

The 2019 Event Marketing Compensation Report

The industry's only comprehensive salary survey and compensation study



Includes in-depth data on:

- + Average salary benchmarks for 20 different roles across nine geographies
- + How salaries compare on the brand and agency side
- + What average compensation packages look like in the industry
- + Typical bonuses and salary increases
- + A range of other data points including gender and regional breakouts

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THE 2019 EVENT MARKETING COMPENSATION REPORT

THE INDUSTRY'S ONLY SALARY SURVEY AND COMPENSATION STUDY

Welcome to the fourth edition of The Event Marketing Compensation Report. This report provides the event marketing industry's only comprehensive salary survey and compensation study designed to give event marketing professionals, at both brands and agencies, facts and figures to boost their careers. Who earns what, at what level, and where? We detail it all here.

To develop the analysis, Event Marketer conducted surveys of leading event marketing brand executives and agency personnel. Important information about the study and how to use the findings is provided at the end of the report.

A vibrant event and experiential marketing industry depends on an empowered and informed workforce. Event Marketer thanks all of the respondents for their invaluable contribution to the study.

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Brand and Agency Comparisons

Aggregate brand and agency comparisons are provided in the tables below. Key findings include:

- » Brands are more likely to provide a bonus plan compared to agencies.
- » Brands provided more salary increases to more personnel than agencies over the past year.
- » A slightly higher percentage of agency staff believe they will receive a salary increase over the next 12 months (61%) compared to the 58% that received an increase last year.
- » Sixty-five percent of brand event marketing staff are women. At agencies, based on the survey results, 61% of staff are male.

2019	Brands	Agencies
Do you have a bonus plan built into your compensation?	Yes, 67%	Yes, 60%
Have you received a salary increase in the last 12 months?	Yes, 78%	Yes, 58%
Do you anticipate receiving an increase in the next 12 months?	Yes, 71%	Yes, 61%
What is your gender?	Male 35% Female 65%	Male 61% Female 39%

Average Salary Increase Percentage Comparisons

The chart below provides the overall brand and agency salary increase for all positions over the last 12 months compared to what the respondents are expecting over the next year. The data represents the average increases for all titles together.

2019	Brands	Agencies
Average salary increase over last 12 months	4.5%	7.8%
Average salary increase expected over next 12 months	3.7%	6.2%

Salary Differences by Gender

The data reveals disparities between salaries of females and males in many of the same roles, particularly on the brand side. For example, in the role of Vice President in brand marketing departments, males make an average salary of \$163,667, compared to the average female salary of \$150,928, a 7.7% percent difference. For Manager roles, males make an average salary of \$106,942 compared to the average female manager salary of \$83,267, a 22% difference.

Bonus Goal Criteria

Bonus criteria is significantly different for brands and agencies. In general, brands award bonuses based on company goals and a mix of team-member goals and key performance indicators. Agencies often tie bonuses to revenue goals.

2019	Brands	Agencies
Company /Agency goals	69%	37%
Mix of goals and key performance indicators	52%	32%
Revenue goals/increases	49%	76%
Budget/spending management goals	21%	21%
Event measurement or ROI goals	9%	7%
Brand awareness increases or metrics	7%	3%
Campaign metrics goals	5%	1%
Client growth	N/A	35%
Other	7%	8%

Longevity in Current Position

Overall, agency staff have been in their current job roles for a shorter period of time than brand personnel. For example, over half (55%) of agency staff have been in their current positions for under three years. In comparison, only 38% of brand staff have been in their current job for one to three years.

2019	Brands	Agencies
1 to 3 years	38%	55%
4 to 6 years	23%	21%
7 to 10 years	18%	11%
11 to 15 years	9%	6%
Over 15 years	12%	7%

This section provides the brand compensation analysis. The following titles are included:

- » Vice President
- » Senior Director
- » Director
- » Senior Manager
- » Manager
- » Senior Coordinator
- » Coordinator
- » Assistant

The table below provides the average base salary reported in the survey for each of the eight brand titles. The Senior Director base salary average is higher than the average salary data provided by Vice Presidents. While the responses were confidential, Event Marketer believes that a number of the Senior Director roles, especially at large companies, is a factor in this finding. Also, the salaries for Senior Directors and Vice Presidents (and many of the other titles included in this study) can range widely based on company size, industry sector, exact job roles and other factors.

Average Base Salary

Title	2019 Average Base Salary
Vice President	\$160,680
Senior Director	\$172,828
Director	\$123,607
Senior Manager	\$109,880
Manager	\$89,426
Senior Coordinator	\$68,188
Coordinator	\$60,424
Assistant	\$49,571

BRAND SALARIES

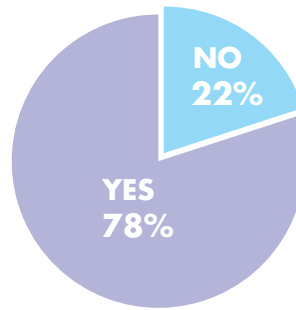
Title: Vice President

AVERAGE BASE SALARY: \$160,680

BASE SALARY BREAKOUTS: AVERAGE MALE & FEMALE

ALL AVERAGE		\$160,680
MALE AVERAGE		\$163,667
FEMALE AVERAGE		\$150,928

IS A BONUS PLAN BUILT INTO COMPENSATION?



MAXIMUM BONUS AMOUNT:

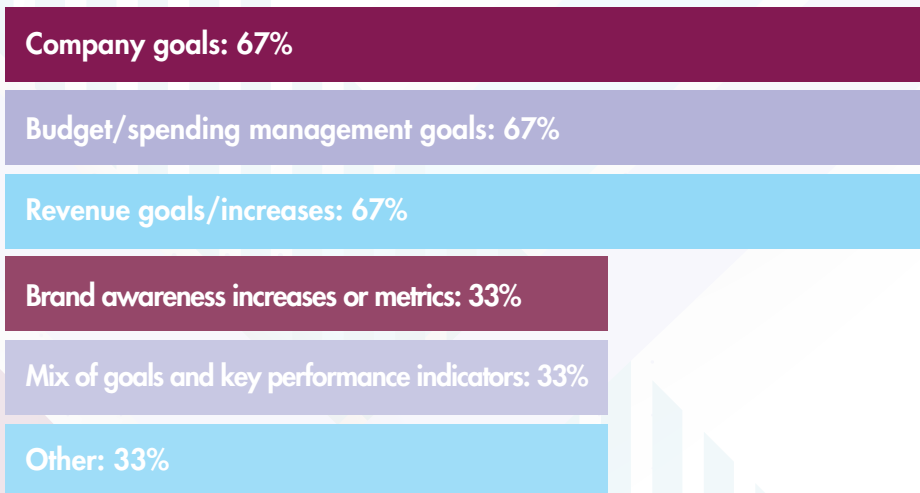


IS THE BONUS PLAN GUARANTEED OR GOAL-BASED?



GUARANTEED: 0%

WHAT IS THE GOAL BASED ON?

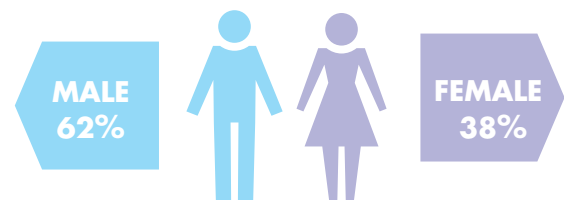


Title: Vice President

SALARY INCREASES

	YES	NO
WAS SALARY INCREASED IN LAST YEAR?	68%	32%
IS SALARY INCREASE EXPECTED THIS YEAR?	64%	36%

GENDER OF RESPONDENTS



SALARY INCREASES

	ALL AVERAGE
LAST YEAR	4.8%
THIS YEAR	3.3%

LENGTH OF TIME IN CURRENT POSITION AND AVERAGE BASE SALARY

	YEARS IN POSITION	AVERAGE BASE SALARY
1 to 3 years	36%	\$179,667
4 to 6 years	8%	\$202,500
7 to 10 years	32%	\$156,544
11 to 15 years	4%	\$105,000
Over 15 years	20%	\$124,800

AVERAGE BASE SALARY BY REGION




	ALL AVERAGE	AVERAGE BASE SALARY
NEW ENGLAND: CT, ME, MA, NH, RI, VT	30%	\$145,050
MID-ATLANTIC: NJ, NY, PA	25%	\$190,667
MIDWEST: IL, IN, IA, KS, MI, MN, MO, NE, ND, OH, SD, WI	13%	\$148,667
GREATER WASHINGTON, D.C. REGION: DE, DC, MD, VA	0%	-
SOUTH ATLANTIC: FL, GA, NC, SC	8%	\$118,000
EAST AND WEST SOUTH CENTRAL: AL, AR, KY, LA, MS, OK, TN, TX, WV	8%	\$256,000
MOUNTAIN: AZ, CO, ID, MT, NV, NM, UT, WY	0%	-
PACIFIC: AK, CA, HI, OR, WA	8%	\$142,500
CANADA	8%	\$100,000

BRAND SALARIES

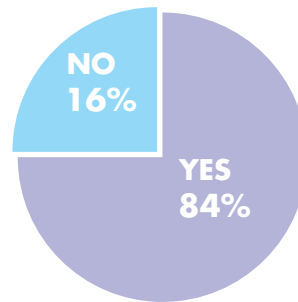
Title: Senior Director

AVERAGE BASE SALARY: \$172,828

**BASE SALARY BREAKOUTS:
AVERAGE MALE & FEMALE**

ALL AVERAGE		\$172,828
MALE AVERAGE		\$175,714
FEMALE AVERAGE		\$168,031

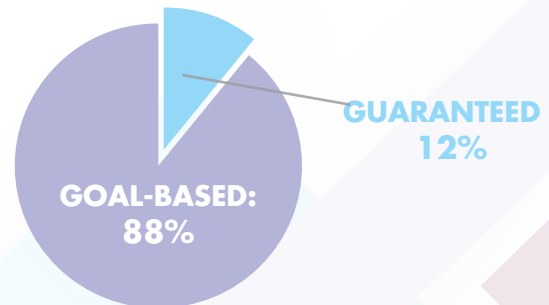
**IS A BONUS PLAN BUILT INTO
COMPENSATION?**



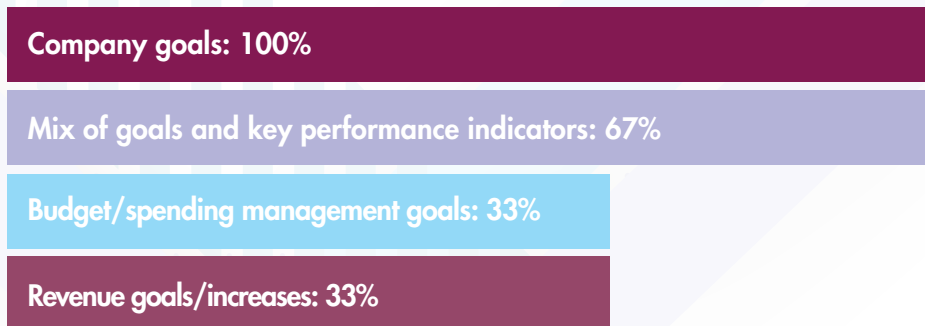
MAXIMUM BONUS AMOUNT:



**IS THE BONUS PLAN GUARANTEED
OR GOAL-BASED?**



WHAT IS THE GOAL BASED ON?

