

# 2016 SALARY SURVEY

## HOW MUCH DO YOU MAKE?

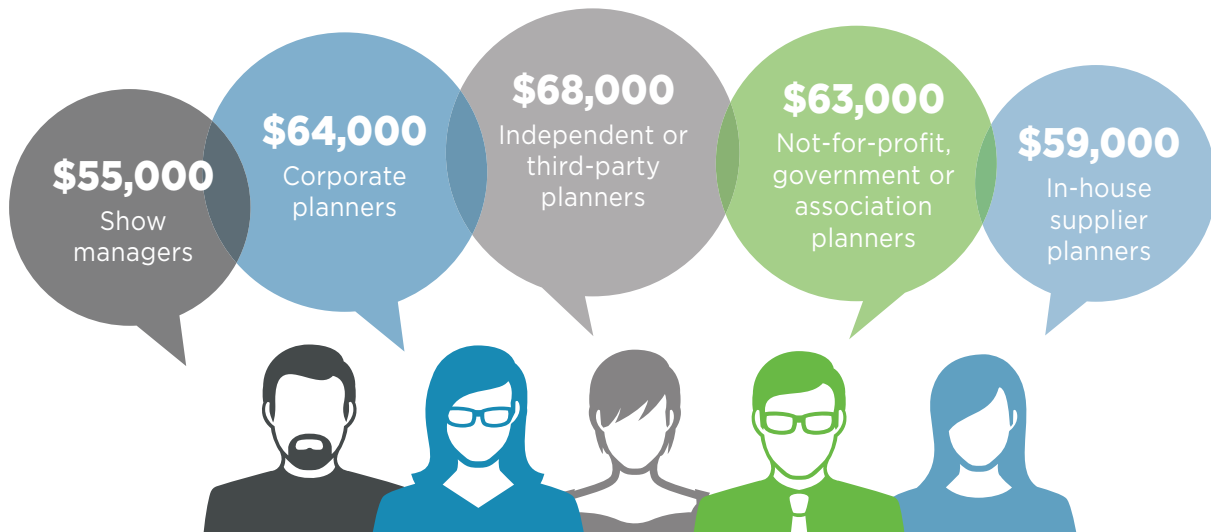
BY CHRISTINE OTSUKA



It's a question we all want to ask. The idea that we may not be making as much as our peers is the reason compensation studies exist in every industry imaginable and why they're wildly popular, year-over-year. But salary surveys are so much more than that. The results also speak to your value, your employer and, perhaps, your negotiation skills. Our salary survey has grown to include more than average salaries for role, gender and experience. On the following pages, you'll see stats on employer benefits, performance reviews, employer-supported professional development, job titles, vacation allotment, career complaints and job search and satisfaction. Our hope is that you'll be able to use this information to determine how your pay compares to others in similar positions and discover what other professionals are doing to bring greater value to their organizations. Consider it one tool in your arsenal come negotiation time. I'd like to extend sincere thanks to the 220 planners who gave of their time and answered each question about their career and employment situation with care. I'd also like to urge you to participate next year so we can continue to build this benchmark and provide a regional picture of salaries across Canada—but we can't do it without your help!

# Salaries Across The Board

## TYPE OF PLANNER



## GENDER



## ASSOCIATION MEMBERSHIP

Don't belong to an industry association	\$60,250
Belong to one industry association	\$65,000
Belong to two industry associations	\$80,000
Belong to three industry associations	\$84,000

## GOING DEEPER

Meeting planning offers a good salary between \$50,000 and \$80,000 throughout your career. What's interesting is that the amount of schooling doesn't seem to affect salary in a significant way. Twenty-three per cent of respondents reported completing some college or university and earning \$68,000, while the vast majority of respondents completed university (40 per cent) or college (26 per cent) and made a comparable \$63,000. What they studied mattered to how much they earned. As many planners studied business/commerce (24 per cent) in school as meeting/event management (23 per cent), and those who studied business made \$8,000 more on average. While the number of years of experience you have or what job title you possess can be an indicator of salary, our results showed a more accurate determinant is the level of role or how the position is classified. Roles that involved coordination commanded \$49,000 and executive positions hovered around the \$80,000 mark. Finally, the wage gap still exists, as it does across the country and across nearly all professions. According to Statistics Canada, women working full-time still earn 73.5 cents on the dollar compared to men. For meeting planners, men out-earn women by more than \$15,000. It's a startling figure and forces us to pose the question, "In an industry dominated by women, how have we let the gender gap persist?"

