

# Welcome and Thank You!

Thank you for joining our mission to advocate for workforce development in the exhibitions and events industry. Your dedication to sharing the incredible opportunities within our field is shaping the future of our industry, and we couldn’t do it without you.

As you prepare to present our industry to schools, universities, and other educational institutions, we want to ensure you have all the tools and support you need to make a lasting impact. Below are some key steps and resources to guide you through the process.

## About The EXHIBITIONS Industry Collective

The **Exhibitions Industry Collective** is a collaboration of leading organizations in the exhibitions and events industry, working together to promote career pathways and workforce development. The collective includes key industry associations such as **ECA, EDPA, ESCA, IAEE, IAVM, and SISO**, all committed to fostering talent and ensuring a thriving future for our industry.

Through this initiative, we aim to **educate, inspire, and connect** the next generation with rewarding career opportunities in exhibitions and events.

## Key Steps for a Successful Outreach

**1. Keep Us Informed!**

* Let us know ahead of time when and where you are presenting.
* If you need additional resources or have questions, reach out anytime.
* Share success stories or notable experiences—we love to hear them!
* Provide **feedback** on the presentation content and flow.
* This helps us track collective efforts and offer support. Email us at **info@exhibitionsindustryawareness.com**.

**2. Use Provided Resources.**

* Included in this packet are a **PPT presentation, speaking notes, email communications, speaker training and FAQs, and key messaging points**—please use these to ensure **consistency** in our messaging.

**3. Engage on Social Media.**

* Share your excitement and your experience on social media.
* Use the **provided hashtags** and **tag our associations** to amplify your efforts.
* We’ve also included **sample posts** to make sharing easy!

**4. Report Back**

* After your outreach, let us know where you presented and how many students or attendees you reached.
* Follow this [**link**](https://www.surveymonkey.com/r/JZ9NHJR) to submit your report—it helps us **track progress** and **demonstrate impact**.

## Our Commitment to You

We are deeply committed to supporting your efforts in **workforce development** and promoting careers in the **exhibitions and events industry**. Your role is critical in **inspiring** the next generation to explore exciting opportunities in our field.

We appreciate your **time, energy, and passion** in making this initiative a success.

## Thank You!

Together, we’re shaping the future of our industry—one presentation at a time.

**Best regards,**  
The Exhibitions Industry Collective

# Emails

## Introductory

**Subject:** Bring Exciting Career Opportunities to Your Students

Dear [Educator’s/Administrator’s Name],

I hope this message finds you well. I am reaching out on behalf of the **Exhibitions Industry Collective** to introduce an exciting **workforce development initiative** that connects students with career opportunities in the exhibitions and events industry.

The exhibitions and events industry plays a vital role in the global economy, offering diverse career paths in event planning, marketing, sales, logistics, and technology. Our goal is to **partner with schools and universities** to present these career opportunities to students who may not be aware of the industry’s potential.

We are offering **engaging, informative presentations** that:

* Introduce students to the events and exhibitions industry.
* Highlight career pathways and real-world opportunities.
* Provide resources for internships, mentorship, and job exploration.

Would you be open to scheduling a **30-45 minute presentation** for your students? Our team can visit in person or conduct a virtual session tailored to your audience’s interests.

Please let me know a time that works for you to discuss this further. We would love to bring this valuable opportunity to your students and help inspire the next generation of event professionals.

Looking forward to your thoughts!

Best regards,  
[Your Name]  
[Your Organization]  
[Your Contact Information]

## Planning

**Subject:** Preparing for Your Upcoming Events Industry Presentation

Dear [Educator’s/Administrator’s Name],

Thank you for scheduling a presentation with us to introduce your students to the exciting career opportunities in the exhibitions and events industry. We are thrilled to connect with your students and help them explore potential career pathways.

**Presentation Details:**

**Date:** [Insert Date]  
**Time:** [Insert Time]  
**Location:** [Insert Location or Virtual Meeting Link]  
**Presenter:** [Your Name]

**What to Expect:**

* A 30-45 minute engaging session introducing students to the industry and career pathways.
* Interactive discussions and Q&A to help students understand industry roles.
* Information on internships, job opportunities, and industry resources.