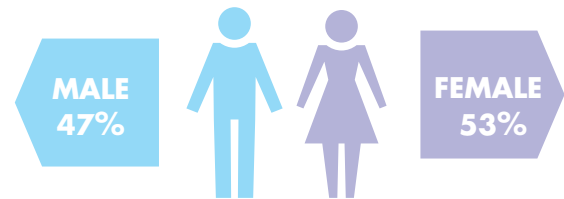


Title: Senior Director

SALARY INCREASES

	YES	NO
WAS SALARY INCREASED IN LAST YEAR?	68%	32%
IS SALARY INCREASE EXPECTED THIS YEAR?	61%	39%

GENDER OF RESPONDENTS



SALARY INCREASES

	ALL AVERAGE
LAST YEAR	6.1%
THIS YEAR	3.3%

LENGTH OF TIME IN CURRENT POSITION AND AVERAGE BASE SALARY

	YEARS IN POSITION	Average Base Salary
1 to 3 years	26%	\$171,750
4 to 6 years	42%	\$155,269
7 to 10 years	26%	\$191,875
11 to 15 years	6%	\$175,500
Over 15 years	-	-

AVERAGE BASE SALARY BY REGION


	ALL AVERAGE	AVERAGE BASE SALARY
NEW ENGLAND: CT, ME, MA, NH, RI, VT	3%	\$170,000
MID-ATLANTIC: NJ, NY, PA	30%	\$162,389
MIDWEST: IL, IN, IA, KS, MI, MN, MO, NE, ND, OH, SD, WI	20%	\$183,333
GREATER WASHINGTON, D.C. REGION: DE, DC, MD, VA	7%	\$182,500
SOUTH ATLANTIC: FL, GA, NC, SC	-	-
EAST AND WEST SOUTH CENTRAL: AL, AR, KY, LA, MS, OK, TN, TX, WV	3%	\$165,000
MOUNTAIN: AZ, CO, ID, MT, NV, NM, UT, WY	7%	\$100,000
PACIFIC: AK, CA, HI, OR, WA	30%	\$187,444
CANADA	-	-

BRAND SALARIES

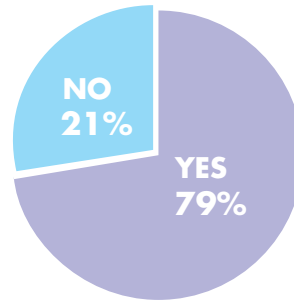
Title: Director

AVERAGE BASE SALARY: \$123,607

BASE SALARY BREAKOUTS: AVERAGE MALE & FEMALE

ALL AVERAGE		\$123,607
MALE AVERAGE		\$135,825
FEMALE AVERAGE		\$114,118

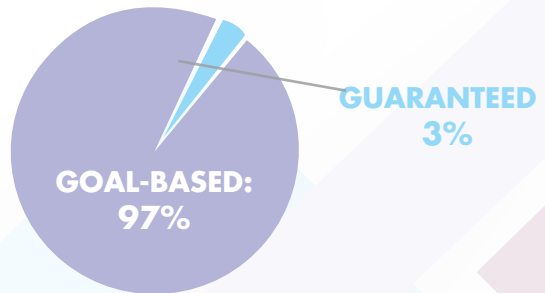
IS A BONUS PLAN BUILT INTO COMPENSATION?



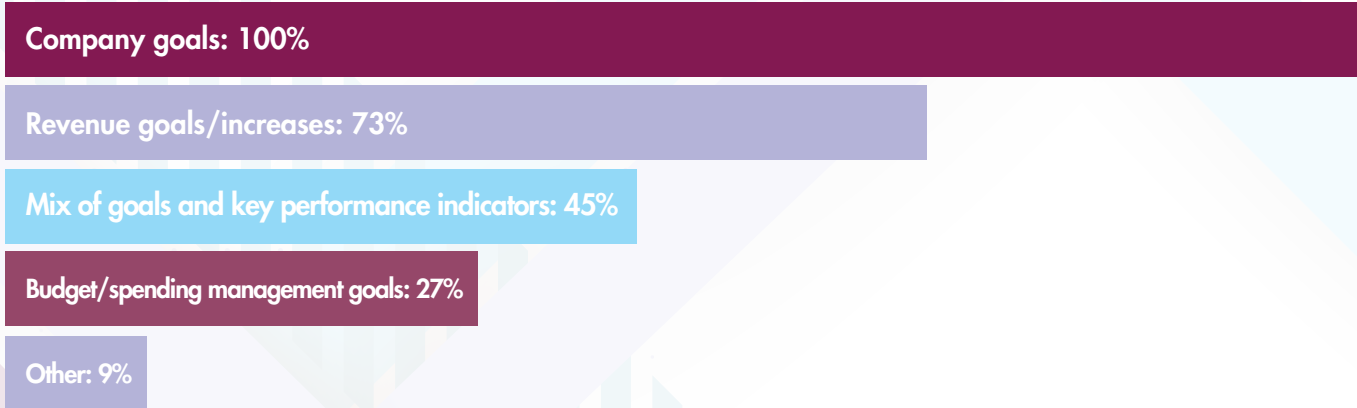
MAXIMUM BONUS AMOUNT:



IS THE BONUS PLAN GUARANTEED OR GOAL-BASED?



WHAT IS THE GOAL BASED ON?

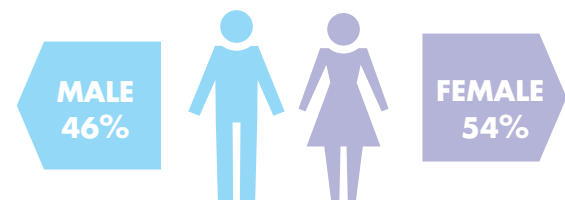


Title: Director

SALARY INCREASES

	YES	NO
WAS SALARY INCREASED IN LAST YEAR?	78%	22%
IS SALARY INCREASE EXPECTED THIS YEAR?	80%	20%

GENDER OF RESPONDENTS



SALARY INCREASES

	ALL AVERAGE
LAST YEAR	4.5%
THIS YEAR	3.7%

LENGTH OF TIME IN CURRENT POSITION AND AVERAGE BASE SALARY

	YEARS IN POSITION	Average Base Salary
1 to 3 years	35%	\$128,351
4 to 6 years	27%	\$128,650
7 to 10 years	16%	\$122,320
11 to 15 years	12%	\$115,013
Over 15 years	9%	\$109,957

AVERAGE BASE SALARY BY REGION

	ALL AVERAGE	AVERAGE BASE SALARY
NEW ENGLAND: CT, ME, MA, NH, RI, VT	15%	\$112,409
MID-ATLANTIC: NJ, NY, PA	30%	\$128,892
MIDWEST: IL, IN, IA, KS, MI, MN, MO, NE, ND, OH, SD, WI	15%	\$116,273
GREATER WASHINGTON, D.C. REGION: DE, DC, MD, VA	1%	\$129,615
SOUTH ATLANTIC: FL, GA, NC, SC	6%	\$155,000
EAST AND WEST SOUTH CENTRAL: AL, AR, KY, LA, MS, OK, TN, TX, WV	7%	\$154,120
MOUNTAIN: AZ, CO, ID, MT, NV, NM, UT, WY	3%	\$94,000
PACIFIC: AK, CA, HI, OR, WA	17%	\$119,861
CANADA	6%	\$94,750

BRAND SALARIES

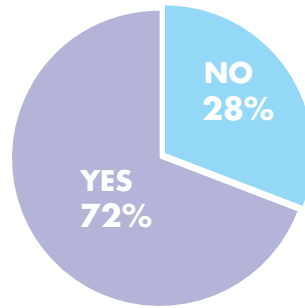
Title: Senior Manager

AVERAGE BASE SALARY: \$109,880

BASE SALARY BREAKOUTS: AVERAGE MALE & FEMALE

ALL AVERAGE		\$109,880
MALE AVERAGE		\$112,325
FEMALE AVERAGE		\$107,962

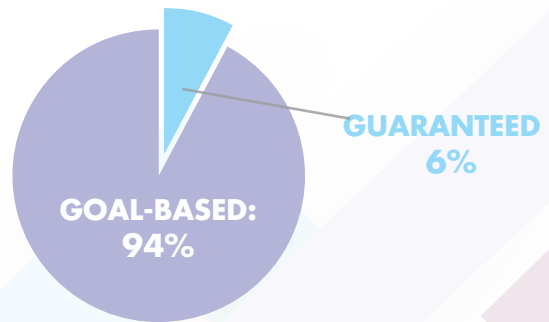
IS A BONUS PLAN BUILT INTO COMPENSATION?



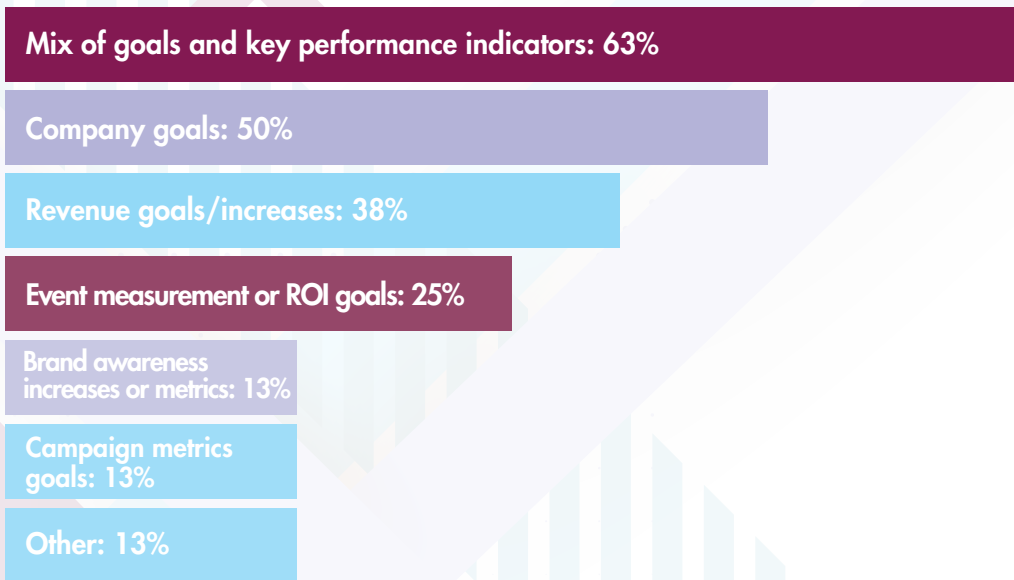
MAXIMUM BONUS AMOUNT:



IS THE BONUS PLAN GUARANTEED OR GOAL-BASED?



WHAT IS THE GOAL BASED ON?