Meeting planners make **\$64,000 on average**, which is **up slightly** from 2015 where planners reported making **\$60,000**. So much can influence the amount you earn each year. Here's a run-down on the most impressive indicators

## DESIGNATIONS



**\$72,500**  
CMP



**\$75,000**  
CMM

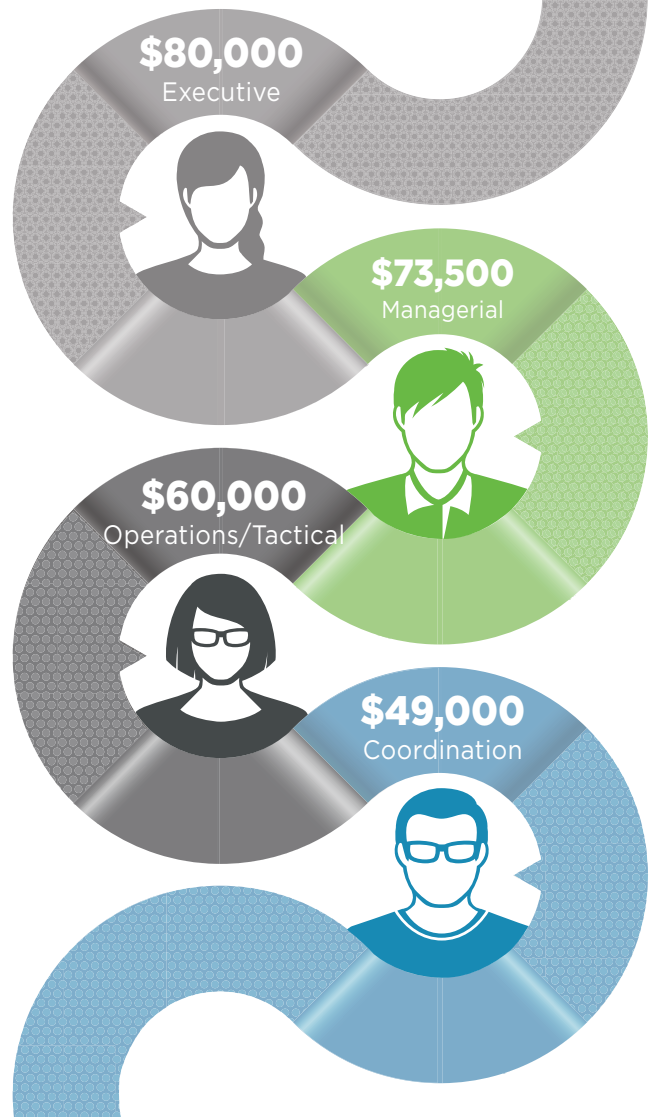


**\$62,031**  
None



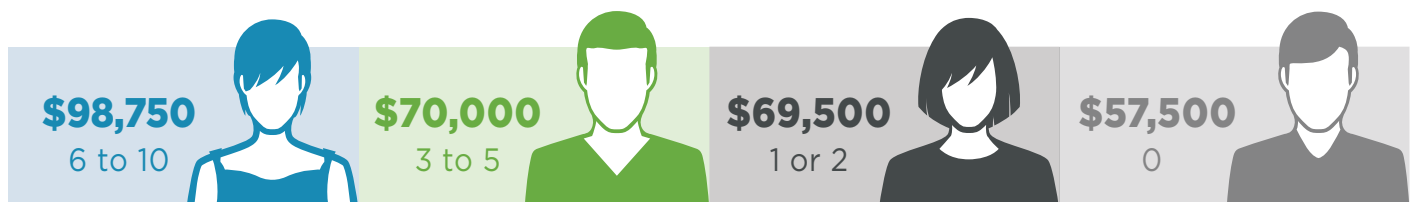
**64%**  
Do not have a designation

## YOUR ROLE



## SUPERVISOR STATUS

The more people you manage,  
the more you earn.

