

Women are a majority in the meetings and events sector but few are in the Management level, according to study by Grupo eventoplus

The latest study by Grupo eventoplus on the meetings and corporate events market in Spain has centred in women and its role in the sector. The results reveal strong presence of women in the event agencies but like many other sectors, there are few with Management responsibilities. With 64% of women working in agencies, only 35% of them are in Management positions.

This report is based on a quantitative analysis extracted from the annual market study conducted by Grupo eventoplus at the beginning of 2008, and is completed with opinions of professionals from the sector and other studies. The aim of this report is to understand the importance of women in this sector.

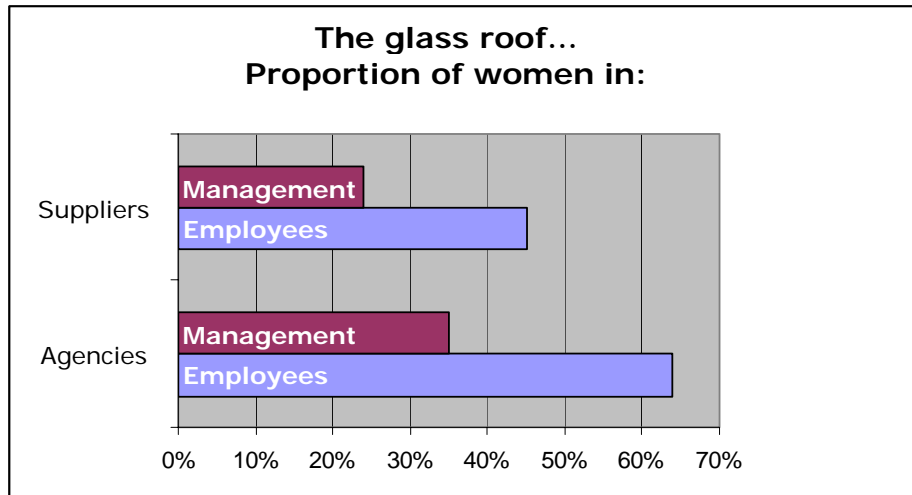
A strong feminine presence

The percentage of the women in the sector is very high. If the economy shows that 41% of women are being employed, event agencies has an even higher female representation: 64% of those working in event agencies are women. However, this trend is not seen in the suppliers segment (hotels, catering, audiovisuals, etc.), where only 45% are women.

The study shows a future with a strong female representation. According to schools offering courses, post-graduate or master related to the sector, the number of women in the classrooms highly exceed that of men. This is confirmed by these universities the percentage of women taking their courses: Universidad Complutense (80%); Universidad Autónoma de Barcelona (83%); Escuela Superior de Negocios ESDEN (90%); Universidad Pompeu Fabra (95%); IED Barcelona (89%) and the Universidad de Deusto, who in their last two editions of its Master programme on Organisation of Congresses, Events and Trade Shows, has 100% female students.

Difficulty in getting management positions

The strong presence of women in the events sector in Spain is contrasted by the low number of women occupying management positions, both in event agencies as well as in the suppliers' market. Even though more than 60% of the staff in the agencies are women, only 35% of them are Directors or Partners of these companies. In the suppliers' market, 45% of the staff are women and only 24% holds management positions. (See graphics "The glass roof")



In the last ten years, the activity rate of women has grown more than men (26% Vs. 6.1%) with an employment rate of women at 55.1% and 16.6% for men.

Despite of this, there is an increasing presence of women in companies; according to the survey Encuesta de Población Activa conducted by INE, in 1998, 31.1% of women occupied management positions. Ten years later, this percentage has only grown up to 32.7%. This means that even though the number of women working has increased considerably (26%), the number of “female boss” has only increased 1.6%.

This inequality is also reflected in salaries. The survey Encuesta de Estructura Salarial by INE indicated that women earned 26.3% less than men in 2006.

About Grupo eventoplus

Created in 2000, Grupo eventoplus is the pioneer that brings together, informs, inspires and professionalises the meetings and events sector in Spain. It facilitates the organisation work of any event organiser through its six main activities:

- **eventoplus.com** – the first and leading event organisation portal in Spain, also present in Argentina and Mexico.
- **eventos Magazine** – the reference publication for meetings and events.
- **Premios eventoplus** – the first awards that give recognition to the industry in Iberian Peninsula.
- **e-days** – the event show, a key meeting point for providers and organisers with an exhibition area and conferences for professional education.
- **eventoplus formación** – practical in-house training classes and in-company training sessions
- **eventojobs** – the job search engine for the industry in Spain .

The efforts of Grupo eventoplus for industry has been internationally recognised by the ISES Esprit Awards as finalists in the Best Contribution to the Industry Category in 2005 for eventoplus.com and in 2006 with eventos Magazine.

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