

zuddl | Salary Report

2025 Event Marketing Salary & Career Trends Report

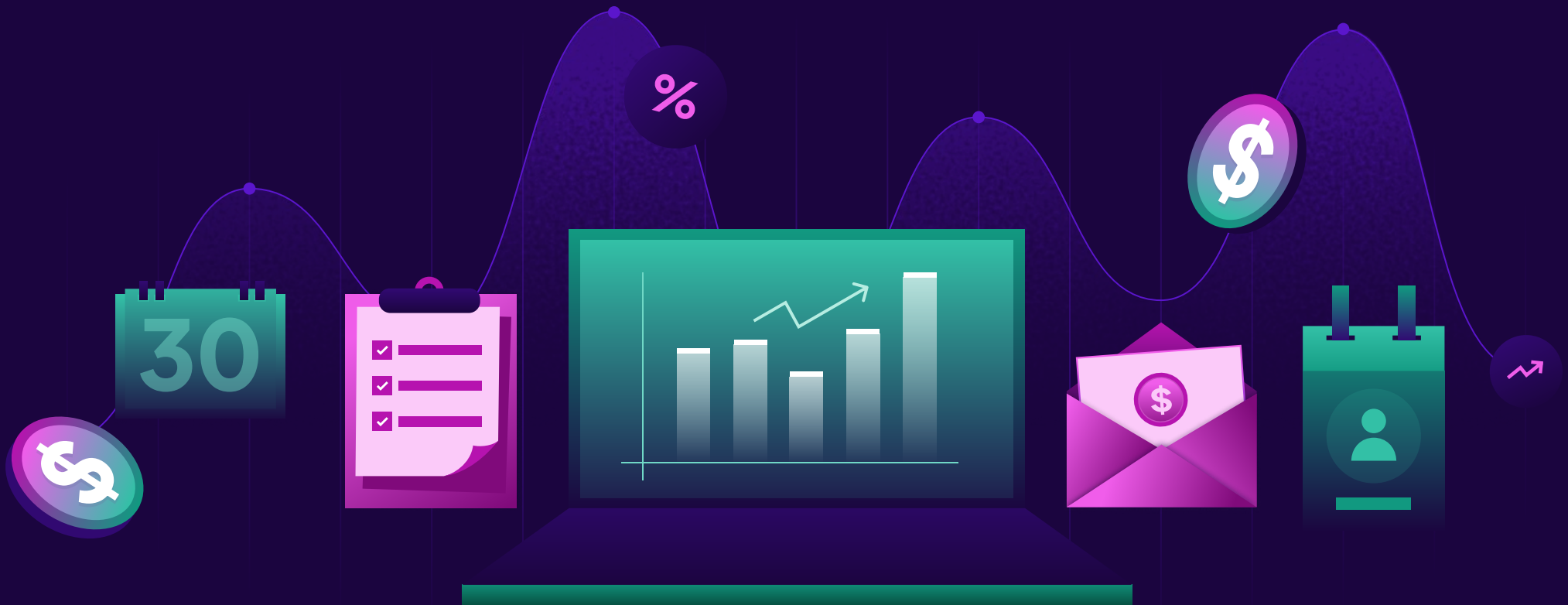


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The Ultimate Compensation Report for Event Marketers

We built this report so event marketers know exactly where they stand—by role and career stage—and can benchmark offers and raises with confidence.

The report consists of two parts: Market Salary Benchmarks (latest median base pay numbers from major portals + Zuddl's 2025 industry survey) and Compensation & Career Trends.



Event Marketing Median Pay Benchmarks

Median base pay numbers for roles across five career stages, built using Glassdoor, ZipRecruiter, Salary(dot)com, Indeed, Payscale, and Zuddl's 2025 industry survey of thousands of event marketers.



Event Marketing Compensation Trends

Findings from Zuddl's 2025 event marketing compensation survey. Covers pay structure (base, bonus & equity), benefits prevalence, satisfaction index, job-switch intent & raise outlook, work setup, and talent mix.