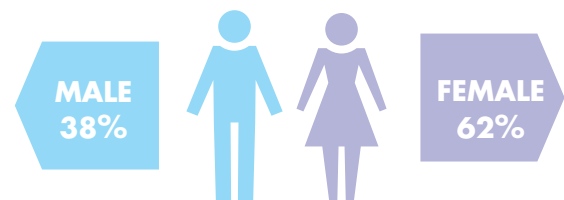


Title: Senior Manager

SALARY INCREASES

	YES	NO
WAS SALARY INCREASED IN LAST YEAR?	80%	20%
IS SALARY INCREASE EXPECTED THIS YEAR?	70%	30%

GENDER OF RESPONDENTS



SALARY INCREASES

	ALL AVERAGE
LAST YEAR	3.5%
THIS YEAR	2.8%

LENGTH OF TIME IN CURRENT POSITION AND AVERAGE BASE SALARY

	YEARS IN POSITION	Average Base Salary
1 to 3 years	29%	\$112,194
4 to 6 years	26%	\$104,687
7 to 10 years	21%	\$112,618
11 to 15 years	10%	\$111,262
Over 15 years	14%	\$110,846

AVERAGE BASE SALARY BY REGION

	ALL AVERAGE	AVERAGE BASE SALARY
NEW ENGLAND: CT, ME, MA, NH, RI, VT	5%	\$98,250
MID-ATLANTIC: NJ, NY, PA	19%	\$116,706
MIDWEST: IL, IN, IA, KS, MI, MN, MO, NE, ND, OH, SD, WI	18%	\$110,428
GREATER WASHINGTON, D.C. REGION: DE, DC, MD, VA	9%	\$95,875
SOUTH ATLANTIC: FL, GA, NC, SC	6%	\$93,400
EAST AND WEST SOUTH CENTRAL: AL, AR, KY, LA, MS, OK, TN, TX, WV	11%	\$103,100
MOUNTAIN: AZ, CO, ID, MT, NV, NM, UT, WY	1%	\$80,000
PACIFIC: AK, CA, HI, OR, WA	26%	\$127,178
CANADA	5%	\$77,500

BRAND SALARIES

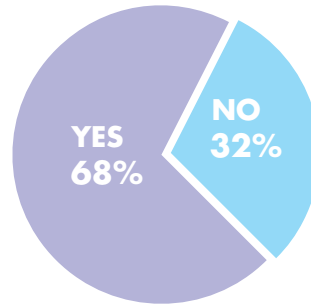
Title: **Manager**

AVERAGE BASE SALARY: \$89,426

BASE SALARY BREAKOUTS: AVERAGE MALE & FEMALE

ALL AVERAGE		\$89,426
MALE AVERAGE		\$106,942
FEMALE AVERAGE		\$83,267

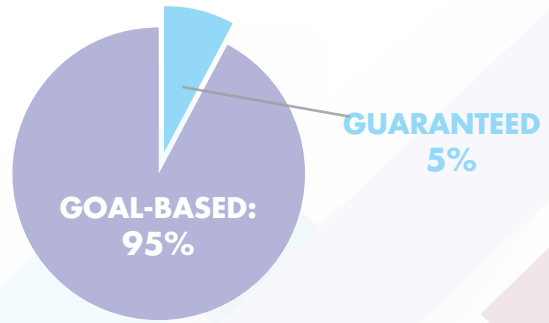
IS A BONUS PLAN BUILT INTO COMPENSATION?



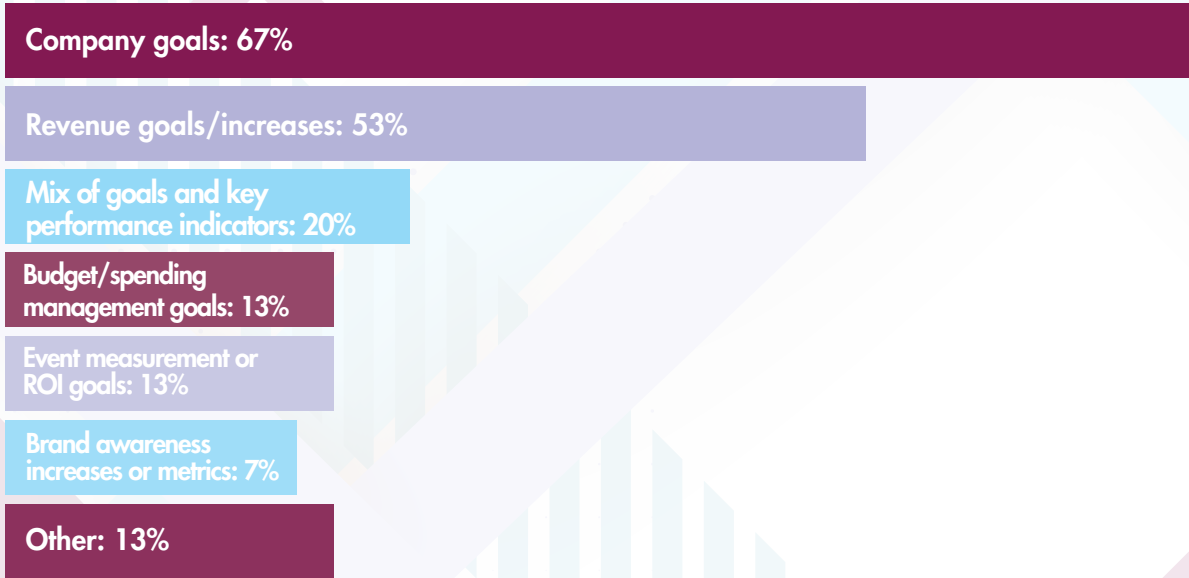
MAXIMUM BONUS AMOUNT:



IS THE BONUS PLAN GUARANTEED OR GOAL-BASED?



WHAT IS THE GOAL BASED ON?

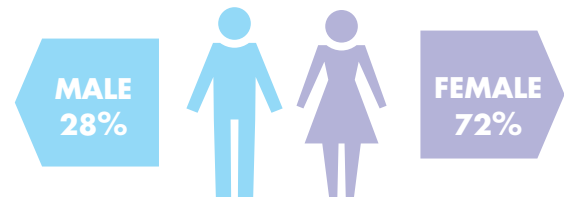


Title: Manager

SALARY INCREASES

	YES	NO
WAS SALARY INCREASED IN LAST YEAR?	79%	21%
IS SALARY INCREASE EXPECTED THIS YEAR?	69%	31%

GENDER OF RESPONDENTS



SALARY INCREASES

	ALL AVERAGE
LAST YEAR	5.2%
THIS YEAR	4.1%

LENGTH OF TIME IN CURRENT POSITION AND AVERAGE BASE SALARY

	YEARS IN POSITION	Average Base Salary
1 to 3 years	45%	\$85,747
4 to 6 years	20%	\$84,705
7 to 10 years	15%	\$84,417
11 to 15 years	9%	\$123,059
Over 15 years	10%	\$96,146

AVERAGE BASE SALARY BY REGION



	ALL AVERAGE	AVERAGE BASE SALARY
NEW ENGLAND: CT, ME, MA, NH, RI, VT	7%	\$79,183
MID-ATLANTIC: NJ, NY, PA	18%	\$90,846
MIDWEST: IL, IN, IA, KS, MI, MN, MO, NE, ND, OH, SD, WI	25%	\$91,180
GREATER WASHINGTON, D.C. REGION: DE, DC, MD, VA	4%	\$86,143
SOUTH ATLANTIC: FL, GA, NC, SC	9%	\$86,080
EAST AND WEST SOUTH CENTRAL: AL, AR, KY, LA, MS, OK, TN, TX, WV	12%	\$93,019
MOUNTAIN: AZ, CO, ID, MT, NV, NM, UT, WY	5%	\$76,539
PACIFIC: AK, CA, HI, OR, WA	16%	\$99,216
CANADA	4%	\$72,000

BRAND SALARIES

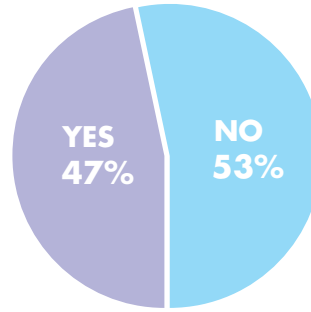
Title: Senior Coordinator

AVERAGE BASE SALARY: \$68,188

BASE SALARY BREAKOUTS: AVERAGE MALE & FEMALE

ALL AVERAGE		\$68,188
MALE AVERAGE		\$66,000
FEMALE AVERAGE		\$70,043

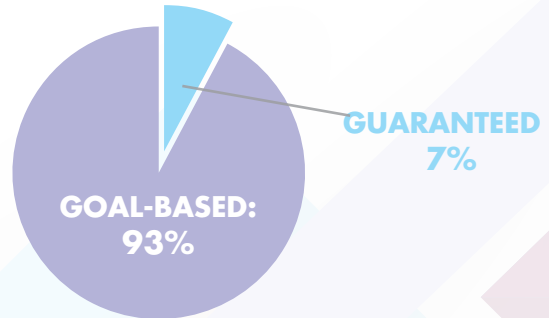
IS A BONUS PLAN BUILT INTO COMPENSATION?



MAXIMUM BONUS AMOUNT:



IS THE BONUS PLAN GUARANTEED OR GOAL-BASED?



WHAT IS THE GOAL BASED ON?

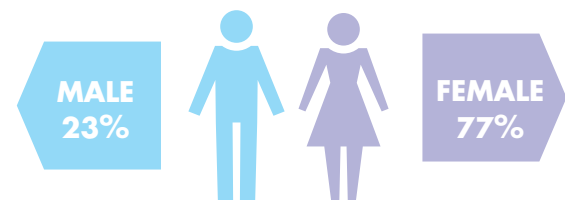
- Company goals: 100%
- Revenue goals/increases: 100%

Title: Senior Coordinator

SALARY INCREASES

	YES	NO
WAS SALARY INCREASED IN LAST YEAR?	87%	13%
IS SALARY INCREASE EXPECTED THIS YEAR?	83%	17%

GENDER OF RESPONDENTS



SALARY INCREASES

	ALL AVERAGE
LAST YEAR	3.6%
THIS YEAR	4.4%

LENGTH OF TIME IN CURRENT POSITION AND AVERAGE BASE SALARY

	YEARS IN POSITION	Average Base Salary
1 to 3 years	37%	\$61,818
4 to 6 years	13%	\$58,750
7 to 10 years	17%	\$68,800
11 to 15 years	13%	\$77,000
Over 15 years	20%	\$84,333

AVERAGE BASE SALARY BY REGION

	ALL AVERAGE	AVERAGE BASE SALARY
NEW ENGLAND: CT, ME, MA, NH, RI, VT	7%	\$77,500
MID-ATLANTIC: NJ, NY, PA	10%	\$69,333
MIDWEST: IL, IN, IA, KS, MI, MN, MO, NE, ND, OH, SD, WI	40%	\$65,750
GREATER WASHINGTON, D.C. REGION: DE, DC, MD, VA	7%	\$51,500
SOUTH ATLANTIC: FL, GA, NC, SC	3%	\$90,000
EAST AND WEST SOUTH CENTRAL: AL, AR, KY, LA, MS, OK, TN, TX, WV	7%	\$64,500
MOUNTAIN: AZ, CO, ID, MT, NV, NM, UT, WY	3%	\$62,000
PACIFIC: AK, CA, HI, OR, WA	20%	\$80,333
CANADA	3%	\$55,000

BRAND SALARIES

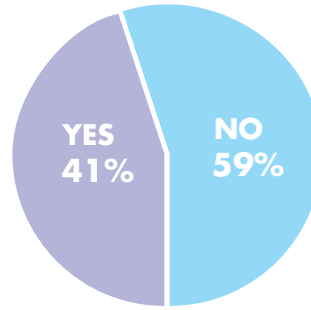
Title: Coordinator

AVERAGE BASE SALARY: \$60,424

BASE SALARY BREAKOUTS: AVERAGE MALE & FEMALE

ALL AVERAGE		\$60,424
MALE AVERAGE		\$61,158
FEMALE AVERAGE		\$58,816

IS A BONUS PLAN BUILT INTO COMPENSATION?



