

Welcome to The Event Brew, where event professionals from different backgrounds talk about the latest, most controversial, and interesting topics dominating the minds of the industry right now. This is a candid conversation the likes of which can only otherwise be found late at night, in host hotel lobby bars during industry conferences. So, relax and drop in on what event pros really say when no one else is around.

This show is brought to you by Endless Events, the event AV company that tells you how it really is. Now, let's brew something up.

Thuy:

Hello, hello, welcome to Event Brew. We have the Brew Crew here. This is Thuy, with PRA Business Events.

Dustin:

Hello, hello. This is Dustin, with One West Events.

Nick Borelli:

This is Nick Borelli, from Borelli Strategies.

Will Curran:

And Will Curran, from Endless Events.

Thuy:

So, I'm so excited to talk to you about this topic with you guys, mainly because it was my idea. But, it's something in our industry that is taboo to talk about, and so I figured this is the perfect conversation to have with you three, because we love going back to the last episode on controversial speakers, this is definitely a risky topic of choice. And we are going to be talking about the money, money, money.

Thuy:

But before we do that, let's talk about what we're drinking. So Nick, what are you drinking?

Nick Borelli:

I'll tell you what I've been drinking all week. Again, I have no problem with being super-embarrassing. Mountain Dew has just created Mountain Dew Zero, and that will eventually be on my tombstone as what kills me.

Will Curran:

So, no caffeine, too?

Nick Borelli:

It has no real things in it.

Thuy:

A bunch of things we cannot pronounce.

Dustin:

As opposed to regular Mountain Dew.

Nick Borelli:

Which had, probably, one?

Will Curran:

Because there's sugar-free Mountain Dew, so it means zero meaning it doesn't have caffeine or sugar? So, it just tastes like Mountain Dew?

Nick Borelli:

No, it has caffeine, or why bother? It has zero calories, zero sugar, so it's some kind of sci-fi sugar.

Will Curran:

Plastic inside of you.

Nick Borelli:

Yeah, yeah. Anything I can do to justify a purchase.

Will Curran:

I think it's a step up from Monster.

Nick Borelli:

What's that step look like?

Thuy:

A step up, or?

Dustin:

More like a stumble.

Nick Borelli:

Yeah, yeah. That's a horizontal move if I've ever heard one, but okay. Hey, I want to make you guys look good, so this is how I do it.

Thuy:

All right. Any other bros, Mountain Dew bros in here? Dustin, what are you drinking?

Dustin:

I would never, in a million years, drink that. Ever. I finished my first coffee for the day. Oh my God, Nick, you're killing me. I have finished my first coffee for the day, so I've moved onto the Soda Stream water, with the wonderful, beautiful Canadian water that I get to drink up here. It doesn't start on fire or give you cancer, so I'm feeling pretty good about my decision.

Will Curran:

I don't know Dustin, if you can really talk on your high horse, because you drink Michelob Ultra.

Dustin:

Yeah, that's okay. It's because it's 90 calories per can.

Will Curran:

Except for ones in America, it's twice the size.

Dustin:

Yeah, yeah. I did notice that that was a very large can that I was drinking, and I don't know that the calorie count is still the same. But listen, I'm not young anymore. You've got to watch that calorie count.

Will Curran:

This is very true, this is very true. Well, I'm counting my calories by... I'm still drinking that white, coconut cream tea that you guys were making so hard fun of me last time.

Thuy:

From last episode?

Will Curran:

Yeah. Trust me. So, next time, Thuy, when you come into Phoenix, I'm going to show you my tea collection, you can try all of them, and this tea is just incredible, it's fantastic. Then, you guys can stop talking shit about me.

Dustin:

That's unlikely.

Thuy:

I have so many things to say, but I'm not going to say anything.

Will Curran:

I deserve what I get.

Thuy:

I'm drinking an organic green tea. David's Tea, loose leaf, it's called Detox. So, there's a lot of organic, natural items, the opposite of what Nick's drinking. Ginger, lemongrass, juniper berries, all that, natural.

Nick Borelli:
Any acetates?