Event Marketing Median Pay Benchmarks

- Entry-Level
- Early-Mid
- Manager-Level
- Director-Level
- Executive Tier



Entry-Level | 0–2 years

Titles covered:

- Events Assistant
- Event Marketing Coordinator
- Event Coordinator

~\$57,600

Median Base Pay



Early-Mid | 2-5 years

Titles covered:

- Field Marketing Specialist
- Event Marketing Specialist
- Trade Show Coordinator

~\$69,979

Median Base Pay



Manager-Level | 5–8 years

Titles covered:

- Field Marketing Manager
- Event Marketing Manager
- Trade Show Manager

~\$104,776

Median Base Pay



Director-Level | 8–12 years

Titles covered:

- Director of Events
- Director of Event Marketing
- Head of Events

~\$183,561

Median Base Pay



Executive Tier | 12+ years

Titles covered:

- VP Brand Marketing
- VP Events
- Chief Events Officer

~\$214,965

Median Base Pay



Event Marketing Compensation Trends from Zuddl's 2025 Industry Survey

Exclusive findings from Zuddl's 2025 survey of event marketers covering pay structure, perks, satisfaction, job-switch intent & raise outlook, work setup, and talent mix.

Use this section to gain a deep understanding of an event marketer's compensation—and go beyond just base pay.

 **Base, Bonus & Equity**

 **People & Team Snapshot**

 **The Perks of Being an Event Marketer**

 **The Satisfaction Index**

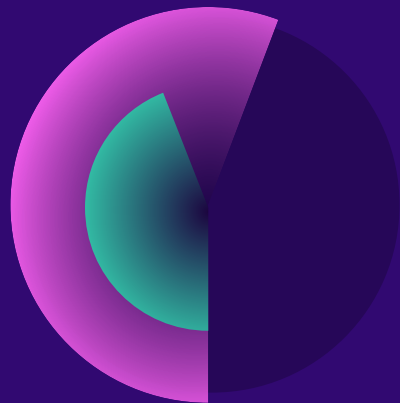
 **Job Switch Intent & Raise Outlook**



Base, Bonus & Equity

How event marketing compensation breaks down across base salary, bonuses, and equity. In our survey, base pay is the anchor (bonuses are modest and equity is common but not universal).

Equity, Incentives & Stock Options



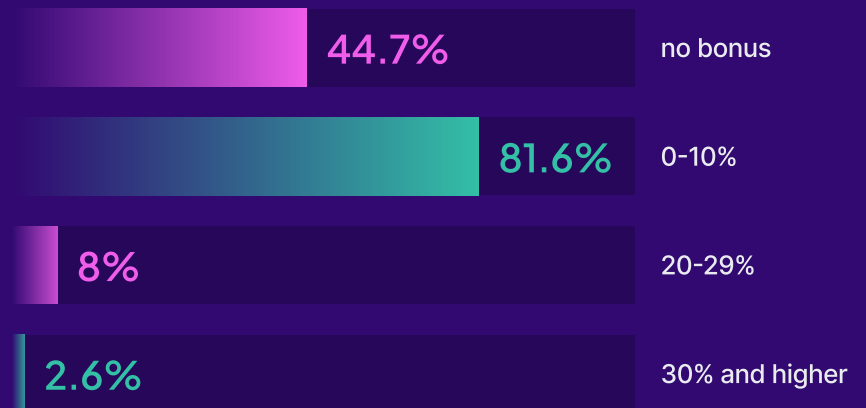
58%

receive equity or long-term incentives (RSUs, options, profit-share)

42%

receive stock options

Limited Variable Pay



44.7%

no bonus

81.6%

0-10%

8%

20-29%

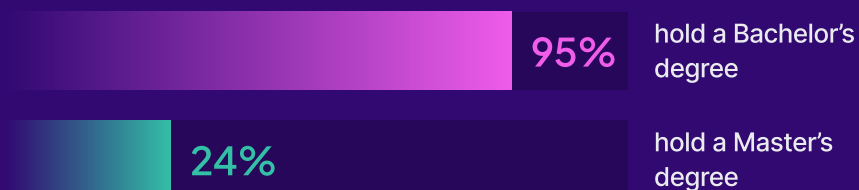
2.6%

30% and higher

People & Team Snapshot

A degree-heavy, women-led function working in lean formations. Our survey shows pay parity in base salaries by gender—the **median base for women is about \$114K**, whereas it is about \$115K for men.