**How You Can Help:**

* Please confirm audiovisual setup (projector, microphone, etc.) if applicable.
* Encourage students to come prepared with questions about careers in events.
* Let us know if there are specific topics you’d like us to highlight.

If you have any questions before the presentation, please don’t hesitate to reach out. We appreciate your support in introducing students to this dynamic industry!

Best regards,  
[Your Name]  
[Your Organization]  
[Your Contact Information]

## Follow-Up Email

**Subject:** Thank You & Next Steps from Your Events Industry Presentation

Dear [Educator’s/Administrator’s Name],

Thank you for the opportunity to speak with your students about careers in the exhibitions and events industry! We appreciate your time and support in helping us inspire the next generation of event professionals.

**Next Steps & Resources:**

* **Student Engagement:** If any students are interested in learning more, we encourage them to visit [Website Link] for additional information on careers, internships, and mentorship opportunities.
* **Survey Feedback:** Please share this **[Survey Link]** with students to help us track engagement and improve our presentations.
* **Future Collaborations:** If you’d like to schedule another session or connect your students with industry professionals, we’d love to continue the conversation!

If you have any feedback on the presentation, we would love to hear your thoughts. Thank you again for your support in fostering career development in the events industry.

Best regards,  
[Your Name]  
[Your Organization]  
[Your Contact Information]

# Speaker Training & FAQ Guide

## Introduction

Thank you for being part of the **Exhibitions Industry Collective Workforce Development Initiative**! Your role as a speaker is crucial in inspiring and educating students about careers in the exhibitions and events industry. This guide provides key information, frequently asked questions, and tips for tailoring your presentation to different audiences.

## Common Student Questions & Suggested Responses

**1. What types of careers exist in the exhibitions and events industry?**

* The industry offers diverse roles, including:
  + Event Planning & Management
  + Booth & Experience Design
  + Sales & Sponsorships
  + Logistics & Operations
  + Marketing & Promotions
  + Technology & Innovation
* Many roles require creativity, problem-solving, and teamwork, making this an exciting and dynamic career path.

**2. Do I need a specific degree to work in this industry?**

* While degrees in **event management, hospitality, business, or marketing** can be helpful, they are not always required.
* Many professionals enter the industry through internships, networking, or specialized training programs.

**3. What skills are most important for success in this field?**

* **Organization & Time Management** – Managing multiple deadlines is key.
* **Communication & Networking** – Building strong relationships with clients, vendors, and colleagues is essential.
* **Creativity & Problem-Solving** – Events often require quick thinking and innovation.
* **Adaptability** – The industry moves fast, and being flexible is important.

**4. How do I get started in the industry?**

* **Internships & Volunteer Opportunities** – Many industry leaders started by volunteering at trade shows, conferences, or live events.
* **Networking** – Join industry associations like **ECA, EDPA, ESCA, IAEE, IAVM and SISO**.
* **Industry Certifications** – Consider certifications like CEM (Certified in Exhibition Management) or CMP (Certified Meeting Professional).

**5. What are the biggest challenges in this industry?**

* Fast-paced environment with tight deadlines.
* Managing multiple stakeholders (clients, vendors, contractors, etc.).
* Long or non-traditional working hours during events.

## Tailoring Your Presentation for Different Audiences

**High School Students:**

* Focus on **career discovery** – many students may not be aware this industry exists.
* Use **engaging visuals** and **real-world examples** to illustrate the industry’s impact.
* Highlight **internship & entry-level opportunities** as many may be looking for part-time work or summer experiences.
* Keep the language **simple and relatable** – avoid industry jargon.

**College/University Students:**

* Provide more **in-depth career path details**, including potential earnings and growth opportunities.
* Discuss **networking, mentorship, and industry certifications**.
* Encourage students to **connect with professional associations** and explore **internship/job opportunities**.
* Offer **resume-building tips** specific to the industry.

## Tips for Engaging Students

* **Start with a Story** – Share a personal experience about how you got into the industry.
* **Ask Questions** – Get students involved by asking what they know about events.
* **Showcase Real Events** – Use photos, videos, or case studies to bring your presentation to life.
* **Encourage Interaction** – Allow time for students to ask their own questions.
* **Provide Takeaways** – Share links to industry resources, internships, and networking opportunities.

## Final Thoughts

Your presentation is an opportunity to **inspire the next generation** of event professionals. By sharing your knowledge, experiences, and passion, you can help students see the value of pursuing a career in this exciting industry.

