

# Meeting, Convention, and Event Planners in 2 California Counties

# Contents

What is Lightcast Data? .....	1
Report Parameters .....	2
Executive Summary .....	3
Jobs .....	4
Compensation .....	7
Job Posting Activity .....	8
Demographics .....	11
Occupational Programs .....	14
Appendix A .....	15

## What is Lightcast Data?

Lightcast data is a hybrid dataset derived from official government sources such as the US Census Bureau, Bureau of Economic Analysis, and Bureau of Labor Statistics. Leveraging the unique strengths of each source, our data modeling team creates an authoritative dataset that captures more than 99% of all workers in the United States. This core offering is then enriched with data from online social profiles, resumé, and job postings to give you a complete view of the workforce.

Lightcast data is frequently cited in major publications such as *The Atlantic*, *Forbes*, *Harvard Business Review*, *The New York Times*, *The Wall Street Journal*, and *USA Today*.



## Report Parameters

### 1 Occupation

13-1121 Meeting, Convention, and Event Planners

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### 2 Counties

6079 San Luis Obispo County, CA

6083 Santa Barbara County, CA

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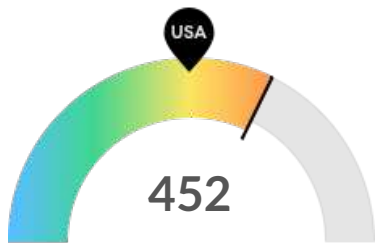
### Class of Worker

QCEW Employees, Non-QCEW Employees, and Self-Employed

The information in this report pertains to the chosen occupation and geographical areas.

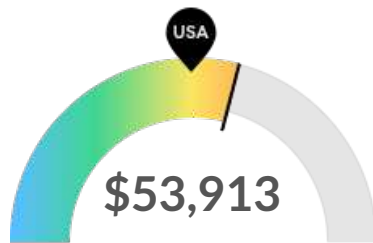
## Executive Summary

### Aggressive Job Posting Demand Over a Deep Supply of Regional Jobs



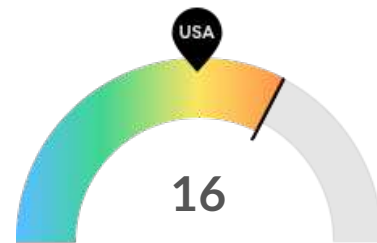
**Jobs (2023)**

Your area is a hotspot for this kind of job. The national average for an area this size is 301\* employees, while there are 452 here.



**Compensation**

Earnings are about average in your area. The national median salary for Meeting, Convention, and Event Planners is \$49,692, compared to \$53,913 here.



**Job Posting Demand**

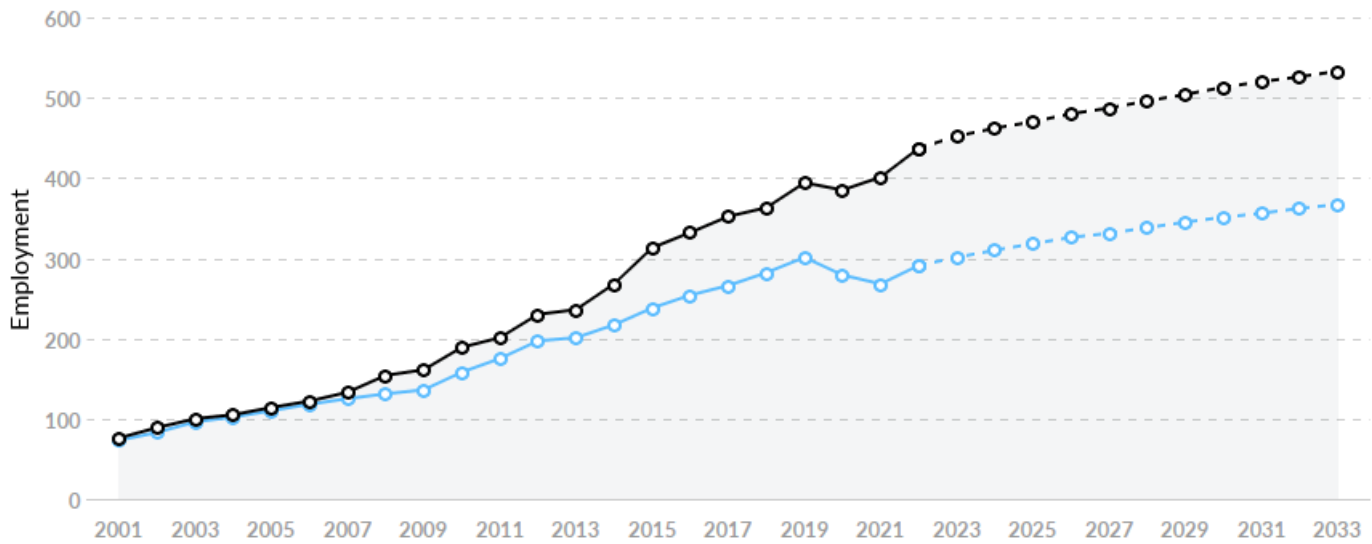
Job posting activity is high in your area. The national average for an area this size is 11\* job postings/mo, while there are 16 here.