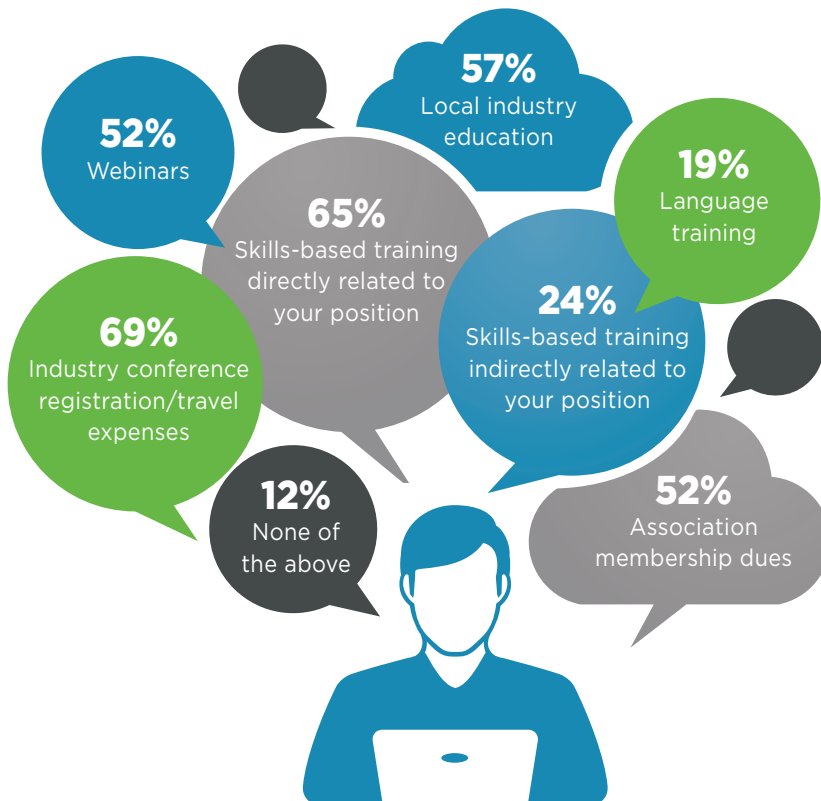


# Complete Compensation

Almost half of planners received a **bonus or financial incentive** in 2015.

## PROFESSIONAL DEVELOPMENT

Nearly all employers cover all or part of the costs of professional development opportunities



## BENEFITS

Employer pays for all or a portion of the following benefits



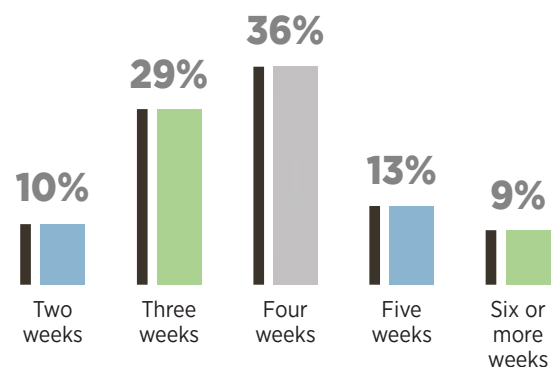
Medical & Dental	82%
Vision care	75%
Group life insurance	72%
Top up maternity pay	35%
Pension plan	41%
Parking	40%
Smartphone	66%

## GOING DEEPER

A planner's compensation is more than their base salary. Benefits, opportunities and flexibility offered by employers are wins across the board, but money talks, even if you aren't speaking up during annual performance reviews. While 58 per cent of employers conduct annual reviews, 13 per cent don't bother, and another five per cent will only do so if the employee requests one. A whopping 42 per cent of respondents to our survey suggest there's no opportunity to negotiate salary at the time of their review, while 20 per cent aren't sure. Those numbers are astounding—62 per cent aren't asking the questions that ultimately affect how much they're paid, which can have an impact on workplace happiness. It's no wonder that 58 per cent of planners either did not anticipate a raise or weren't sure if they would receive one this year. If you don't ask, you can't expect much.