MAXIMUM BONUS AMOUNT:



IS THE BONUS PLAN GUARANTEED OR GOAL-BASED?



GUARANTEED: 0%

WHAT IS THE GOAL BASED ON?

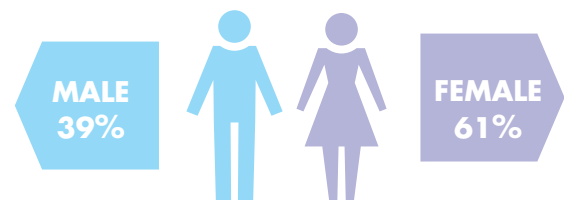
- Company goals: 100%
- Budget/spending management goals: 50%
- Revenue goals/increases: 50%
- Mix of goals and key performance indicators: 50%

Title: Coordinator

SALARY INCREASES

	YES	NO
WAS SALARY INCREASED IN LAST YEAR?	82%	18%
IS SALARY INCREASE EXPECTED THIS YEAR?	79%	21%

GENDER OF RESPONDENTS



SALARY INCREASES

	ALL AVERAGE
LAST YEAR	4.2%
THIS YEAR	4.3%

LENGTH OF TIME IN CURRENT POSITION AND AVERAGE BASE SALARY

	YEARS IN POSITION	Average Base Salary
1 to 3 years	48%	\$59,157
4 to 6 years	24%	\$64,987
7 to 10 years	15%	\$57,400
11 to 15 years	3%	\$65,000
Over 15 years	9%	\$64,667

AVERAGE BASE SALARY BY REGION

	ALL AVERAGE	AVERAGE BASE SALARY
NEW ENGLAND: CT, ME, MA, NH, RI, VT	5%	\$50,250
MID-ATLANTIC: NJ, NY, PA	13%	\$60,025
MIDWEST: IL, IN, IA, KS, MI, MN, MO, NE, ND, OH, SD, WI	22%	\$66,071
GREATER WASHINGTON, D.C. REGION: DE, DC, MD, VA	3%	\$50,000
SOUTH ATLANTIC: FL, GA, NC, SC	9%	\$58,000
EAST AND WEST SOUTH CENTRAL: AL, AR, KY, LA, MS, OK, TN, TX, WV	19%	\$56,466
MOUNTAIN: AZ, CO, ID, MT, NV, NM, UT, WY	13%	\$68,000
PACIFIC: AK, CA, HI, OR, WA	13%	\$56,128
CANADA	3%	\$58,000



BRAND SALARIES

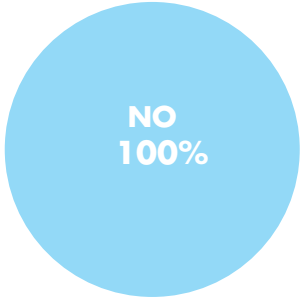
Title: Assistant

AVERAGE BASE SALARY: \$49,571

**BASE SALARY BREAKOUTS:
AVERAGE MALE & FEMALE**

**IS A BONUS PLAN BUILT INTO
COMPENSATION?**

ALL AVERAGE		\$49,571
MALE AVERAGE		-
FEMALE AVERAGE		\$49,571



WHAT IS THE GOAL BASED ON?

Not applicable

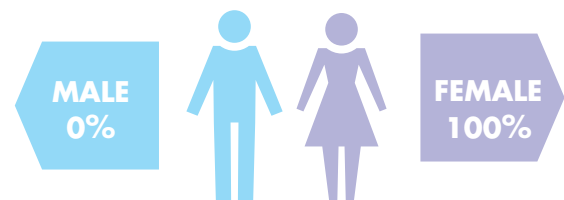


Title: Assistant

SALARY INCREASES

	YES	NO
WAS SALARY INCREASED IN LAST YEAR?	83%	17%
IS SALARY INCREASE EXPECTED THIS YEAR?	50%	50%

GENDER OF RESPONDENTS



SALARY INCREASES

	ALL AVERAGE
LAST YEAR	4.6%
THIS YEAR	4.5%

LENGTH OF TIME IN CURRENT POSITION AND AVERAGE BASE SALARY

	YEARS IN POSITION	Average Base Salary
1 to 3 years	-	-
4 to 6 years	-	-
7 to 10 years	83%	\$52,525
11 to 15 years	-	-
Over 15 years	17%	\$34,800

AVERAGE BASE SALARY BY REGION

	ALL AVERAGE	AVERAGE BASE SALARY
NEW ENGLAND: CT, ME, MA, NH, RI, VT	-	-
MID-ATLANTIC: NJ, NY, PA	33%	\$55,250
MIDWEST: IL, IN, IA, KS, MI, MN, MO, NE, ND, OH, SD, WI	33%	\$51,000
GREATER WASHINGTON, D.C. REGION: DE, DC, MD, VA	17%	\$50,126
SOUTH ATLANTIC: FL, GA, NC, SC	-	-
EAST AND WEST SOUTH CENTRAL: AL, AR, KY, LA, MS, OK, TN, TX, WV	17%	\$34,800
MOUNTAIN: AZ, CO, ID, MT, NV, NM, UT, WY	-	-
PACIFIC: AK, CA, HI, OR, WA	-	-
CANADA	-	-

The agency compensation analysis is provided in this section. The following agency titles are covered:

- » CEO
- » President
- » EVP/SVP
- » VP
- » Senior Account Executive
- » Account Executive
- » Senior Director
- » Director
- » Senior Designer/Creative Director
- » Senior Manager
- » Manager
- » Coordinator

Average Base Salary




Title	2019 Average Base Salary
CEO	\$252,500
President	\$221,429
EVP/SVP	\$179,036
VP	\$163,208
Senior Account Executive	\$81,385
Account Executive	\$59,091
Senior Director	\$137,889
Director	\$104,526
Senior Designer/Creative	\$112,028
Senior Manager	\$80,000
Manager	\$66,988
Coordinator	\$41,125

AGENCY SALARIES

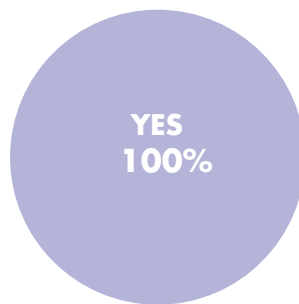
Agency: CEO

AVERAGE BASE SALARY: \$252,500

BASE SALARY BREAKOUTS: AVERAGE MALE & FEMALE

ALL AVERAGE		\$252,500
MALE AVERAGE		\$252,500
FEMALE AVERAGE		-

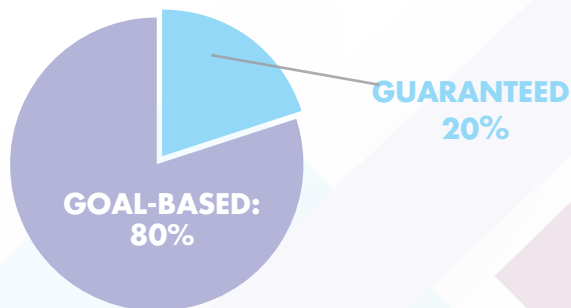
IS A BONUS PLAN BUILT INTO COMPENSATION?



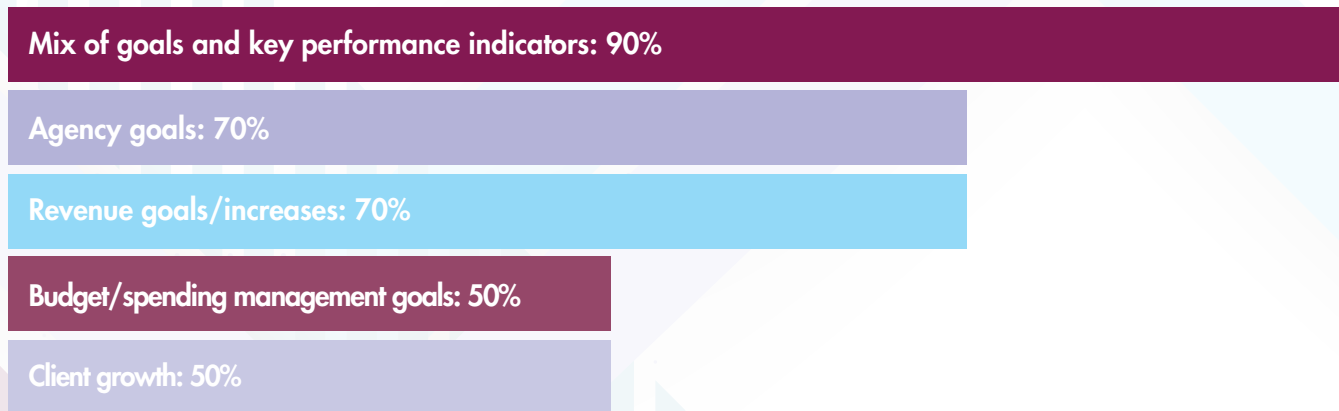
MAXIMUM BONUS AMOUNT:



IS THE BONUS PLAN GUARANTEED OR GOAL-BASED?



WHAT IS THE GOAL BASED ON?

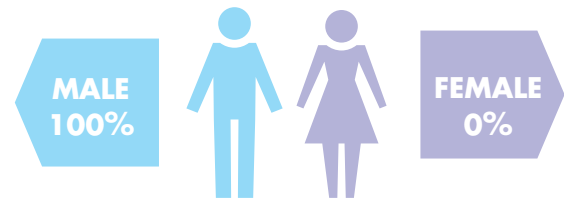


Agency: CEO

SALARY INCREASES

	YES	NO
WAS SALARY INCREASED IN LAST YEAR?	30%	70%
IS SALARY INCREASE EXPECTED THIS YEAR?	50%	50%

GENDER OF RESPONDENTS



SALARY INCREASES

	ALL AVERAGE
LAST YEAR	10%
THIS YEAR	7.5%

LENGTH OF TIME IN CURRENT POSITION AND AVERAGE BASE SALARY

	YEARS IN POSITION	Average Base Salary
1 to 3 years	-	-
4 to 6 years	-	-
7 to 10 years	20%	\$265,000
11 to 15 years	20%	\$262,500
Over 15 years	60%	\$245,000

AVERAGE BASE SALARY BY REGION




	ALL AVERAGE	AVERAGE BASE SALARY
NEW ENGLAND: CT, ME, MA, NH, RI, VT	-	-
MID-ATLANTIC: NJ, NY, PA	-	-
MIDWEST: IL, IN, IA, KS, MI, MN, MO, NE, ND, OH, SD, WI	10%	\$275,000
GREATER WASHINGTON, D.C. REGION: DE, DC, MD, VA	30%	\$260,000
SOUTH ATLANTIC: FL, GA, NC, SC	60%	\$245,000
EAST AND WEST SOUTH CENTRAL: AL, AR, KY, LA, MS, OK, TN, TX, WV	-	-
MOUNTAIN: AZ, CO, ID, MT, NV, NM, UT, WY	-	-
PACIFIC: AK, CA, HI, OR, WA	-	-
CANADA	-	-

AGENCY SALARIES

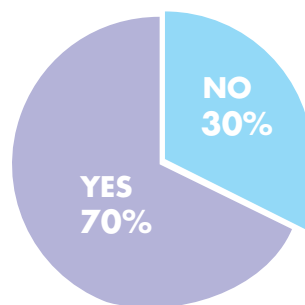
Agency: President

AVERAGE BASE SALARY: \$221,429

BASE SALARY BREAKOUTS: AVERAGE MALE & FEMALE

ALL AVERAGE		\$221,429
MALE AVERAGE		\$221,429
FEMALE AVERAGE		-

IS A BONUS PLAN BUILT INTO COMPENSATION?