Thuy:
No, it's all words I can actually pronounce.

Nick Borelli:
No panax?

Dustin:
Is David's Tea American? I thought it was Canadian.

Thuy:
Oh? Oh, it is. It's eco-cert Canada.

Dustin:
There you go. Hoo, there you go.

Thuy:
It's a Canadian tea. Yes, Dustin!

Dustin:
Canada for the win.

Will Curran:
Have to put some maple syrup in it to make it Canadian.

Dustin:
That's the only time you're going to get Canadian content on this talk, because all of our reference points are US. So, to my Canadian friends, you're going to have to get out your calculators, and do a lot of conversion throughout this conversation.

Thuy:
It's brew at 85 degrees celsius, which is 185 degrees fahrenheit.

Will Curran:
How many stones is that?

Dustin:

We don't do stones.

Thuy:

All right. Settle down everyone.

Dustin:

I wish we did though. That's my favorite-

Nick Borelli:

How many-

Dustin:

That's my favorite. It's like, "Ooh, that guy's got to lose three stone." I love that word.

Nick Borelli:

Yeah. That's so good. I have no idea what it means, practically, but boy, does it sound cool.

Dustin:

I don't want to look it up. I just want it to be a mystery and something funny to say to people.

Will Curran:

And for everyone who is listening who is Canadian right now, the Canadian dollar is trading at 31%.

Dustin:

Don't say it.

Thuy:

31?

Will Curran:

31% higher than-

Thuy:

Wow.

Dustin:

I will say, if you're looking to book a destination for your next conference, come to Canada because you get-

Will Curran:

This isn't an ad.

Dustin:

... 31% off, so if you're looking, basically, to lose your entire fee, you just come on over to Canada. We'll take good care of you.

Thuy:

Wow.

Will Curran:

The Calgary CDB. The check's in the mail, they said.

Thuy:

Well, talking about the exchange rate, you guys-

Dustin:

That \$14 beer at the hockey game, what would that be in Canadian? That was basically a \$20 beer. So, yes, it works.

Nick Borelli:

Is that something that an event professional, based on their salary that they're making these days, could afford? Sorry, I'm trying to-

Will Curran:

Oh yeah, an \$18 beer.

Dustin:

Well, that's a great segue, let's talk about how many beers per hour we can make in this industry.

Nick Borelli:

Oh, I like that. It's a good metric.

Thuy:

This whole topic started because Event MB put out an article on January 3rd of this year, event planner salaries in 2020, how do you stack up? This is a conversation I feel like I'm professionally having more. Whether it's my mentees asking, "Okay, well I'm going into the new year, we're doing these assessments," I don't even know how much the rest of our... Whether it's the title or within the company, how much they're making. I feel like it's such a hush hush topic to discuss, which is so not progressive, because in other industries such as advertising, everyone is talking about it.

Thuy:

And so we wanted to share our thoughts on that. I know that you three are all business owners, and so did you guys get to read the article? How do you guys stack? Just going over fun little quick facts. Let me see if I can find it. It compares I think it was the UK, compared to...

Dustin:
The US.

Thuy:
The US.

Dustin:
New York City. London versus New York City.

Thuy:
Why can't I...what were the salary?

Nick Borelli:
They're saying that the average event planner salary in New York City is \$75,659 and the average planner made in London is, \$28,700. There's definitely a missing period there in that stat, but basically \$28,000 pounds, I'm sorry about that. So yeah.

Thuy:
What extreme markets to use as examples, by the way-

Nick Borelli:
But yeah, well, it's, it's interesting to me too. I, when I first saw that stat on there, I immediately thought to the fact that also like in the AV industry, the AV industry costs are way lower in the UK than they are in the States. Like, I have clients all the time who are like, "I'm coming from London", and you can listen to podcasts where we were on Mike Adams podcast and they'll be like, "Yeah, how much do you think it's normal general session with this, this and this, and this would cost?" and they're like, "Oh, you know. Maybe like 10,000 pounds," and we're like, "wow, actually, that's more like 40,000 pounds in the US." I think there's also just general seems like things are less expensive, and that's just based on my gut feeling I've seen for that as well. So maybe we focus more on the US based since that's where, generally we kind of are, I don't know, what do you guys think?

