



Exhibitions Industry Collective Launches Workforce Development Initiative to Inspire the Next Generation of Event Professionals

27 February 2025 – The [Exhibitions Industry Collective](#) is pleased to announce the launch of a nationwide **workforce development initiative** aimed at introducing students and young professionals to exciting and fulfilling career opportunities in the exhibitions and events sector. This initiative seeks to address the workforce gap by collaborating with schools, universities, and educational institutions to enhance awareness of careers in event planning, logistics, marketing, and more.

The exhibition and events industry is a vital economic driver that connects businesses, fosters innovation, and creates jobs across various sectors. The Exhibitions Industry Collective is committed to equipping the next generation with the knowledge and skills necessary to excel in this fast-paced field through informative presentations, mentorship opportunities, and industry resources.

The future of our industry depends on educating and inspiring emerging professionals. By directly engaging with students, we can showcase the diverse career paths available and provide a clear roadmap for entering the industry.

KEY ELEMENTS OF THE INITIATIVE:

- **Educational Presentations:** Professionals from the industry will visit schools and universities to provide insights into careers in exhibitions and events.
- **Resource Toolkit:** Participants will receive a complete toolkit that includes a PowerPoint presentation, speaking notes, email communications, speaker training and FAQs, and key messaging points to ensure a consistent message.
- **Social Media Engagement:** Attendees and presenters are encouraged to share their experiences by using designated hashtags and tagging the participating industry associations.
- **Impact Tracking:** A reporting system will evaluate outreach success by collecting data on the number of students reached and their level of interest in industry careers.

To further **amplify the impact**, the audience can **scan a QR code** to take a brief survey and provide feedback on the presentation. This will ensure continuous improvement of outreach efforts. To access the full set of resources, including presentations, speaking notes, and key messaging points, visit exhibitionsindustryawareness.com/workforce-initiative.

About the Exhibitions Industry Collective

The Exhibitions Industry Collective is a collaboration of leading industry organizations, including **ECA, EDPA, ESCA, IAEE, IAVM, and SISO**. Together, these organizations are committed to nurturing talent, promoting workforce development, and ensuring the long-term sustainability of the exhibitions and events industry.

About the U.S. Exhibitions Industry

The U.S. exhibitions industry contributes more than 90 billion dollars to the U.S. GDP annually (stat courtesy of the Center for Exhibition Industry Research – CEIR) and provides employment opportunities in event planning, show production, logistics, venue management, and technology. As demand for skilled

professionals continues to grow, the Exhibitions Industry Collective is committed to ensuring that the next generation is equipped with the tools and knowledge needed to succeed.

For media inquiries, interviews, or further details, please contact: info@exhibitionsindustryawareness.com