

Millennial Meeting Planners

“Millennials revolve around technology and social media,”

Ally Brown, MANAGER OF SPECIALTY ACCOUNTS at
Naples Grande Beach Resort in Naples, Florida
(Source: The Meetings Magazine)

DEMOGRAPHICS

AVERAGE AGE 36.5

AVERAGE SALARY \$47,298

AVERAGE MALE SALARY \$50,531

AVERAGE FEMALE SALARY \$46,526

The average age of male meeting, convention, & event planners in the workforce is 38.5 and of females is 36

80.7% of meeting, convention & event planners are female.

75.1% of meeting, convention & event planners are White (Non-Hispanic)

7.81% of meeting convention & event planners are Black (Non-Hispanic) and is the second most common race or ethnicity

FRUSTRATIONS LIST

Avoid phone calls, rather text and email (as they don't require small talk and can be more efficient)

Difficulty with negotiations, indicating an aversion to one-on-one interactions and a preference for a transactional experience

Working with CVBs and making introductions to properties they do not have relationships with yet

FEELINGS

51 bachelor's degree programs in event management in the United States, 520 in hospitality management, and 4,999 in public relations

Your millennial meeting planners may not have as many years of experience as other generations you work with, but they are likely to be more educated than their predecessors

The second group of emerging millennial professionals who are hungry to learn and meet new contacts using social media, apps and other digital tools that they've grown up with (Skift)

Millennial meeting planners are more independent vs collaborative, but will still come together at the end to share ideas and insights

NEEDS LIST

Need to be able to independently research digitally and get all the information they need in an engaging format

60% of millennials understand information when it's communicated visually

58% remember that information longer

Hotels and venues need to present their property on social media and online sourcing platforms with appealing photos, videos, interactive tours and more.

Millennial meeting planners were 50% more likely to say social media and blogs are highly influential when it comes to evaluating a venue compared to older generations

Location, cost, customer service, and relationships are all important and influential factors when it comes to site selections

Brands need to not only say they care on social media, but show they care with both unique, personalized one-to-one interactions and through their high-level business decisions that will affect their employees, the community, and the environment

Corporate Social Responsibility is important

Online Reviews, Ratings, and Opinions matter

Social Brand Presence is expected

Require authenticity

Opportunity for Hybrid Experiences

Sustainability Experience is important

Millennial planners want to emphasize that it is more of a mindset than an age group. They want to do something to make a difference in the world, both professionally and personally. Whereas boomers are loyal to brand, millennials are loyal to meeting industry partners—being more flexible, more creative and always looking for the greatest and newest and not the tried and true.

Millennial-age meeting planners and attendees have been pushing for more modern meeting design and advanced event technology for years, but the meetings industry, at large, has been slow to implement changes because industry leaders don't take young meeting planners seriously enough.

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**Reach out to learn more
about the millennial
planners making
meetings happen.**

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SOURCES

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