Thuy:
I wish we had a Canadian data-

Dustin:
I did a quick conversion for you here. And 28,000 pounds converts to 36,000 US dollars. So, it's about just about half of what an event planner in New York makes double what an event planner in London makes on average.

Thuy:

And the cost of living. I'm like blown away. So 66,000 in New York, that's a decrease of 12.8% from last year and then the 34,000 pounds in London, that's an increase. They increase their salary of 18.11%. The cost of living in those two destinations. I'm like, how are you living on that salary? Compared to the cost of living. Because I used to live in New York. That is insane. I feel like I was making more as a cheerleading coach than an event professional.

Will Curran:

One piece of data I think that's missing on here though, is also how do planners feel like they are able to live on their current salary too? I feel like that qualitative data needs to be on here. Because for example, I think it's important to know that these different markets and things like that. Do planners feel like they're being compensated enough? And maybe that's some question we can pose to our audience is like, you know, tweet us, Instagram us, hashtag Event Brew, email us at Event Brew at Hello Endless. Let us know, do you feel like your compensation is matching what you're doing these days as well?

Nick Borelli:

When I speak to like event professionals and I make a joke to the degree that I think all of us could make more money doing something else, I always for years, get a bunch of "Yep, for sure." And I'm like, "Oh, okay." So it's not for the money. This isn't like people like, "I don't have any interest in teeth or spending my whole life looking at people's mouths, but it pays well." And that's what every dentist probably thinks. And I don't think that we're on the other side of that right? Where we're just like, "Well there's zero barrier to get in," and we can just kind of like create this lifestyle or work that is creative and has all these other impacts and etc. But it definitely isn't the highest paying gig that you could take on.

Thuy:

So Nick, I had the same mindset in my like 20's that I would always follow my passion and the money will come. And now that I'm in my 30's, and maybe it's the new decade vibes, but money is still at the end of the day pays for the bills. And I remember when I joined the LA office, when we were negotiating salaries the first thing I said is, "I just want to be able to go to Sunday brunch and get avocado toast without having to second-guess it."

Dustin:

You just wanted to be like a millennial stereotype? You told them, you were like, "I just wanted to eat Tide Pods and..."

Thuy:

Yeah, they got a laugh out of that. I need to buy those Tide Pods.

Will Curran:

That's not millennials, you jackass. That's Gen Z.

Thuy:

That's younger, yeah.

Nick Borelli:

I didn't eat Tide Pods. I was old enough to know the difference.

Dustin:

Well that's good, good for you.

Nick Borelli:

I just licked my shoe.

Thuy:

And it's like, we do do so much, I feel like, and not get compensated as much as I feel like we deserve. We do a lot of work.

Will Curran:

The thing that I hear the most is the amount of hours that we put in. So I think a lot of us in this industry get paid a fair salary. And even when we look on the stats that Event MB provided, when you look at the amount of time that most event professionals are putting in, and you start dividing that up, that is where you'll hear wage stats, and somebody's like, "Oh god, I wish I made that much." And it's not that they don't make a fair salary, it's that they work 20 hours a day, and they're working 60 hour work weeks.

Will Curran:

And that is I think in a lot of cases, where the imbalance comes from. And this role, for a lot of people in the industry is a lot of office time, a lot of onsite time, a lot of travel time, a lot of time away from their families. And the question is, does this industry compensate fairly for what is being asked of people that are in it? And When you say, "Okay, we're going to base our salaries on this industry or this role," or the tasks that an event professional are doing are aligned with this industry. But is the workload? Is what's required of you balanced? And I think, in a lot of cases it isn't balanced.

Will Curran:

And of course, there's exceptions to all this. And Nick doesn't work 60 work weeks. But he's in a different part of this industry. And I think this survey that we're looking at is probably talking about a typical event manager, coordinator, planner that is planning and executing events.

Thuy:

And actually, they go into the title. But go ahead Nick.