Highly Educated Workforce



Women-Dominated Field

79%
event marketers
identify as women



Lean Team Structure



Work Setup



The Perks of Being an Event Marketer

Beyond table-stakes benefits (health/dental, retirement, etc.), modern perks (learning, wellness, work flexibility, etc.) are increasingly part of an event marketer's pay package and help differentiate employers.

42%

have learning & development budget



39%

get mental health & wellness allowances



37%

receive remote work stipends



15%

receive travel perks



10%

get a 4-day work week option



84%

receive health & dental insurance



79%

get paid maternity/ paternity leaves



68%

receive 401(k) retirement plan matching



The Satisfaction Index

How event marketers feel about their compensation and career. While thoughtful benefits are appreciated, many event marketers feel their pay could be more competitive—echoing [national surveys](#) where pay is a top source of dissatisfaction.

Compensation Satisfaction

47%

are happy
(4-5/5)



37%

are neutral
(3/5)



16%

are dissatisfied
(1-2/5)



More Perks, Happier People

≥5 perks

led to a 4.1/5
satisfaction score



1-2 perks

led to a 3.4/5
satisfaction score



↓ 34%

lower compensation satisfaction among on-site respondents vs. remote/hybrid peers



Job Switch Intent & Raise Outlook

How many event marketers are likely to switch? See the top reasons driving the move. And the [pay raise outlook](#) for 2025? Cautious.

34%

respondents are highly likely to look for a new role in the next 12 months

Raise Outlook (Next 6–12 Months)

45%

expect a raise

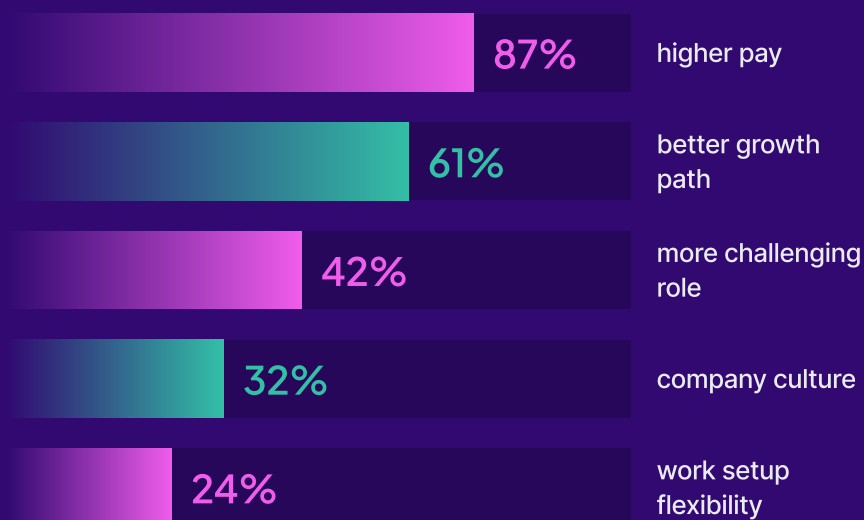
32%

say maybe

24%

do not expect a raise

Top Reasons To Leave



Strong Career Endorsement

Despite pay concerns, event marketers remain passionate about their field, and **71% would highly recommend it** to their friends.



Need practical salary negotiation advice from an event marketing pro?

Event leader Steph Christensen shares **6 proven salary-negotiation tactics** (plus 3 bonus tips) to help event marketers land their best raise in 2025.

[Read Our Salary Negotiation Guide](#) →





Zuddl is an enterprise-grade event tech platform purpose-built for teams looking to turn high-touch experiences into pipeline, relationships, and revenue.

Zuddl unifies every event format—webinars, field activations, conferences—without compromising control or experience. Marketing and event teams use Zuddl to accelerate pipeline, shorten sales cycles, and prove event ROI.

Get a personalized demo of Zuddl

[Talk to an Expert](#)

Trusted by event marketers at:

Google

ITERABLE

Microsoft

HASURA

Postscript

branch

COMMVault

GALLUP

FAIRE

bandwidth

AKIMA

Zillow

GREAT DANE

CROWDSTRIKE

Rated 4.8/5 on G2

