It’s a good time to get into the field of event management. The job market continues to grow, and career opportunities present themselves around the globe. Our graduates work in a variety of fields and industries related to events and conferences.

**CAREERS IN EVENT MANAGEMENT INCLUDE:**

- Activities program director
- Athletic production coordinator
- Community relations specialist
- Corporate events planner
- Conference manager
- Convention sales manager
- Creative director
- Event operations manager
- Fundraising coordinator
- Meeting planner
- Special events coordinator
- Trade show manager
- Travel planner
- Wedding planner

Whether you aspire to work among social, corporate, public, or nonprofit entities, a degree in Event Management puts you on the right track to landing a job where you’re in charge of momentous occasions and executive events.

**FOR MORE INFORMATION, CONTACT:**

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**IS A DEGREE IN EVENT MANAGEMENT RIGHT FOR YOU?**

If you have a head for organizing, a knack for socializing, and a drive to produce, consider preparing for the ever-changing field of event management.

Perhaps you’re passionate about executing every last aspect of an amazing celebration, or maybe you want to be the point person for large trade shows and conferences. If you’ve got an eye for detail and the ability to work with a diverse field of people in a variety of places, a career in event management may be just what you’re looking for.

All around the world, employers seek skilled, knowledgeable professionals to coordinate lavish events and powerful conferences. Using your background in business, marketing, food and beverage management, and technology, you can be the one to make it all happen.
MAKE IT HAPPEN
Event management is a dynamic, exciting, fast-paced career. The Event Management major at Iowa State University prepares students to plan, budget, and implement special events in the public and private sector. And it’s the only four-year program of its kind in the state of Iowa.

More than ever, individuals and companies are searching for resourceful, creative, and skilled event managers to plan conferences, meetings, festivals, trade shows, weddings, and other momentous occasions.

PLAN IT OUT

Your classes in event management will provide you with a strong foundation in meeting and event planning, budget and finance, marketing and promotions, human resources, food and beverage management, and meeting technology. These skills will aid you as you plan and execute effective gatherings, unique celebrations, efficient meetings, and influential professional conferences.

You will learn from faculty members who are experts in a wide range of areas related to event coordination, hospitality, foodservice, catering, promotion, brand management, trend analysis, resource management, and finances. Their professional experiences enrich the classroom and help you connect coursework to your chosen career.

MANAGE YOUR OPPORTUNITIES
On-campus and off-campus events abound. Whether you strive to coordinate the annual homecoming celebration, Dance Marathon, or a beautiful wedding at a high-end resort in the Caribbean, hands-on experience is a valuable stepping stone in landing your dream job.

After discovering your strengths and passions, you may complete an internship with an Iowa State-affiliated group, such as ISU Dining, the Iowa State Center, the Memorial Union, or the Gateway Hotel. You might reach for an internship managing events for an external organization as nearby as Ames or as far away as Shanghai, honing even more skills and developing valuable networks with some of the industry’s most influential people.

BUILD YOUR NETWORK
Meet other prospective planners, ambitious managers, and aspiring coordinators through the Event Management student club. Students meet on a bi-monthly basis to exchange information regarding job opportunities, campus events, and courses, and to hear from industry experts. You’ll also learn more about other ways to get involved through service learning, volunteer work, on-campus seminars, and internships.

Incoming students will also join like-minded peers as part of the Directions learning community. In this friendly group, you will get to know other students with similar classes and establish a core group of resources, friends, and mentors – and help each other navigate your new lives at Iowa State.

Your Iowa State experience can take you far from Ames – venture to Thailand, the Bahamas, France, or Italy to study the impact of event management on a global level. Your worldly knowledge will benefit you when working with diverse groups of customers and applying for jobs.