Nick Borelli:

Some of the math on the hourly pay was part of the genesis of me trying to figure out what I wanted to do in this industry a number of years ago, when I was just deciding that I needed to do something different, but stay within what I know and love. But just find a way within it that I could exist the way I want to exist. And I was doing, comparatively with my peers salary-wise, when I was getting a salary, competitive to others. But when I would tell them that I was working at 2 or 3 in the morning every Saturday, they just look at me like, "What an idiot."

Will Curran:

What a crazy motherfucker.

Nick Borelli:

Well they just looked at me like I was dumb. Because they're like... So you're not, you're like at 20, 50 percent less than what I get paid. And that's pretty terrible. And then also the sustainability of it just wasn't there, and I was always in a bad place, or whatever. So for me, I needed to get out of that. But I will say, doing the math on the hours was something that I kept in front of me, and knew very well then. And really was the main reason why I decided that I needed to figure out a way to contribute to the industry in a way that doesn't have me saying the words load-in or load-out anymore. And I did. I worked a seven day work week for a decade.

Nick Borelli:

I say this a bunch of times, but we were building this venue that was also a office for the place that I was working at at the time. And I had clothes there, towels, soap, shampoo. I slept on that couch. We were building a new place, so bootstrapy and all those things that you hear when you're building something. And it kind of makes sense when you own, because then eventually there's something you get outside of it. But when you don't own it, you're just doing it because you can learn a lot, or whatever it is. And I did learn a ton, it was a growth accelerator. And I think that this industry does afford you the opportunity. If you look at some of these stats as far as coordinator, years of experience, one to three. Manager, three years. That's not a lot of time.

Will Curran:

That's nothing.

Nick Borelli:

So I think that this industry does provide you with a lot of opportunities to have a living that is fulfilling in a lot of ways besides money that sucks. And if you're smart, you do it all with a purpose, you do it strategically, and you figure out what your escape plan is, if you need it, in order to build on that and not just settle with that. And I think that because it's such a wild west, and because it's so low barrier, I think that if you're the kind of person that expects just to be taken care of, and to be able to work to live, then this will break you eventually. But you're someone who can think strategically about, okay, this is going to be painful, but it's going to be pain with a purpose, I think you're at a great place to be able to grow fast.

Will Curran:

I think you bring up a good point about the idea of long hours. And maybe this is a full topic in itself, but I'm curious to know. I think we all work either for an amazing event company, or we work for ourselves, so we're a little bit of a loophole. But do you guys know a lot of people who do get paid overtime as event planners?

Nick Borelli:

Yes. Oh as planners.

Will Curran:

Planners, yeah.

Nick Borelli:

Suppliers for sure. But planners, yeah.

Will Curran:

Okay. I was thinking it was, but I don't know if every single corporation is tracking how much overtime some of these planners do. Because if they did, I think it would be totally different. I just hear about all the times where planners are like, "Oh my god, it's so crazy, I had to stay up so late." And I'm like, "Well if you're getting paid overtime, you should be getting paid double time on top of that." And you're usually like, "I know this is going to be intense for a week, and it's going to be fine."

Will Curran:

But I don't know. I'm curious to know. That's one data I think is missing from this too, is how much of their pay is overtime? Because I think the events industry also skips out on a lot of really... They skim by on slightly illegal labor practices I think. And I feel like if they followed overtime to a T, where it's like within a day is a certain amount of hours, is an overtime. Within a week it's a certain amount of overtime, and then all those things like that, I think a lot of companies I just feel like skimp out on that, and find loopholes. Like "Oh the planners, this and this and that." So we don't have to pay them overtime.

Thuy:

I actually...

Dustin:

So maybe, as a business owner, maybe I'll just chime in with how we work. So I'm going to preface this by telling everybody that's listening, you need to check with your state or province rules, and the rules vary from place to place. So please do not hear something on this and think that this is the way you can run your business, and then blame us when you're in trouble with the employment standards people.

