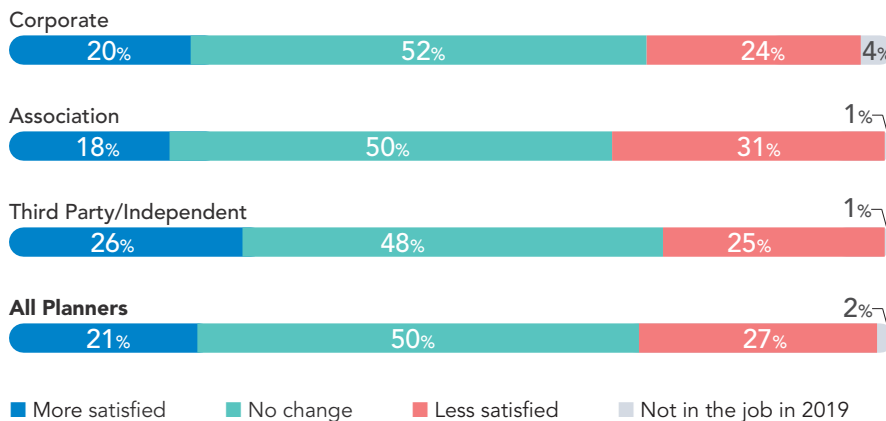


Source: Meetings & Conventions' 2020 Salary Survey



What would ease some of the stress and make one planner happier?
"An assistant of my own."

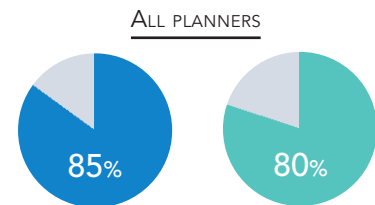
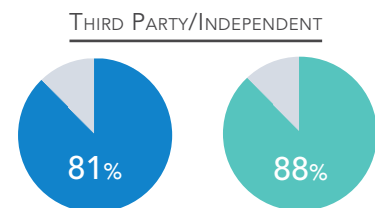
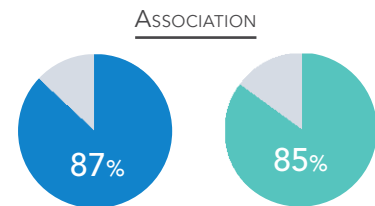
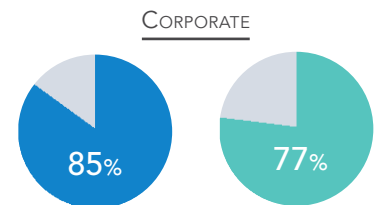
> Has your level of job satisfaction changed in the past year?



Source: Meetings & Conventions' 2020 Salary Survey



> Planners who feel secure/very secure in their jobs



■ 2020 ■ 2018

> What would make you happier in your job?



74% More money



44% Less pressure and stress



38% Better advancement opportunities



36% More respect and appreciation from management



31% Working fewer hours



25% Improved benefits package



On one planner's wish list: "I'd like the opportunity to work exclusively in the event planning/management area and not also be responsible for marketing writing and P.R."

> Percentage of work time respondents spend planning

PLANNER TYPE	LESS THAN 20%	21-40%	41-60%	61-80%	81-100%
Corporate	5%	13%	34%	24%	24%
Association	2%	14%	23%	27%	34%
Third Party/Independent	8%	10%	16%	29%	37%
All Planners	5%	13%	26%	26%	30%

Source: Meetings & Conventions' 2020 Salary Survey

> How many meetings did you plan in 2017?

1 to 10



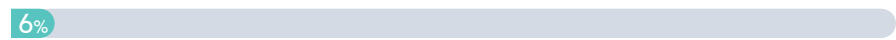
11 to 25



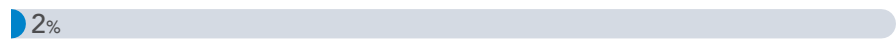
26 to 50



51 to 75



76 to 100



More than 100



Average number of meetings planned = 11

> Compensation for working more than 40 hours a week

Yes, overtime pay or bonus



Yes, comp time



I am entitled to it, but do not take it



No



Source: Meetings & Conventions' 2018 Salary Survey