\*National average values are derived by taking the national value for Meeting, Convention, and Event Planners and scaling it down to account for the difference in overall workforce size between the nation and your area. In other words, the values represent the national average adjusted for region size.

# Jobs

## Regional Employment Is Higher Than the National Average

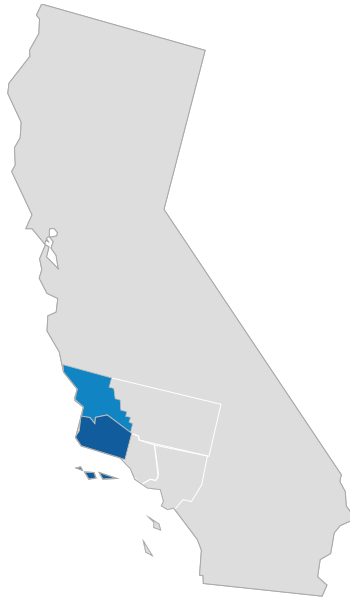
An average area of this size typically has 301\* jobs, while there are 452 here. This higher than average supply of jobs may make it easier for workers in this field to find employment in your area.



Region	2023 Jobs	2033 Jobs	Change	% Change
● 2 California Counties	452	533	81	18.0%
● National Average	301	367	65	21.7%

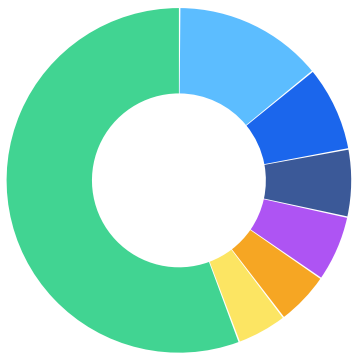
\*National average values are derived by taking the national value for Meeting, Convention, and Event Planners and scaling it down to account for the difference in overall workforce size between the nation and your area. In other words, the values represent the national average adjusted for region size.