## VACATION

Just under half of planners use all of their vacation time



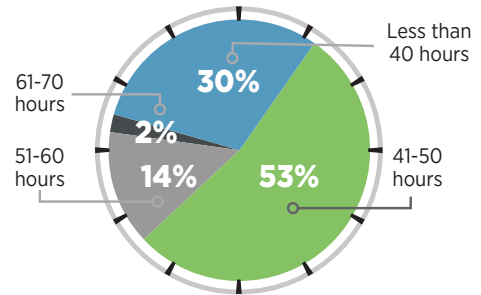
# Satisfaction & Job Market



## ALL SMILES (MOSTLY)

<b>72%</b>	are satisfied with salary
<b>66%</b>	are satisfied with support received for career/professional development
<b>79%</b>	are satisfied with work/life balance
<b>75%</b>	are satisfied with benefits
<b>60%</b>	are happy with their organization's pension/RRSP contributions
<b>85%</b>	feel their vacation time is satisfactory
<b>84%</b>	feel secure in their jobs
<b>28%</b>	are not satisfied with the performance recognition they receive
<b>40%</b>	are not satisfied with the opportunity for advancement within their organization
<b>88%</b>	are satisfied with their relationship with co-workers
<b>82%</b>	are happy with the amount of influence they have on the job
<b>83%</b>	are satisfied with their relationship with their superiors
<b>88%</b>	are happy with their jobs overall

## HOURS WORKED PER WEEK



## JOB MARKET OPTIMISM

Compared to five years ago, planners feel there are...

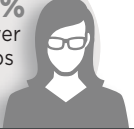
**35%**  
no  
difference



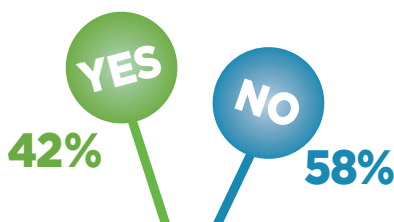
**41%**  
more jobs in  
the meetings  
industry



**22%**  
fewer  
jobs



## FEEL THEY ARE FAIRLY PAID FOR THE WORK THEY DO



## JOB SEARCH



How planners found their current job	How they plan to find their next one
In-person networking	Online job site
Word-of-mouth	In-person networking
Recruitment firm	Word-of-mouth
Online job site	Recruitment firm

## GOING DEEPER

Planners are moderately satisfied with their compensation packages and employer flexibility despite about 70 per cent working more than 40 hours a week. Event coordinators have long been included on "most stressful job" lists, including holding the No. 5 position after enlisted military personnel, firefighter, airline pilot and police officer in CareerCast's 2016 Most Stressful Job list. Even so, most of our salary survey respondents expressed loyalty to their current companies (53 per cent said they expected to be working in the same job in the next two years). But it doesn't mean they—like much of the workforce—aren't keeping their options open. Indeed's *What Matters to the Modern Candidate* report found that 71 per cent of people in the labour force are either looking for or are open to a new job. A solid 15 per cent of planners who responded to our survey felt they would be in the meetings industry but at a different organization in two years' time. Financial compensation is the number one motivator expressed by planners for considering a company or job change (64 per cent), followed closely by the idea that there is little opportunity to advance in their current organization (61 per cent). Regardless of whether you're looking to be promoted within your organization, stay at the same level, or jump ship, keep this data in your back pocket come negotiation time. And don't be afraid to speak up!