Thank you for your commitment to workforce development!

# SPEAKING NOTES & KEY MESSAGING POINTS

The PowerPoint presentation contains our suggested speaking notes. Below are the key messaging points.

## INTRODUCTION TO THE INDUSTRY

* **Overview:** The exhibitions and events industry is a dynamic and vital sector that connects businesses, promotes networking, and drives innovation across various industries.
* **Impact:** Emphasize the industry's contribution to the economy, job creation, and its role in fostering business growth and development.

## KEY INDUSTRY PLAYERS

* **Stakeholders:** Discuss the roles of associations, event planners, service contractors, exhibitors, and attendees, highlighting how each contributes to successful events.
* **Associations:** Mention the importance of industry associations (like IAEE, IAVM, EDPA, ESCA, SISO, ECA, etc.) in setting standards, providing education, and offering networking opportunities.

## CAREER PATHWAYS

* **Educational Requirements:** Outline the importance of education, certifications, and ongoing professional development in advancing within the industry.
* **Career Growth:** Highlight the different career levels (entry, mid, and senior) and the typical progression within the industry.

## DAILY LIFE OF EVENT PROFESSIONALS

* **Roles and Responsibilities:** Provide insights into the varied responsibilities, from planning and coordination to client management and on-site execution.
* **Challenges and Rewards:** Address the common challenges, such as time management and problem-solving, and emphasize the rewarding nature of seeing successful events come to life.

## GETTING STARTED

* **Education & Certification:** Discuss the value of industry-specific degrees and certifications, which can greatly enhance career prospects.
* **Networking & Mentorship:** Stress the importance of building a professional network and seeking mentorship within the industry for growth and opportunities.
* **Resources:** Provide information on key resources like industry publications, online platforms, and job boards that can aid in career development.

## CLOSING & CALL TO ACTION

* **Encouragement:** Motivate attendees to explore the industry further by attending events, pursuing certifications, and engaging with professional associations.
* **Thank You Message:** Express gratitude to the audience and offer to provide additional support or answer questions after the presentation. Encourage them to provide feedback via the survey link.

## TIPS FOR ENGAGING DELIVERY

* **Connect with the Audience:** Share personal stories or experiences related to the industry to create a more relatable and engaging presentation.
* **Clarity and Focus:** Keep their messaging clear and focused on the key points, avoiding too much technical jargon unless relevant to the audience.
* **Interactive Elements:** Incorporate questions or short activities to engage the audience and encourage interaction.

# SOCIAL MEDIA TOOLKIT

**Sample Posts, Hashtags, and Guidelines for Sharing Your Experience Online**

## SUGGESTED SOCIAL MEDIA POSTS

Feel free to customize these messages when sharing your experience:

* **Before Your Presentation:**
  + *"Excited to share insights about careers in the exhibitions and events industry with [School/Group Name]! Looking forward to inspiring the next generation of event professionals. #EventsIndustry #FutureLeaders"*
* **During the Event:**
  + *"Engaging discussions today about the dynamic world of events and exhibitions! Amazing to see students eager to explore this exciting career path. #EventsCareers #CreateTheExperience"*
* **After Your Presentation:**
  + *"Just wrapped up a fantastic session at [School/Group Name] introducing students to the world of events! Thanks to everyone who participated. Let’s shape the future of our industry together! #ExhibitionsMatter #FutureEventProfs"*

## RECOMMENDED HASHTAGS

Using hashtags helps amplify our message and connects our efforts:

* #EventsIndustry
* #ExhibitionsMatter
* #CreateTheExperience
* #FutureEventProfs
* #EventsCareers
* #ExhibitionsMeanBusiness

## TAGGING GUIDELINES

* When posting, **tag our official accounts** so we can engage with your post and amplify it!
* Platforms to tag us on: LinkedIn, Twitter, Instagram, Facebook
* If sharing photos or testimonials, ensure you have permission from participants.

## ENGAGEMENT TIPS

* Share **behind-the-scenes moments** (e.g., setting up, Q&A sessions, student reactions).
* Post **a short video** recap of your experience (30-60 seconds).
* Encourage attendees to comment their key takeaways using **our hashtags**.
* Highlight any **memorable questions** or discussions that stood out.