## Regional Breakdown



County	2023 Jobs
Santa Barbara County, CA	267
San Luis Obispo County, CA	185

## Most Jobs are Found in the Traveler Accommodation Industry Sector



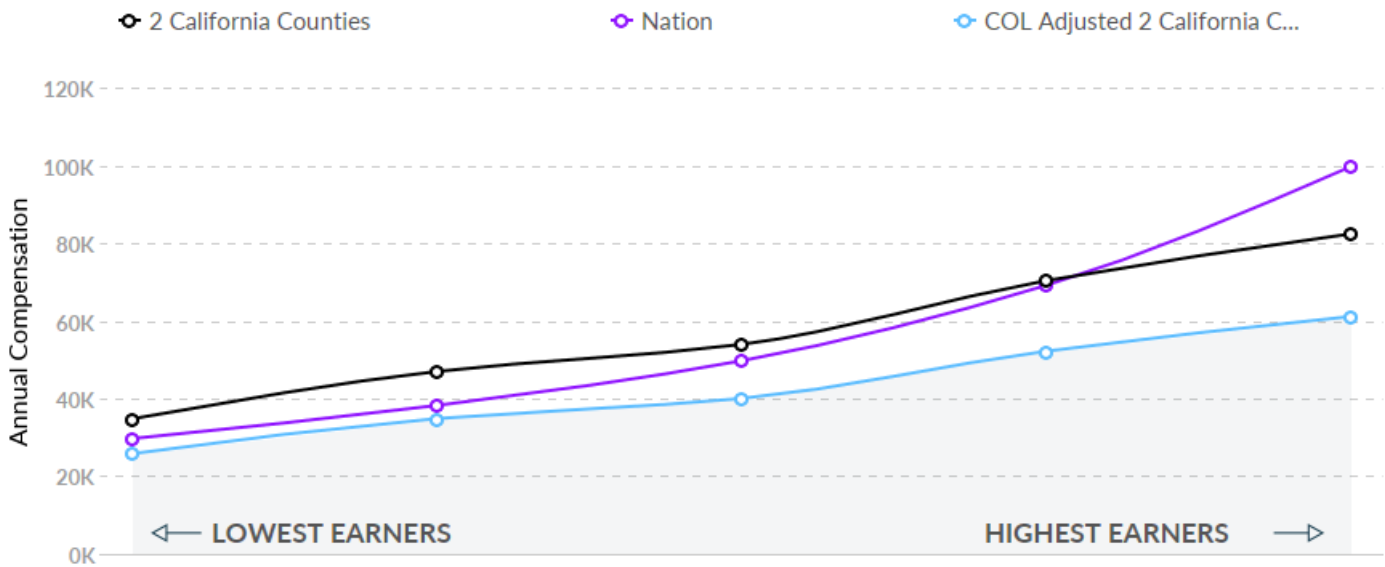
Industry	% of Occupation in Industry (2023)
 Traveler Accommodation	14.0%
 Promoters of Performing Arts, Sports, and Similar Events	8.0%
 Beverage Manufacturing	6.3%
 Education and Hospitals (State Government)	6.2%
 Local Government, Excluding Education and Hospitals	5.0%
 Other Personal Services	4.7%
 Other	55.8%



# Compensation

## Regional Compensation Is 8% Higher Than National Compensation

For Meeting, Convention, and Event Planners, the 2021 median wage in your area is \$53,913, while the national median wage is \$49,692.



# Job Posting Activity



**98 Unique Job Postings**

The number of unique postings for this job from Jan 2023 to Jun 2023.