Dustin:

So in Alberta, in Canada, salaried employees can be exempt from overtime rules. So if you are a salaried employee, you don't have to follow the same overtime structure. And our company adheres to that. So in our company, if you are a salaried employee, you do not qualify for overtime. You're considered self-scheduling, because of the nature of our business.

Dustin:

So the expectation within our business is that you manage your time accordingly. You can track your hours, you can track your overtime hours, but they're not owed to you. And you have to manage your schedule, your high season, your low season, to make sure that it balances out. We offer more downtime during holidays. So we close our offices to create extra long weekends, we do a big closure around Christmas, which is above and beyond what we have to do to compensate for that. But as a business, it allows us to have more consistent control over the high and low seasons. And sometimes it works out great for you, and sometimes we owe you, and sometimes you owe us. But we also pair that with a lot of other benefits and year-end bonuses, and education fund, and the countless opportunities that we give our employees.

Dustin:

So I believe, sitting at the top of the dog pile, so who knows. But I believe that that works for our team, and that nobody's sitting there going, "Oh my god, they owe me 10 hours." Because we create a culture where you can self-manage. No one is looking at the clock at 9 o'clock wondering where you are, and the expectation is that the work gets done. And we keep an eye on everybody's individual work levels and make sure that nobody is completely drowning. And we give everybody the opportunity to pull in resources to get things done. And that works for us. So yes, we fall into that category of people that don't pay overtime.

Dustin:

Now if you're not a salaried employee and you're an hourly employee, then you get overtime exactly as the law states. And that is more the operational end, the more of the supplier end of our business. So there's ways to do it.

Thuy:

I love that you say that, because compensation doesn't have to be via money. And this is a great example, today, I'm on CTO, because I've worked late every single day last week on a big project. And so, CTO is like PTO, but it's what, compensatory time off or something? And so that helped with the balance of one, not burning out in this industry, and two, being able to say, "Okay, well it's a time for me to then relax and turn off my brain for a little bit, because I put in those hours." And being able to control, and I'm on a salary.

Thuy:

And that's the one things that I do like. Look at the company you're a part of as well. Because in the culture, my director is always saying, "Okay, well make sure you take time off then. Take a CTO day." Or "You were in the office until 2:30, take two or whatever." And that's really nice, make sure you have a company that looks out for you.

Thuy:

But then I will say, look out for yourself as well. Because if you are drowning in those projects, if you are brain dead, you need to put yourself first. Because not saying that certain companies don't care, but they're not going to know, you need to lay those boundaries down. And that's something that's been great. I was the one that requested that CTO today, because I'm off to Monmouth for the long weekend. But it's needed. And so compensating can mean different things too.

Thuy:

And same thing, if you're salary, okay negotiate and say, "Okay well, I get motivated by going to conferences. Do you have healthcare, do you have dental care?" There's other ways that your company can provide, based on how you... Like I get additional time off. I have more time off, so I can go on longer vacations, because of representing the company for the five and a half years that I've been here.

Nick Borelli:

I think that right when you start a job, you have an opportunity to set the tone. And I think that you have opportunities throughout your time, I think that you should pick them strategically and smart, and not do them too frequently. The last two jobs I had, I negotiated to go from a five day work week to, at the second to last job I had, which was a four day work week, to the last job I had, which I went in three days a week. And the person that had my job before that worked five days a week. I said, "Keep the same KPI's, I'll hit those. Doesn't really matter. I have a bunch of clients that I've had for awhile that I've been able to grow, and I'm transparently looking to stay in this position for two years, and I'll build out how to replace me, and build out the tools to do that."

Nick Borelli:

But I think that that kind of frank discussion with business owners of where your growth is going, as opposed to just a bunch of people playing a game. You'll find that it's very refreshing, and you're like, "Look, what do you care about. What is this position to you? Is it about the KPI's, is about hitting your goals?" Every business owner is going to go, "Yeah". They don't care about how often you keep a seat warm, they care about results.

Nick Borelli:

And I think that you have the position to not, if you have the confidence in the negotiating stage to say, "Whatever you want. I will do half of this job, and then the other half I will work with a person that makes half of the money, because I want more time." Whatever it is. But don't take the structure that exists prior to you as a given. Build your own sustainable job. And if you have the confidence and the abilities to back it up, you'll find that there's probably a lane for you that you can create.