MAXIMUM BONUS AMOUNT:

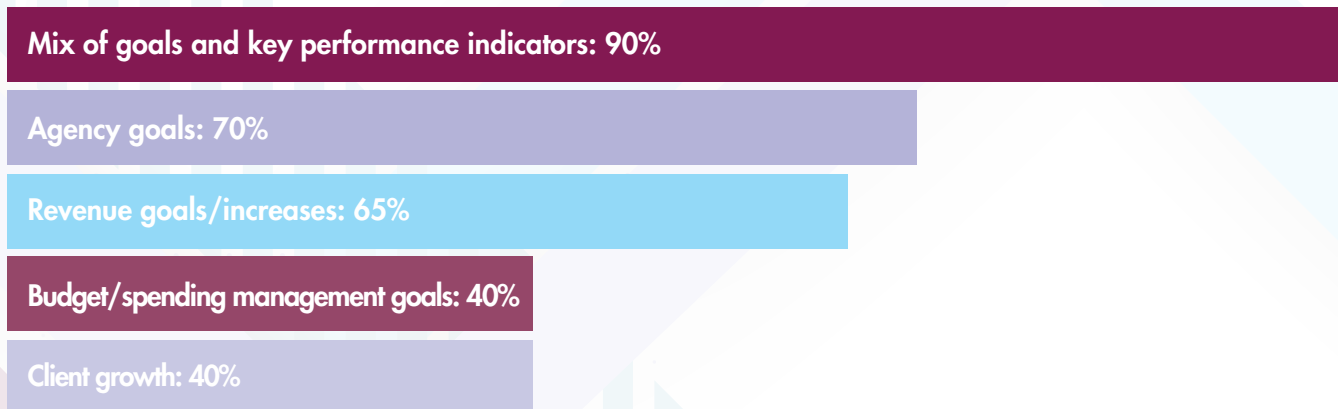


IS THE BONUS PLAN GUARANTEED OR GOAL-BASED?



GUARANTEED: 0%

WHAT IS THE GOAL BASED ON?

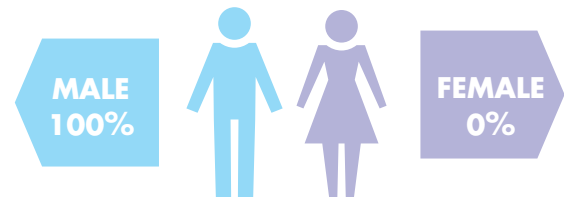


Agency: President

SALARY INCREASES

	YES	NO
WAS SALARY INCREASED IN LAST YEAR?	29%	71%
IS SALARY INCREASE EXPECTED THIS YEAR?	86%	14%

GENDER OF RESPONDENTS



SALARY INCREASES

	ALL AVERAGE
LAST YEAR	4%
THIS YEAR	5.3%

LENGTH OF TIME IN CURRENT POSITION AND AVERAGE BASE SALARY

	YEARS IN POSITION	Average Base Salary
1 to 3 years	-	-
4 to 6 years	72%	\$210,000
7 to 10 years	14%	\$400,000
11 to 15 years	-	-
Over 15 years	14%	\$100,000

AVERAGE BASE SALARY BY REGION

	ALL AVERAGE	AVERAGE BASE SALARY
NEW ENGLAND: CT, ME, MA, NH, RI, VT	-	-
MID-ATLANTIC: NJ, NY, PA	86%	\$208,333
MIDWEST: IL, IN, IA, KS, MI, MN, MO, NE, ND, OH, SD, WI	-	-
GREATER WASHINGTON, D.C. REGION: DE, DC, MD, VA	-	-
SOUTH ATLANTIC: FL, GA, NC, SC	14%	\$300,000
EAST AND WEST SOUTH CENTRAL: AL, AR, KY, LA, MS, OK, TN, TX, WV	-	-
MOUNTAIN: AZ, CO, ID, MT, NV, NM, UT, WY	-	-
PACIFIC: AK, CA, HI, OR, WA	-	-
CANADA	-	-

AGENCY SALARIES

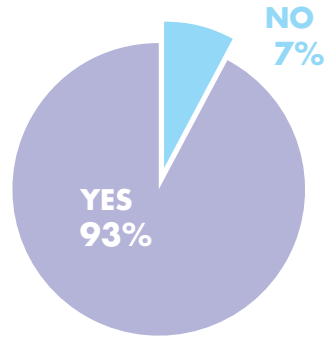
Agency: EVP/SVP

AVERAGE BASE SALARY: \$179,036

BASE SALARY BREAKOUTS: AVERAGE MALE & FEMALE

ALL AVERAGE		\$179,036
MALE AVERAGE		\$174,905
FEMALE AVERAGE		\$176,000

IS A BONUS PLAN BUILT INTO COMPENSATION?



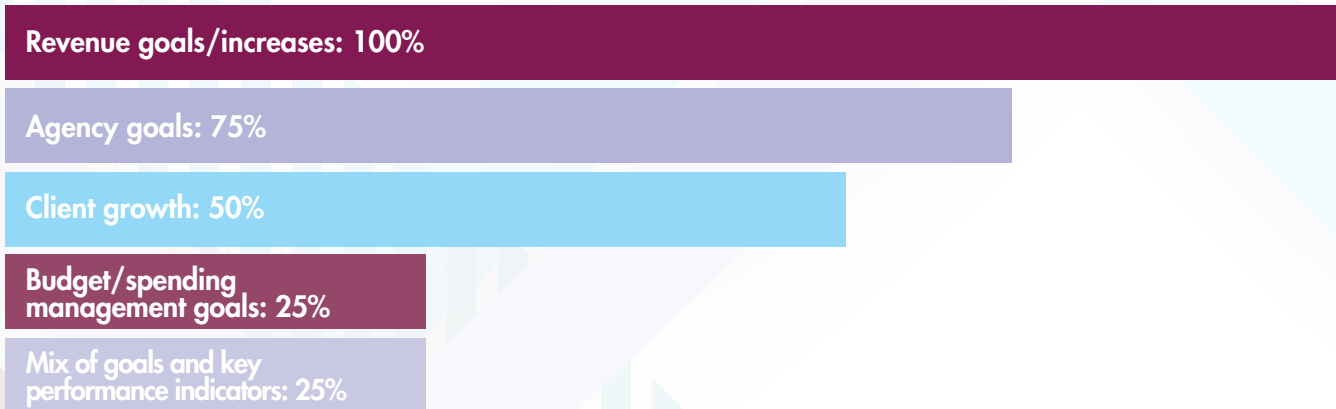
MAXIMUM BONUS AMOUNT:



IS THE BONUS PLAN GUARANTEED OR GOAL-BASED?



WHAT IS THE GOAL BASED ON?

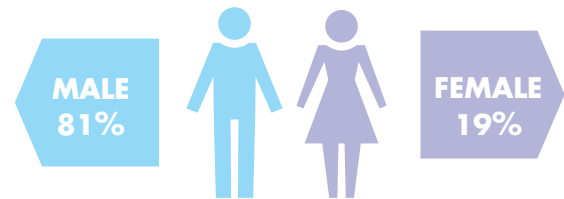


Agency: EVP/SVP

SALARY INCREASES

	YES	NO
WAS SALARY INCREASED IN LAST YEAR?	67%	33%
IS SALARY INCREASE EXPECTED THIS YEAR?	44%	56%

GENDER OF RESPONDENTS



SALARY INCREASES

	ALL AVERAGE
LAST YEAR	6.3%
THIS YEAR	4%

LENGTH OF TIME IN CURRENT POSITION AND AVERAGE BASE SALARY

	YEARS IN POSITION	Average Base Salary
1 to 3 years	18%	\$222,400
4 to 6 years	32%	\$183,444
7 to 10 years	14%	\$145,000
11 to 15 years	21%	\$141,667
Over 15 years	14%	\$205,000

AVERAGE BASE SALARY BY REGION




	ALL AVERAGE	AVERAGE BASE SALARY
NEW ENGLAND: CT, ME, MA, NH, RI, VT	28%	\$186,143
MID-ATLANTIC: NJ, NY, PA	8%	\$265,000
MIDWEST: IL, IN, IA, KS, MI, MN, MO, NE, ND, OH, SD, WI	28%	\$167,857
GREATER WASHINGTON, D.C. REGION: DE, DC, MD, VA	-	-
SOUTH ATLANTIC: FL, GA, NC, SC	16%	\$137,500
EAST AND WEST SOUTH CENTRAL: AL, AR, KY, LA, MS, OK, TN, TX, WV	-	-
MOUNTAIN: AZ, CO, ID, MT, NV, NM, UT, WY	12%	\$197,333
PACIFIC: AK, CA, HI, OR, WA	-	-
CANADA	8%	\$230,000

AGENCY SALARIES

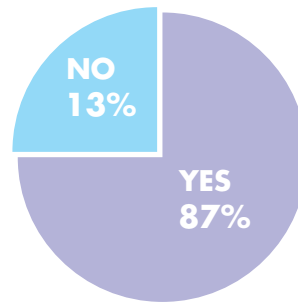
Agency: VP

AVERAGE BASE SALARY: \$163,208

BASE SALARY BREAKOUTS: AVERAGE MALE & FEMALE

ALL AVERAGE		\$163,208
MALE AVERAGE		\$168,611
FEMALE AVERAGE		\$147,000

IS A BONUS PLAN BUILT INTO COMPENSATION?



MAXIMUM BONUS AMOUNT:



IS THE BONUS PLAN GUARANTEED OR GOAL-BASED?



GUARANTEED: 0%

WHAT IS THE GOAL BASED ON?