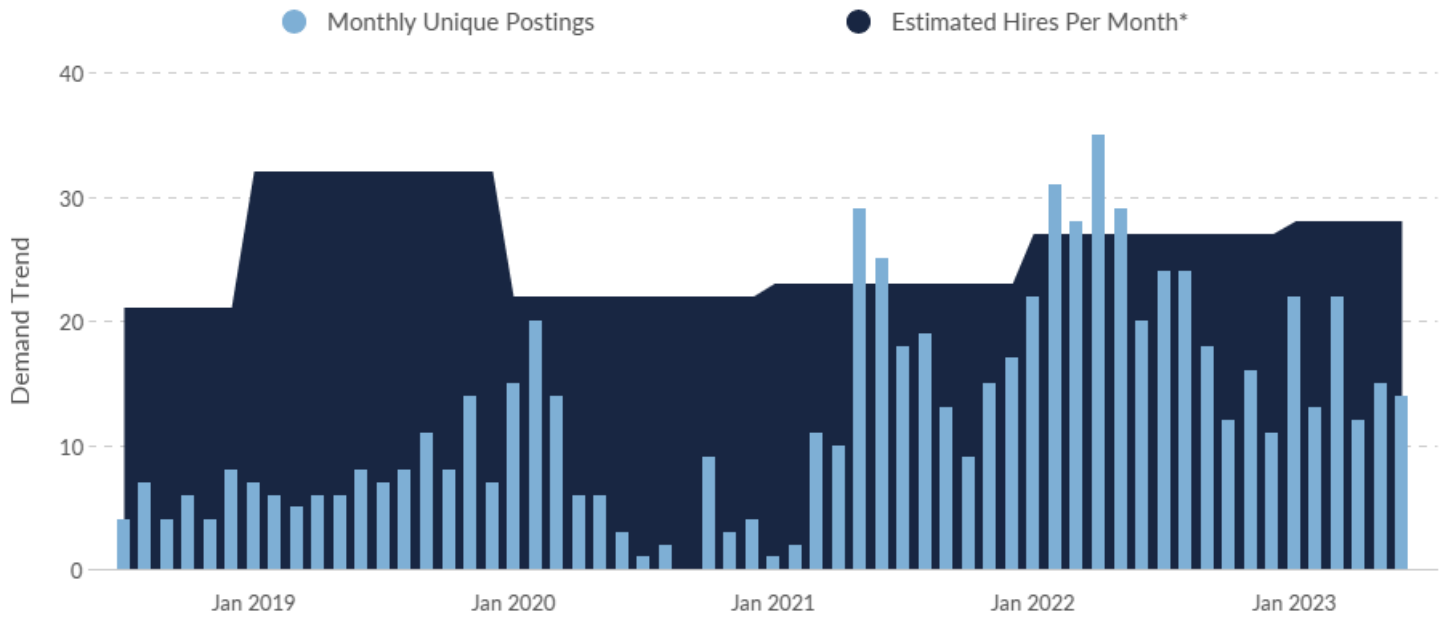
**59 Employers Competing**

All employers in the region who posted for this job from Jan 2023 to Jun 2023.



**30 Day Median Duration**

Posting duration is 3 days shorter than what's typical in the region.



Occupation	Avg Monthly Postings (Jan 2023 - Jun 2023)	Avg Monthly Hires (Jan 2023 - Jun 2023)
Meeting, Convention, and Event Planners	16	28

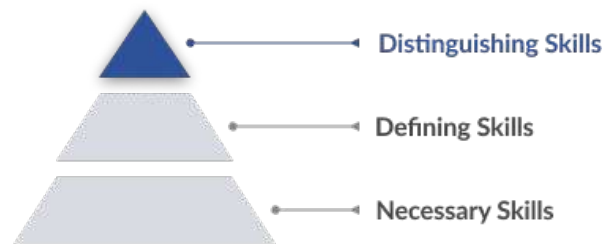
\*A hire is reported by the Quarterly Workforce Indicators when an individual's Social Security Number appears on a company's payroll and was not there the quarter before. Lightcast hires are calculated using a combination of Lightcast jobs data, information on separation rates from the Bureau of Labor Statistics (BLS), and industry-based hires data from the Census Bureau.

Top Companies	Unique Postings
Associated Students	9
Marriott International	5
University of California	4
Yardi Systems	4
Cal Poly Corporation	3
Cal Poly State University	3
Hotel Californian	3
Cal Poly San Luis Obispo	2
California Polytechnic State Uni...	2
California State University	2

Top Job Titles	Unique Postings
Event Coordinators	13
Event Managers	10
Directors of Meetings and Events	5
Event Services Coordinators	4
Event Specialists	4
Planners	4
Event Assistants	3
Special Events Coordinators	3
Event Planners	2
Event Planning Managers	2

## Top Distinguishing Skills by Demand

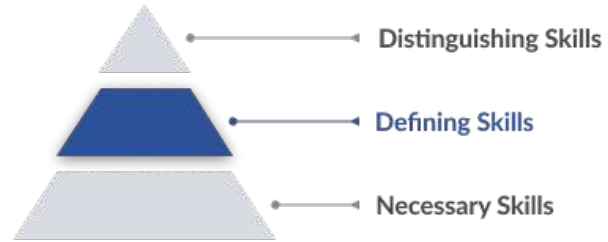
An occupation's Distinguishing Skills are the advanced skills that are called for occasionally. An employee with these skills is likely more specialized and able to differentiate themselves from others in the same role.



Skill	Salary Boosting	Job Postings Requesting
Banquet Event Orders		8
Conference Services		4
Event Marketing		3

## Top Defining Skills by Demand

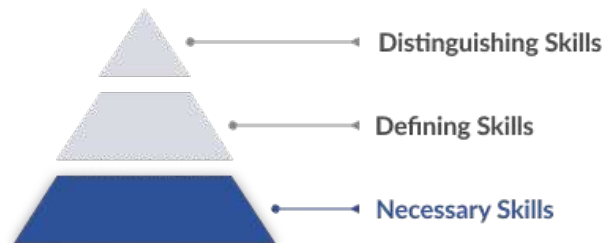
An occupation's Defining Skills represent the day-to-day tasks and responsibilities of the job. An employee needs these skills to qualify for and perform successfully in this occupation.