Will Curran:

I work with a lot of corporations that have really shifted their HR and hiring practices, and created a more a la cart menu of things that you can choose from that will help fit your lifestyle. So when you get hired, they work with you to say, "What is going to make you a happy, productive employee here? Does that mean that you don't work on Fridays, or you work from home on this day, or you start at 10 not at 9 because you've got to drop your kids off at school on the other side of the city." And I think that sort of openness that businesses are having to make sure that the work structure fits their life is really really smart. And it is coming from a need to meet the millennial mindset, and to create a fulfilling and happy place that isn't disrupting people's personal lives. And you have to believe that that is creating a better relationship between an employee and an employer and creating longer tenure when people are in a position that actually molds around their life, instead of their life molding around their job.

Nick Borelli:

I had a guy who worked in the shop when I was in an entertainment company, and he was really mad that he was perceiving all these sales people to be making so much more money than him. And he was a couple years into the industry at all, on the ground floor. And the perception he had of the sales force, specifically of them having better cars and coming in when they wanted, quote unquote. And all this freedom that he saw, and benefits, as unfair.

Nick Borelli:

And I said, "Well, how long would it take me to train somebody to do what you do? Like think about it. All the tasks you have, how long would it take? Be honest." And he's like, "I don't know, like a month or two." And I'm like, "Okay, so that's the investment we have in you as a cog. These people have a lifetime of skills that they've gained in other areas, and they have a proven track record to have a straight line between their actions and direct revenue to the company. So whatever they want is justified. They can make whatever they want as long they make this much. You don't directly impact revenue, so you can't really negotiate that kind of terms."

Nick Borelli:

So my challenge to him was, find a way to do that. If there are people in this building that can train you in ways that give you new skill sets, take advantage of the time and the opportunity you have. But really, the only way to separate yourself is to create unique skill sets that are in demand, and then you can set your price.

Nick Borelli:

And I think that that's the problem with a lot of people in the quote unquote event coordinator role. They're order takers. They're check box people. A skill set that says, is good at following through with things, or is organized, is not a really amazing skill set. It's not next level. Some people just have it in eighth grade, and they're just organized. You can't stop there. And if you're not satisfied with where you're at, I know this a little libertarian right leaning by saying this, but find a way to make yourself valuable, or get creative, and find a way to say... This is what business owners have that you don't have is risk. So find a way to do something that has an element of risk.

Nick Borelli:

And if all you have to risk is your time, so be it. But say, "I'm willing to risk this amount of my time in order to gain this skillset. If I do that, or if I find business for you or whatever, can I have this piece of it?" Those kind of things, again especially in the small business world that is predominant in the events industry, where it's so many small businesses, you'll find that people will play ball. In a large organization, sometimes it takes going away and coming back, and things like that. I've seen that happen quite a bit, where you take one experience you had and then you say, "Look I had this other experience here, and I want to apply something else here. Give me a year to do it." I think that risk taking is the element where people that make the big money have an element of risk. And if you don't have any risk, then you get what you get.

Dustin:

Yeah, you made a reference to non-revenue generating employees, and what the difference is in the way they are compensated, and the way that they are treated. And I do think that where you sit on the scale is probably, in a lot of cases, if you're a non-revenue generator, so if you're a coordinator or you're working operations, there's less of a light shone on you as far as your value within a corporation. And those are the people that get turned and burned a little bit more. The best benefits are going to the people that are either generating revenue or servicing that revenue from an account management, where if they left it could be detrimental to the revenue or the success of the business. What you're saying Nick is very important, where if you're not in one of those coveted positions, then you got to do something to stand out, and something to make sure that you're becoming a real asset to that business.

Nick Borelli:

Just some other skill on top of your skill. Sometimes that's all it takes.

Dustin:

Right.