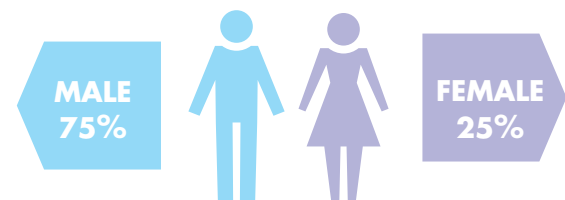
- Revenue goals/increases: 50%
- Mix of goals and key performance indicators: 50%
- Client growth: 17%

Agency: VP

SALARY INCREASES

	YES	NO
WAS SALARY INCREASED IN LAST YEAR?	58%	42%
IS SALARY INCREASE EXPECTED THIS YEAR?	58%	42%

GENDER OF RESPONDENTS



SALARY INCREASES

	ALL AVERAGE
LAST YEAR	5%
THIS YEAR	4.2%

LENGTH OF TIME IN CURRENT POSITION AND AVERAGE BASE SALARY

	YEARS IN POSITION	Average Base Salary
1 to 3 years	38%	\$168,000
4 to 6 years	17%	\$225,000
7 to 10 years	25%	\$129,167
11 to 15 years	21%	\$146,000
Over 15 years	-	-




AVERAGE BASE SALARY BY REGION

	ALL AVERAGE	AVERAGE BASE SALARY
NEW ENGLAND: CT, ME, MA, NH, RI, VT	12%	\$148,333
MID-ATLANTIC: NJ, NY, PA	48%	\$152,455
MIDWEST: IL, IN, IA, KS, MI, MN, MO, NE, ND, OH, SD, WI	22%	\$154,000
GREATER WASHINGTON, D.C. REGION: DE, DC, MD, VA	-	-
SOUTH ATLANTIC: FL, GA, NC, SC	-	-
EAST AND WEST SOUTH CENTRAL: AL, AR, KY, LA, MS, OK, TN, TX, WV	9%	\$122,500
MOUNTAIN: AZ, CO, ID, MT, NV, NM, UT, WY	-	-
PACIFIC: AK, CA, HI, OR, WA	-	-
CANADA	9%	\$180,000

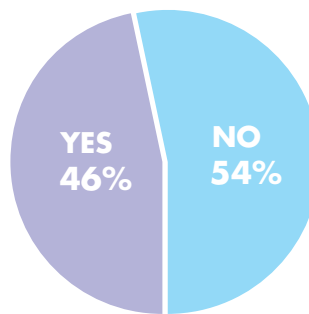
Agency: Senior Account Executive

AVERAGE BASE SALARY: \$81,385

BASE SALARY BREAKOUTS: AVERAGE MALE & FEMALE

ALL AVERAGE		\$81,385
MALE AVERAGE		\$73,950
FEMALE AVERAGE		\$106,167

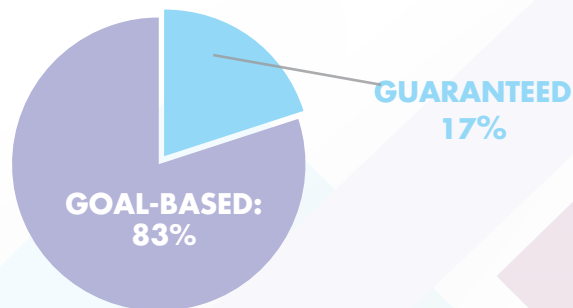
IS A BONUS PLAN BUILT INTO COMPENSATION?



MAXIMUM BONUS AMOUNT:



IS THE BONUS PLAN GUARANTEED OR GOAL-BASED?



WHAT IS THE GOAL BASED ON?

Revenue goals/increases: 67%

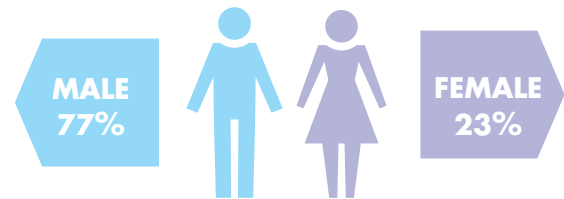
Event measurement or ROI goals: 33%

Agency: Senior Account Executive

SALARY INCREASES

	YES	NO
WAS SALARY INCREASED IN LAST YEAR?	46%	54%
IS SALARY INCREASE EXPECTED THIS YEAR?	69%	31%

GENDER OF RESPONDENTS



SALARY INCREASES

	ALL AVERAGE
LAST YEAR	9.4%
THIS YEAR	9.4%

LENGTH OF TIME IN CURRENT POSITION AND AVERAGE BASE SALARY

	YEARS IN POSITION	Average Base Salary
1 to 3 years	62%	\$76,188
4 to 6 years	31%	\$89,625
7 to 10 years	7%	\$90,000
11 to 15 years	-	-
Over 15 years	-	-

AVERAGE BASE SALARY BY REGION

	ALL AVERAGE	AVERAGE BASE SALARY
NEW ENGLAND: CT, ME, MA, NH, RI, VT	15%	\$55,000
MID-ATLANTIC: NJ, NY, PA	23%	\$61,667
MIDWEST: IL, IN, IA, KS, MI, MN, MO, NE, ND, OH, SD, WI	54%	\$97,071
GREATER WASHINGTON, D.C. REGION: DE, DC, MD, VA	-	-
SOUTH ATLANTIC: FL, GA, NC, SC	-	-
EAST AND WEST SOUTH CENTRAL: AL, AR, KY, LA, MS, OK, TN, TX, WV	-	-
MOUNTAIN: AZ, CO, ID, MT, NV, NM, UT, WY	-	-
PACIFIC: AK, CA, HI, OR, WA	8%	\$83,500
CANADA	-	-

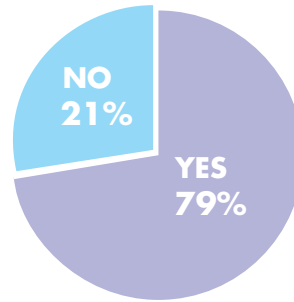
Agency: Account Executive

AVERAGE BASE SALARY: \$59,091

BASE SALARY BREAKOUTS: AVERAGE MALE & FEMALE

ALL AVERAGE		59,091
MALE AVERAGE		\$68,125
FEMALE AVERAGE		\$53,929

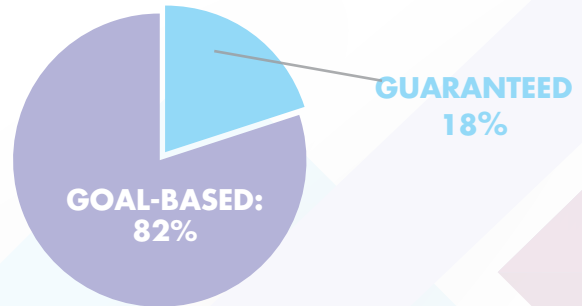
IS A BONUS PLAN BUILT INTO COMPENSATION?



MAXIMUM BONUS AMOUNT:



IS THE BONUS PLAN GUARANTEED OR GOAL-BASED?



WHAT IS THE GOAL BASED ON?

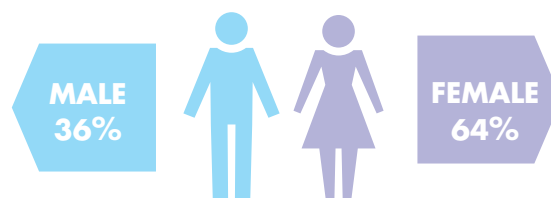
Agency goals: 100%
Client growth: 100%
Mix of goals and key performance indicators: 100%
Revenue goals/increases: 100%

Agency: Account Executive

SALARY INCREASES

	YES	NO
WAS SALARY INCREASED IN LAST YEAR?	64%	36%
IS SALARY INCREASE EXPECTED THIS YEAR?	91%	9%

GENDER OF RESPONDENTS



SALARY INCREASES

	ALL AVERAGE
LAST YEAR	15.5%
THIS YEAR	9.2%

LENGTH OF TIME IN CURRENT POSITION AND AVERAGE BASE SALARY

	YEARS IN POSITION	Average Base Salary
1 to 3 years	91%	\$57,800
4 to 6 years	-	-
7 to 10 years	9%	\$72,000
11 to 15 years	-	-
Over 15 years	-	-

AVERAGE BASE SALARY BY REGION



	ALL AVERAGE	AVERAGE BASE SALARY
NEW ENGLAND: CT, ME, MA, NH, RI, VT	10%	\$70,500
MID-ATLANTIC: NJ, NY, PA	9%	\$46,000
MIDWEST: IL, IN, IA, KS, MI, MN, MO, NE, ND, OH, SD, WI	36%	\$51,875
GREATER WASHINGTON, D.C. REGION: DE, DC, MD, VA	-	-
SOUTH ATLANTIC: FL, GA, NC, SC	-	-
EAST AND WEST SOUTH CENTRAL: AL, AR, KY, LA, MS, OK, TN, TX, WV	9%	\$69,000
MOUNTAIN: AZ, CO, ID, MT, NV, NM, UT, WY	9%	\$72,000
PACIFIC: AK, CA, HI, OR, WA	18%	\$65,000
CANADA	9%	\$55,000

AGENCY SALARIES

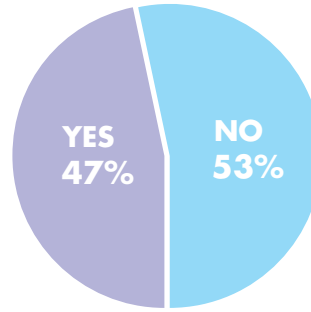
Agency: Senior Director

AVERAGE BASE SALARY: \$137,889

BASE SALARY BREAKOUTS: AVERAGE MALE & FEMALE

ALL AVERAGE		\$137,889
MALE AVERAGE		\$135,190
FEMALE AVERAGE		\$140,889

IS A BONUS PLAN BUILT INTO COMPENSATION?



MAXIMUM BONUS AMOUNT:



IS THE BONUS PLAN GUARANTEED OR GOAL-BASED?



WHAT IS THE GOAL BASED ON?

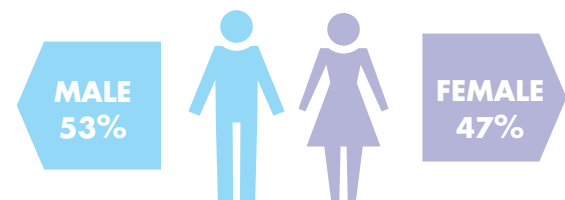
Revenue goals/increases: 100%
Client growth: 50%
Event measurement or ROI goals: 50%
Mix of goals and key performance indicators: 50%

Agency: Senior Director

SALARY INCREASES

	YES	NO
WAS SALARY INCREASED IN LAST YEAR?	58%	42%
IS SALARY INCREASE EXPECTED THIS YEAR?	74%	26%

GENDER OF RESPONDENTS



SALARY INCREASES

	ALL AVERAGE
LAST YEAR	8.6%
THIS YEAR	5.8%

LENGTH OF TIME IN CURRENT POSITION AND AVERAGE BASE SALARY

	YEARS IN POSITION	Average Base Salary
1 to 3 years	42%	\$144,375
4 to 6 years	42%	\$127,113
7 to 10 years	16%	\$149,333
11 to 15 years	-	-
Over 15 years	-	-

AVERAGE BASE SALARY BY REGION




	ALL AVERAGE	AVERAGE BASE SALARY
NEW ENGLAND: CT, ME, MA, NH, RI, VT	10%	\$115,000
MID-ATLANTIC: NJ, NY, PA	21%	\$163,750
MIDWEST: IL, IN, IA, KS, MI, MN, MO, NE, ND, OH, SD, WI	11%	\$159,000
GREATER WASHINGTON, D.C. REGION: DE, DC, MD, VA	26%	\$112,000
SOUTH ATLANTIC: FL, GA, NC, SC	5%	\$98,000
EAST AND WEST SOUTH CENTRAL: AL, AR, KY, LA, MS, OK, TN, TX, WV	-	-
MOUNTAIN: AZ, CO, ID, MT, NV, NM, UT, WY	-	-
PACIFIC: AK, CA, HI, OR, WA	16%	\$169,633
CANADA	11%	\$125,000

AGENCY SALARIES

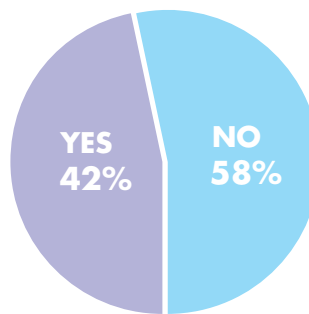
Agency: Director

AVERAGE BASE SALARY: \$104,526

BASE SALARY BREAKOUTS: AVERAGE MALE & FEMALE

ALL AVERAGE		\$104,526
MALE AVERAGE		\$120,921
FEMALE AVERAGE		\$88,132

IS A BONUS PLAN BUILT INTO COMPENSATION?