Skill	Salary Boosting	Job Postings Requesting
Event Planning	✘	45
Event Management	✘	37
Marketing	✘	27

## Top Necessary Skills by Demand

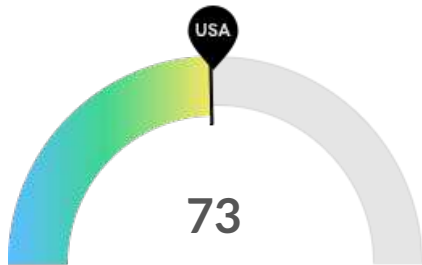
An occupation's Necessary Skills are the specialized skills required for that job and relevant across other similar jobs. An employee needs these skills as building blocks to perform the more complex Defining Skills.



Skill	Salary Boosting	Job Postings Requesting
Valid Driver's License	✘	19
Billing	✘	16
Invoicing	✘	7
Project Management	✘	7
Booking (Sales)	✘	7

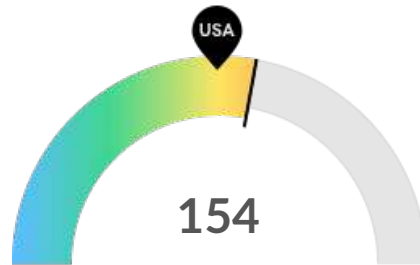
## Demographics

### Retirement Risk Is About Average, While Overall Diversity Is About Average



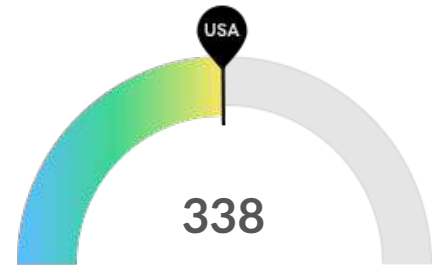
**Retiring Soon**

Retirement risk is about average in your area. The national average for an area this size is 75\* employees 55 or older, while there are 73 here.



**Racial Diversity**

Racial diversity is high in your area. The national average for an area this size is 131\* racially diverse employees, while there are 154 here.