Nick Borelli:

Like we had a guy that was literally a shop guy, but he spent a little bit of his time afterwards and picked the brains of people, and got some mentorship in learning how to do a lighting rig. Then all of a sudden, he was this cross trained person. Well it turns out when people need someone at a job at the last minute, which pays at a higher wage, this guy was in the shop, and he was like, "I know how to do that now." So he became a little bit more valuable. And there's lots of different opportunities to do that.

Nick Borelli:

But I'm saying in the events industry as a whole, one of the worst parts of the events industry is that it is not a well defined industry, there's low barriers of entry. One of the best parts of the events industry is the same thing. So take advantage of this opportunity. I know that again, it's not for everybody. But I think that if you have, just like we talked about, you can apply strategic

thinking to non-strategic jobs. I think you can apply entrepreneurship to non-entrepreneur jobs, and still take that same idea of risk, of growth, of education, and not being satisfied with where you're at, and climb.

Nick Borelli:

Because again, if somebody could have your job, and the average is that they've only been in it for one to three years, and you're in it for six or seven, just imagine, you've plateaued three years ago. You have to be something different, you can't be apples to apples with somebody who has half of the experience you do and expect double pay.

Thuy:

That's a good point Nick. And when we talked about the event forum that came out, the report. What's most valuable to a business is that strategy thinking, it's like creating that plan and everything. And then Dustin, you just said a perfect example why people burn out in that dip there.

Thuy:

And there was an article, and actually I'll be so transparent and vulnerable right now. Negotiating salary was something that I was, I don't want to say bad at, but it's definitely a weakness of mine. Until as of recently, where I was saying, "Okay, well I'm not even doing this for me anymore, I'm doing it for the women in this industry, for everyone else that's coming up after, to make sure that they're paid fairly." Because in certain roles, it's a lot.

Thuy:

And there was an article that came out in the New York Times on what, January 9th, and it was, I'll share my salary information if you share yours. And it talked about how the modern women nowadays is talking about money and we're being more transparent about it. And that to me, I love that article, because it was really eye-opening to say, "Well I was possibly bad at negotiating salary, because I didn't do my research, and I wasn't talking to other females." Or actually anyone, a lot of the roles, I think I know maybe one or two males that have the same title as mine, Senior Experience Designer with PRA.

Thuy:

But yeah, having those conversations I think is necessary. And it's a little scary because we don't do that. And you put a bunch of things in the notes, so...

Will Curran:

Yeah, I think there's definitely going to be a lot of follow-up episodes on this for sure. I think we're going to do a spin-off on overtime alone, because I think we can talk about that all day long, what that looks like. So yeah, there's definitely a ton of topics I think we can keep going. And one of the things you put on there, one of the things I saw, is in that same event NB article is it talked about the 15 truths why you're not earning an event planner salary that you want. And oh my gosh, I feel like we could turn that into it's own episode.

Thuy:

Oh, going back to Nick's point. I will always say, when I'm interviewing, and things of that nature. I can teach you the job, like I can teach you how to do a contract, I can teach you how to do RFBs, going into all that stuff. But same thing, anyone can really do my job now, but you can't replace Thuy. And I think that's the thing too that's really important, is you want to not only do your job and do it well, but exceed those expectations. Nick, what you were saying, going above and beyond, trying to figure out how to add value to that company. The other associations, being involved in the community, getting your certifications. All that stuff adds to negotiating your salary.

Nick Borelli:

Yeah, I came into a job where I was like, "All right, I'm the president of the local association chapter, I have these contacts, I know this many..." I laid all of the things I have out there, so just they know that I wasn't that job, you were getting me, which is a different animal. So we're going to talk about it differently. So I think that all your intangibles, and all the things that got you there, and your viewpoint on things, because of the totality of experience you have, that is a way to stand out.

Nick Borelli:

But again, I also believe that you should be strategic in how you play where you're going to go and what your next move is. I've known quite a few people in the events industry, because again, it's pretty small and it's manageable, who have gone, as employees, to their employer and said, "I eventually want to do this." And I know a couple of them who have had stake in their employees future businesses and become partners with them. Dustin, I'm sure that resonate with you very well.