MAXIMUM BONUS AMOUNT:

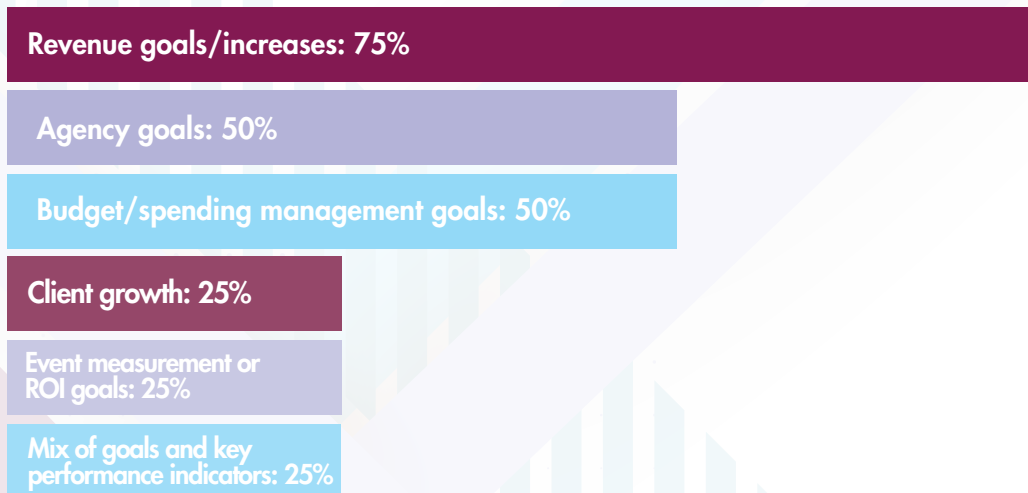


IS THE BONUS PLAN GUARANTEED OR GOAL-BASED?



GUARANTEED: 0%

WHAT IS THE GOAL BASED ON?

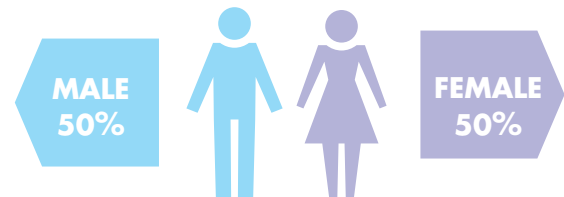


Agency: Director

SALARY INCREASES

	YES	NO
WAS SALARY INCREASED IN LAST YEAR?	63%	37%
IS SALARY INCREASE EXPECTED THIS YEAR?	63%	37%

GENDER OF RESPONDENTS



SALARY INCREASES

	ALL AVERAGE
LAST YEAR	7.2%
THIS YEAR	4.8%

LENGTH OF TIME IN CURRENT POSITION AND AVERAGE BASE SALARY

	YEARS IN POSITION	Average Base Salary
1 to 3 years	71%	\$96,389
4 to 6 years	18%	\$119,000
7 to 10 years	8%	\$126,333
11 to 15 years	3%	\$157,500
Over 15 years	-	-




AVERAGE BASE SALARY BY REGION

	ALL AVERAGE	AVERAGE BASE SALARY
NEW ENGLAND: CT, ME, MA, NH, RI, VT	2%	\$77,000
MID-ATLANTIC: NJ, NY, PA	8%	\$87,500
MIDWEST: IL, IN, IA, KS, MI, MN, MO, NE, ND, OH, SD, WI	18%	\$130,357
GREATER WASHINGTON, D.C. REGION: DE, DC, MD, VA	-	-
SOUTH ATLANTIC: FL, GA, NC, SC	16%	\$82,000
EAST AND WEST SOUTH CENTRAL: AL, AR, KY, LA, MS, OK, TN, TX, WV	13%	\$91,900
MOUNTAIN: AZ, CO, ID, MT, NV, NM, UT, WY	3%	\$75,000
PACIFIC: AK, CA, HI, OR, WA	29%	\$114,318
CANADA	11%	\$109,000

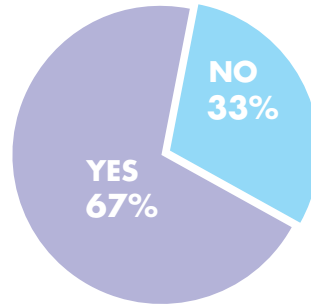
Agency: Senior Designer/Creative Director

AVERAGE BASE SALARY: \$112,028

BASE SALARY BREAKOUTS: AVERAGE MALE & FEMALE

ALL AVERAGE		\$112,028
MALE AVERAGE		\$112,028
FEMALE AVERAGE		-

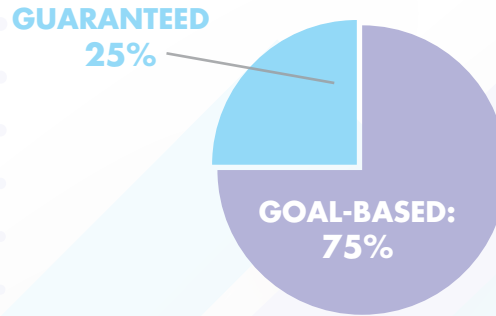
IS A BONUS PLAN BUILT INTO COMPENSATION?



MAXIMUM BONUS AMOUNT:



IS THE BONUS PLAN GUARANTEED OR GOAL-BASED?



WHAT IS THE GOAL BASED ON?

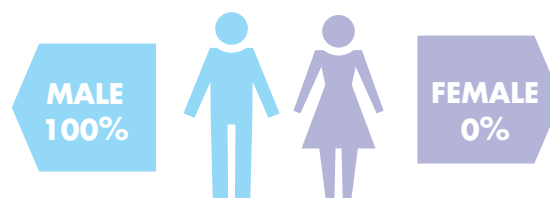
Other: 100%

Agency: Senior Designer/Creative Director

SALARY INCREASES

	YES	NO
WAS SALARY INCREASED IN LAST YEAR?	72%	28%
IS SALARY INCREASE EXPECTED THIS YEAR?	67%	33%

GENDER OF RESPONDENTS



SALARY INCREASES

	ALL AVERAGE
LAST YEAR	7.5%
THIS YEAR	3.8%

LENGTH OF TIME IN CURRENT POSITION AND AVERAGE BASE SALARY

	YEARS IN POSITION	Average Base Salary
1 to 3 years	56%	\$107,050
4 to 6 years	17%	\$151,667
7 to 10 years	17%	\$103,667
11 to 15 years	-	-
Over 15 years	11%	\$90,000

AVERAGE BASE SALARY BY REGION


	ALL AVERAGE	AVERAGE BASE SALARY
NEW ENGLAND: CT, ME, MA, NH, RI, VT	5%	\$88,000
MID-ATLANTIC: NJ, NY, PA	13%	\$101,500
MIDWEST: IL, IN, IA, KS, MI, MN, MO, NE, ND, OH, SD, WI	31%	\$130,200
GREATER WASHINGTON, D.C. REGION: DE, DC, MD, VA	-	-
SOUTH ATLANTIC: FL, GA, NC, SC	13%	\$65,000
EAST AND WEST SOUTH CENTRAL: AL, AR, KY, LA, MS, OK, TN, TX, WV	13%	\$115,000
MOUNTAIN: AZ, CO, ID, MT, NV, NM, UT, WY	-	-
PACIFIC: AK, CA, HI, OR, WA	25%	\$133,625
CANADA	-	-

AGENCY SALARIES

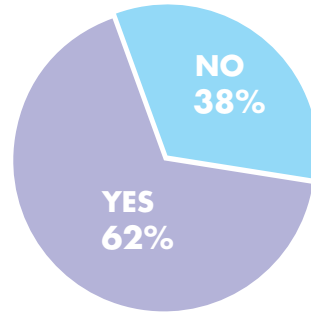
Agency: Senior Manager

AVERAGE BASE SALARY: \$80,000

BASE SALARY BREAKOUTS: AVERAGE MALE & FEMALE

ALL AVERAGE		\$80,000
MALE AVERAGE		\$81,833
FEMALE AVERAGE		\$78,429

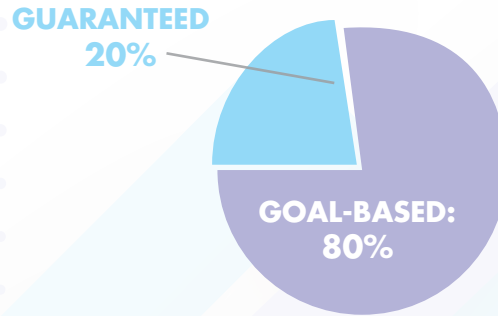
IS A BONUS PLAN BUILT INTO COMPENSATION?



MAXIMUM BONUS AMOUNT:



IS THE BONUS PLAN GUARANTEED OR GOAL-BASED?



WHAT IS THE GOAL BASED ON?