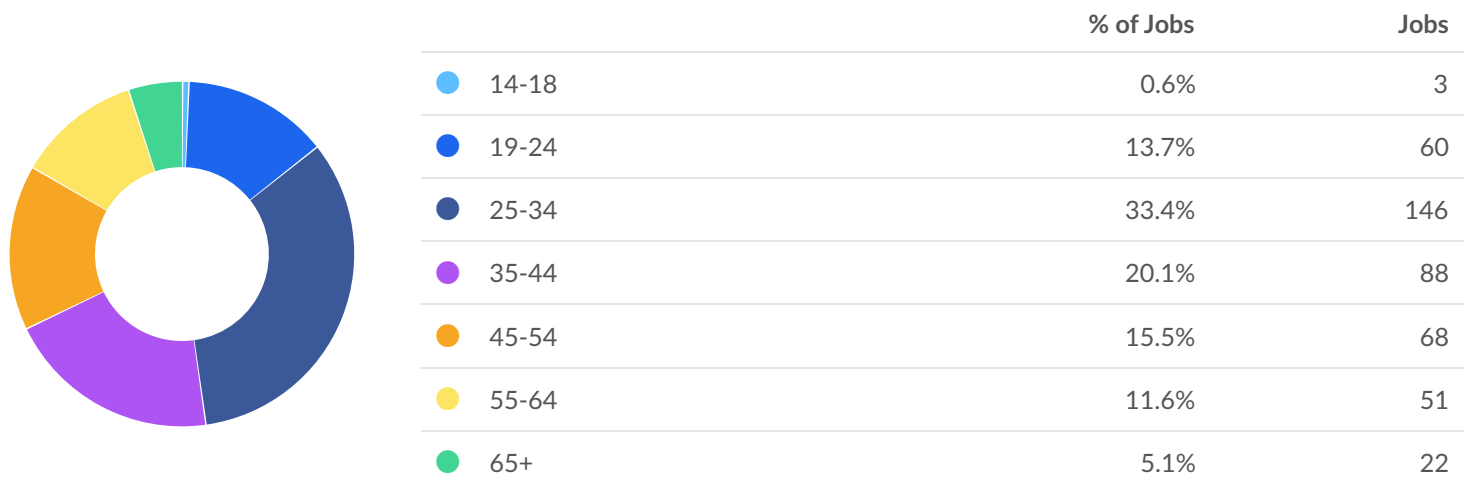


**Gender Diversity**

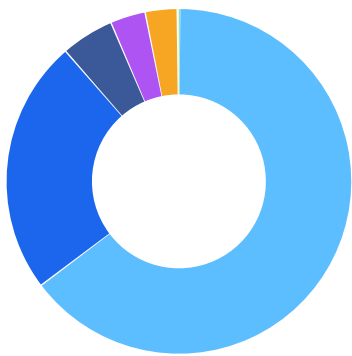
Gender diversity is about average in your area. The national average for an area this size is 340\* female employees, while there are 338 here.

\*National average values are derived by taking the national value for Meeting, Convention, and Event Planners and scaling it down to account for the difference in overall workforce size between the nation and your area. In other words, the values represent the national average adjusted for region size.

## Occupation Age Breakdown



### Occupation Race/Ethnicity Breakdown



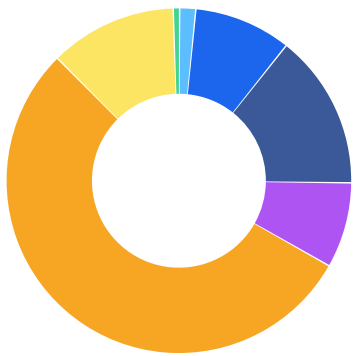
	% of Jobs	Jobs
White	64.6%	282
Hispanic or Latino	23.9%	104
Asian	5.0%	22
Two or More Races	3.3%	14
Black or African American	3.0%	13
American Indian or Alaska Native	0.2%	1
Native Hawaiian or Other Pacific Islander	0.1%	0

### Occupation Gender Breakdown



	% of Jobs	Jobs
Males	22.6%	99
Females	77.4%	338

## National Educational Attainment



	% of Jobs
<span style="color: #00AEEF;">●</span> Less than high school diploma	1.5%
<span style="color: #0070C0;">●</span> High school diploma or equivalent	9.1%
<span style="color: #003366;">●</span> Some college, no degree	14.5%
<span style="color: #800080;">●</span> Associate's degree	8.0%
<span style="color: #FFA500;">●</span> Bachelor's degree	54.4%
<span style="color: #FFD700;">●</span> Master's degree	11.9%
<span style="color: #008000;">●</span> Doctoral or professional degree	0.6%

# Occupational Programs



**2 Programs**

Of the programs that can train for this job, 2 have produced completions in the last 5 years.



**678 Completions (2021)**

The completions from all regional institutions for all degree types.



**77 Openings (2021)**

The average number of openings for an occupation in the region is 74.

CIP Code	Top Programs	Completions (2021)
52.0101	Business/Commerce, General	663 <div style="width: 80%;"></div>
52.0901	Hospitality Administration/Management, General	15

Top Schools	Completions (2021)
Cuesta College	639 <div style="width: 80%;"></div>
Allan Hancock College	37
Santa Barbara City College	2



## Appendix A

### **Meeting, Convention, and Event Planners (SOC 13-1121):**

Coordinate activities of staff, convention personnel, or clients to make arrangements for group meetings, events, or conventions.

#### **Sample of Reported Job Titles:**

Meeting Planner

Events Manager

Conference Services Manager

Conference Planner

Special Events Director

Event Manager

Event Coordinator

Convention Services Manager (CSM)

Conference Services Director

Conference Planning Manager

#### **Related O\*NET Occupation:**

Meeting, Convention, and Event Planners (13-1121.00)