Nick Borelli:

These are things you can do, but I think that you have to do the investment, you have to do the time. You have to show the metal that you have. But you would eventually be able to prove to someone with liquidity that you're somebody to invest in by the work that you're doing. So not only are you putting in a ton of work, but you're investing in a potential future for that. And the employer, they're not stupid. They don't think that everyone is going to last forever. And you're not tricking them.

Dustin:

Especially now, yeah for sure.

Nick Borelli:

Yeah, so just be up front about it. Again, one of the businesses I worked at recently was bought by five people within their business. And the founder of it was retained as the CEO. You don't hear of moves like that. But again, if you're thinking entrepreneurially, or you're just not satisfied with the money that you're getting, just know that the crushing weight that you feel with the

event industry being kind of this, no ones paying attention to it, everyone's making people work really hard. The flip side of it is, there's no real real rules either. It can break you, but you can also break the rules.

Thuy:

I love that. Is there any other thoughts? I love that we always every episode, we're like, "We need to do another episode." Or we segue into this. But is there anything else we want to share in regards to salary and money in this industry, and getting compensated?

Will Curran:

I kind of want to try to get more data and talk more about this too. Because we're obviously pulling this from one single article that pulls from a couple different sources. But I'm even looking at this and like, "Man, there's so much more data we can go through and talk about for sure."

Nick Borelli:

I had a salary, a lot of my friends have salaries in the events industry. I don't draw a salary now, I don't have the corporate structure that it makes a lot of sense to do that. Like I get paid by retainers. It's just a different animal, I'm such a low overhead, such small ideas as a consultant. So I honestly think that, my take is always just figure out your own way to do it if you're not satisfied with something, and don't take what is offered. But that said, you're not entitled to anything at all. You're entitled to something that somebody who has been in the industry to one to three years can accomplish. That's all you're entitled to. Beyond that, get excited by the idea that, in my opinion, the opportunities are pretty limitless.

Thuy:

Awesome. Well thank you three for providing your insight and your feedback on this topic. And let's wrap it up for today's episode on that money. So thank you so much to the Event Brew fans for listening. And thank you to the amazing Brew Crew for just rolling with just topics that we are all interested in, or maybe a couple of us. And I just love that dynamic between us and that synergy, where we can just say, "Here's something that interests me. No idea, but let's talk about." And that's the whole point of this Event Brew, is being able to have these honest candid conversations that people might be talking about, but it's really nice to have that voice.

Thuy:

And so what do you guys think? Go to eventbrew.com. There's our show notes in there, there's links to all those articles and resources that we have shared on this, and all episodes, transcripts, all links to subscribe. You can rate and review us on Apple Podcast, Pocket Casts, Google Play, Spotify. This will help us a ton with having other event professionals find us and to engage and get into those conversations as well. We do want to hear from you, and we love hearing from.

Nick Borelli:

Post your salary.

Thuy:

Yeah. Can you imagine everyone? If everyone just started doing that. So yeah, if you share yours, I'll share mine.

Nick Borelli:

Event salary dot com, we should just buy it as an anonymous place to anyone. Back in my days, I've quit buying URLs, just out of dumb ideas anymore. But if somebody's still in that market, but event salary dot com, take it as an anonymous place and turn it into a survey. It'd be fun.

Thuy:

Oh gosh. Well if you want to go in with Nick on that business, and increase your salary, get a little money here and there.

Nick Borelli:

I'll sell ad revenue for it, no problem.

Will Curran:

Isn't that what Glassdoor does?

Nick Borelli:

It totally does. I'm just trying to turn a niche into it. So I can get niche advertisers.

Thuy:

We actually have to side bar Nick. I had this brilliant idea I want to share with you, but we're going to take it off-air. And other than that, just let us know. Contact us at eventbrew@helloendless.com. And like always, we're so grateful and appreciative that you listen to us, and we want to listen to you. So until next episode everyone. Thank you so much Brew Crew.

Thanks again for listening to Event Brew. Be sure to rate and review us on your favorite podcasting app. Also, be sure to head to eventbrew.com, and leave us a comment about this week's episode. See you next time on Event Brew.