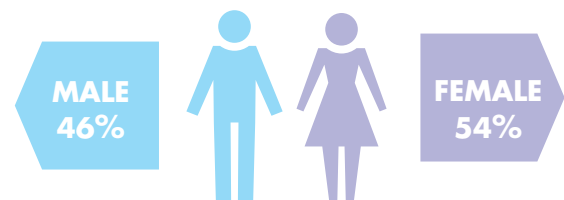
- Revenue goals/increases: 100%
- Budget/spending management goals: 100%
- Brand awareness increases or metrics: 100%
- Campaign metrics goals: 100%

Agency: Senior Manager

SALARY INCREASES

	YES	NO
WAS SALARY INCREASED IN LAST YEAR?	54%	46%
IS SALARY INCREASE EXPECTED THIS YEAR?	46%	54%

GENDER OF RESPONDENTS



SALARY INCREASES

	ALL AVERAGE
LAST YEAR	9.4%
THIS YEAR	15.5%

LENGTH OF TIME IN CURRENT POSITION AND AVERAGE BASE SALARY

	YEARS IN POSITION	Average Base Salary
1 to 3 years	92%	\$78,583
4 to 6 years	8%	\$97,000
7 to 10 years	-	-
11 to 15 years	-	-
Over 15 years	-	-

AVERAGE BASE SALARY BY REGION

	ALL AVERAGE	AVERAGE BASE SALARY
NEW ENGLAND: CT, ME, MA, NH, RI, VT	8%	\$97,000
MID-ATLANTIC: NJ, NY, PA	25%	\$83,667
MIDWEST: IL, IN, IA, KS, MI, MN, MO, NE, ND, OH, SD, WI	17%	\$75,000
GREATER WASHINGTON, D.C. REGION: DE, DC, MD, VA	-	-
SOUTH ATLANTIC: FL, GA, NC, SC	17%	\$58,500
EAST AND WEST SOUTH CENTRAL: AL, AR, KY, LA, MS, OK, TN, TX, WV	8%	\$65,000
MOUNTAIN: AZ, CO, ID, MT, NV, NM, UT, WY	-	-
PACIFIC: AK, CA, HI, OR, WA	8%	\$80,000
CANADA	17%	\$80,000

AGENCY SALARIES

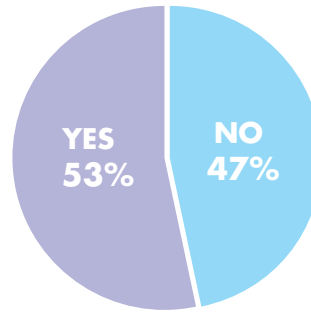
Agency: Manager

AVERAGE BASE SALARY: \$66,988

BASE SALARY BREAKOUTS: AVERAGE MALE & FEMALE

ALL AVERAGE		\$66,988
MALE AVERAGE		\$68,506
FEMALE AVERAGE		\$66,111

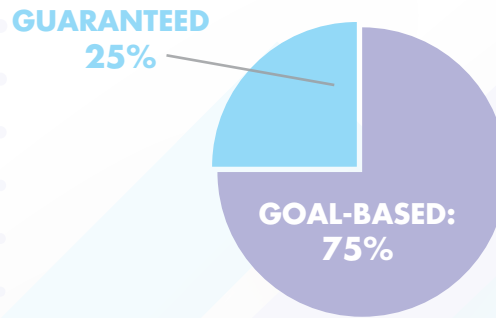
IS A BONUS PLAN BUILT INTO COMPENSATION?



MAXIMUM BONUS AMOUNT:



IS THE BONUS PLAN GUARANTEED OR GOAL-BASED?



WHAT IS THE GOAL BASED ON?

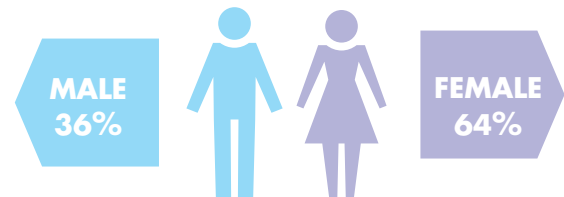
Brand awareness increases or metrics: 100%
Budget/spending management goals: 100%
Campaign metrics goals: 100%
Revenue goals/increases: 100%

Agency: Manager

SALARY INCREASES

	YES	NO
WAS SALARY INCREASED IN LAST YEAR?	66%	34%
IS SALARY INCREASE EXPECTED THIS YEAR?	55%	45%

GENDER OF RESPONDENTS



SALARY INCREASES

	ALL AVERAGE
LAST YEAR	7.5%
THIS YEAR	5.9%

LENGTH OF TIME IN CURRENT POSITION AND AVERAGE BASE SALARY

	YEARS IN POSITION	Average Base Salary
1 to 3 years	70%	\$65,001
4 to 6 years	19%	\$70,111
7 to 10 years	4%	\$79,000
11 to 15 years	2%	\$59,900
Over 15 years	4%	\$77,000

AVERAGE BASE SALARY BY REGION

	ALL AVERAGE	AVERAGE BASE SALARY
NEW ENGLAND: CT, ME, MA, NH, RI, VT	16%	\$61,240
MID-ATLANTIC: NJ, NY, PA	13%	\$60,817
MIDWEST: IL, IN, IA, KS, MI, MN, MO, NE, ND, OH, SD, WI	28%	\$75,154
GREATER WASHINGTON, D.C. REGION: DE, DC, MD, VA	2%	\$45,000
SOUTH ATLANTIC: FL, GA, NC, SC	15%	\$67,714
EAST AND WEST SOUTH CENTRAL: AL, AR, KY, LA, MS, OK, TN, TX, WV	9%	\$75,500
MOUNTAIN: AZ, CO, ID, MT, NV, NM, UT, WY	4%	\$57,000
PACIFIC: AK, CA, HI, OR, WA	11%	\$64,220
CANADA	2%	\$60,000

AGENCY SALARIES

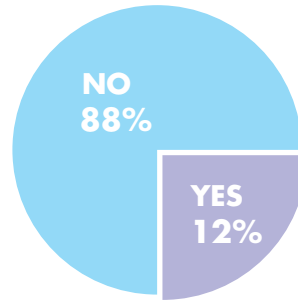
Agency: Coordinator

AVERAGE BASE SALARY: \$41,125

BASE SALARY BREAKOUTS: AVERAGE MALE & FEMALE

ALL AVERAGE		\$41,125
MALE AVERAGE		\$42,500
FEMALE AVERAGE		\$40,667

IS A BONUS PLAN BUILT INTO COMPENSATION?



MAXIMUM BONUS AMOUNT:



IS THE BONUS PLAN GUARANTEED OR GOAL-BASED?



GUARANTEED: 0%

WHAT IS THE GOAL BASED ON?

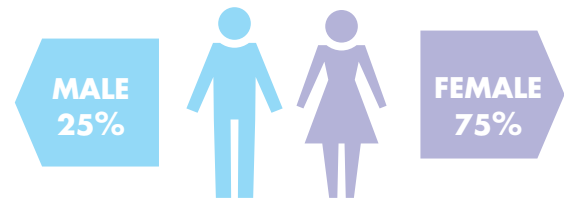
Not applicable

Agency: Coordinator

SALARY INCREASES

	YES	NO
WAS SALARY INCREASED IN LAST YEAR?	25%	75%
IS SALARY INCREASE EXPECTED THIS YEAR?	88%	12%

GENDER OF RESPONDENTS



SALARY INCREASES

	ALL AVERAGE
LAST YEAR	10.9%
THIS YEAR	6.3%

LENGTH OF TIME IN CURRENT POSITION AND AVERAGE BASE SALARY

	YEARS IN POSITION	Average Base Salary
1 to 3 years	100%	\$41,125
4 to 6 years	-	-
7 to 10 years	-	-
11 to 15 years	-	-
Over 15 years	-	-

AVERAGE BASE SALARY BY REGION

	ALL AVERAGE	AVERAGE BASE SALARY
NEW ENGLAND: CT, ME, MA, NH, RI, VT	25%	\$35,000
MID-ATLANTIC: NJ, NY, PA	-	-
MIDWEST: IL, IN, IA, KS, MI, MN, MO, NE, ND, OH, SD, WI	75%	\$43,167
GREATER WASHINGTON, D.C. REGION: DE, DC, MD, VA	-	-
SOUTH ATLANTIC: FL, GA, NC, SC	-	-
EAST AND WEST SOUTH CENTRAL: AL, AR, KY, LA, MS, OK, TN, TX, WV	-	-
MOUNTAIN: AZ, CO, ID, MT, NV, NM, UT, WY	-	-
PACIFIC: AK, CA, HI, OR, WA	-	-
CANADA	-	-

In May and June 2019, Event Marketer conducted a survey of leading event marketing executives at brands and agencies. The surveys received more than 200 responses.

About the Brand Respondents

Gender

	All Respondents
Male	35%
Female	65%

Region

	All Respondents
New England: CT, ME, MA, NH, RI, VT	7%
Mid-Atlantic: NJ, NY, PA	22%
Midwest: IL, IN, IA, KS, MI, MN, MO, NE, ND, OH, SD, WI	22%
Greater Washington, D.C. Region: DE, DC, MD, VA	7%
South Atlantic: FL, GA, NC, SC	3%
East and West South Central: AL, AR, KY, LA, MS, OK, TN, TX, WV	7%
Mountain: AZ, CO, ID, MT, NV, NM, UT, WY	5%
Pacific: AK, CA, HI, OR, WA	21%
Canada	7%

About the Agency Respondents

Gender

	All Respondents
Male	61%
Female	39%

Region

	All Respondents
New England: CT, ME, MA, NH, RI, VT	13%
Mid-Atlantic: NJ, NY, PA	15%
Midwest: IL, IN, IA, KS, MI, MN, MO, NE, ND, OH, SD, WI	30%
Greater Washington, D.C. Region: DE, DC, MD, VA	2%
South Atlantic: FL, GA, NC, SC	13%
East and West South Central: AL, AR, KY, LA, MS, OK, TN, TX, WV	11%
Mountain: AZ, CO, ID, MT, NV, NM, UT, WY	2%
Pacific: AK, CA, HI, OR, WA	11%
Canada	3%

The data in the report is based on surveys of a wide range of companies of various sizes and in different industry sectors with event and experiential marketing programs as well as agencies. The surveys were conducted by email. All of the responses were confidential.

The report provides average salary, bonus and salary increase percentages. The value of benefits such as health insurance, retirement plans, pensions, or non-cash incentive plans are not included. There are eight event and experiential marketing titles covered in this report, and 12 agency roles.

The data should be used as a directional guide only. It is common for salaries and compensation plans to range widely, even for the same titles and what look to be the same exact job roles in the same industry sectors. Other factors such as time of hire, length of time in the role, and previous experience level of the employee can impact compensation significantly. In addition, company size and performance can also be a critical factor in determining compensation plans, as is the scope of the role and if the employee has P&L or budget oversight, and direct reports.

Calculating the average is a method to provide a sense of a “typical” salary or other data point. Some job titles have very wide salary and bonus opportunity variances, while others have tighter ranges. For example, some Senior Directors might be paid a base salary under \$100,000 while a number of staffers with the same title at particularly large companies are paid over \$200,000 depending on a range of factors.

It is also important to point out that salary survey reports are only as good as the compensation data provided on a self-reported basis by the industry. The response scope and quality is very good in this study. Still, there are gaps for a few of the metrics in some of the title areas, especially for roles in which there is a smaller number of responses and positions.

In the the title sections where data points are missing, “n/a” or “-” has been added to the data tables. This means that either no responses were provided or less than three data points were available to use for the calculation. Also, in a few instances some of the survey respondents may have provided their salary, maximum cash bonus level opportunity and other information, but they may have excluded their region or gender. In these instances, the data provided has been used in the overall calculations for base salary, but excluded in the regional analysis.

The information contained in this report has been collected from sources we believe to be authoritative and reliable. However, we do not, and cannot, guarantee the accuracy or completeness of any such information. The estimates in this report are made in accordance with our professional judgment based upon available information.

EXPERIENTIAL INTELLIGENCE REPORTS

Q2 2019

FOURTH EDITION



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