

QUICK FACTS: How to Attract the Next Generation to the Events Industry

Three things the industry should be saying, and three it should say less

David Allison's Valuegraphics Research Company measured What Matters Most to meeting and event professionals across Canada and the United States, using a statistically representative sample and the one billion data points in the Valuegraphics Database.

SAY THIS

- 1 This is a helping profession.**
The value of Service to Others is more than eight times stronger for event professionals than it is for the general population. The industry talks about logistics, budgets and glamour. The people in it are there to make life better for other people. Say it the way nursing and teaching say it.
- 2 You will be the person everyone counts on.**
The value of Personal Responsibility is two-thirds stronger for event professionals than for the general population. If you want to be the one who gets things done, this industry hands you that every day.
- 3 You build the rooms where people feel good, and you work in one.**
The value of Positive Environments is almost twice as strong for event professionals as for the general population. Earn it first: fix the unrealistic timelines, budget pressure and stakeholder conflict that drive people away.

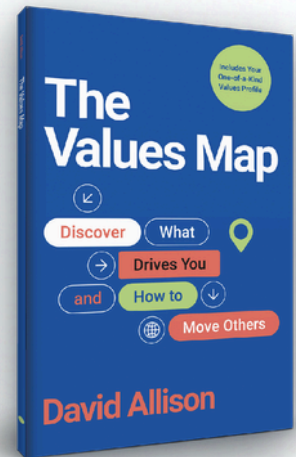
SAY LESS OF THIS

It's hard work, but we bring people together every day.

- 1 The job is hard, the hours are long and nobody appreciates us.**
The people this industry attracts are the people most put off by complaint: the value of Positive Environments is almost twice as strong for them as for everyone else. The hardest-working group works 80-hour weeks by choice. They loathe chaos, not hours.
- 2 Bringing people together.**
The value of Relationships is important to nine people out of ten, and is a top value for the general population too. Every people-facing career can claim it, so it does nothing to set this industry apart.
- 3 Every day is an experience.**
This is the message the industry already sends, and the value of Experiences ranks only tenth for the people in it. Leading with it feeds the glamour stereotype that message one replaces.

Everything gets easier when you know what matters most.

David Allison's new book, *The Values Map*, shows you how to find your own values and put them to work. Every copy includes a free 30-page personal values report generated just for you. Every keynote David Allison delivers is based on data from The Valuegraphics Research Company.



Preorder the Book

