

# LIVE EVENTS INDUSTRY VERTICAL MARKETS

## CORPORATE

- Meetings
- Conferences
- Product Launches
- Media/Brand Activations
- Trade Shows
- Consumer Shows
- Grand Openings
- Company Parties

## SPORTING EVENTS

- Local Team Sports
- Marathons
- Tournaments
- Rodeos

## FAIRS + FESTIVALS

- Art
- Music
- Carnivals
- Circuses
- Expositions

## CELEBRATIONS

- Weddings
- Mitzvahs
- Anniversaries
- Graduations

## FUNDRAISING + POLITICAL EVENTS

- Galas
- Auctions
- Rallies
- Inaugurations

## PERFORMANCES

- Concerts
- Theatre
- Opera
- Dance
- Comedy

## ABOUT THE LIVE EVENTS COALITION

The Live Events Coalition is a volunteer-run, nonpartisan, not for profit national coalition of live event and entertainment businesses, their employees, and independent contractors. The Coalition provides advocacy, resources, and a network for the 12 million live events professionals across 50 states.

# LIVE EVENTS INDUSTRY BUSINESS SECTORS + JOBS

## BUSINESS SECTORS

Event Planning and Production  
Audio-Visual, Lighting, and Staging Providers  
Event Rental Companies  
Event Catering  
Scenic, Decor, and Floral Vendors  
Trade Show Operators and Vendors  
Theatrical Service and Equipment Providers  
Specialty Entertainers  
Creative Content Providers  
Specialty Event Services and Vendors  
Wedding-Specific Services and Vendors  
Fair and Festival Operators and Vendors  
Special Event Venues  
Performance Venues  
Amateur Sporting Event Operators and Vendors

## JOB TITLES

Acrobat, Activities Planner, Administrative Assistant, Alcohol Monitor, Announcer, Artist, Art Show Coordinator, Auction Checkout Clerk, Auctioneer, AV Production Company Owner, AV Technologist, Banner Printer, Banquet Sales, Banquet Servers, Bar and Beverage Caterer, Bartender, Bid Spotters, Box Office Manager, Broadcast Specialist, Bus Driver, Bus Transportation Provider, CAD Specialist, Camera Operator, Carpet Setup Crew, Casino Games Provider, Caterer, Catering Operations Manager, Catering Sales Manager, Chauffeur, Choreographer, Cicerone, Cocktail Specialist, Comedian, Communications Manager, COVID Compliance Officer, Concertmaster, Convention Visitor Bureau (CVB), Convention Center Staff, Convention Center Sales, Costume Designer, Creative Agency Owner, CSR Event Manager, Dancer, Dance Teacher, Data Manager, Décor Agency Owner, Destination Management Company Owner, Electrician, EMT/Medic, Entertainer, Event Agency Owner, Event Designer, Event Manager, Event Operations Manager, Event Planner, Event Producer, Event Strategist, Exhibit Booth Manager, Exhibit Builder, Exhibit Coordinator, Exhibit Designer, Exhibit House Owner, Festival Coordinator, Festival Executive Director, Field Events Manager, Florist, Flyrail Operator, Followspot Operator, Furnishing Company Owner, Gamification Designer, Generator Operator, Gift Company Owner, Graphic Designer, Graphics Printer, Hair Stylist, Host or Presenter, Hotel Sales, Hotel CSM, Hotel General Manager, Hotel Operations, Hotel Chef, Hotel Kitchen Staff, Hotel Room Service, Hotel Room Cleaners, Ice Sculptor, Internet Technologist, Keynote Speaker, Lighting Designer, Lighting Director, Lighting Programmer, Lighting Rigger, Lighting Setup Crew, Limousine Provider, Magician, Makeup Artist, Manager, Marketing Manager, Mascot, Mascot Costume Designer, Mascot Costume Manufacturer, Media Relations Manager, Mobile App Programmer, Musician, Music Director, Orchestra Director, Photographer, Photo Shoot Manager, Printer, Promotional Product Designer, Promotional Product Manager, Promotional Product Producer, Prop Master, PR Manager, Registration Manager, Registration Site Manager, Rigger, Roadie, Scenery Builders, Script Writer, Seamstress, Security Manager, Security Worker, Set Carpenter, Set Designer, Shipper, Shipping Coordinator, Show Caller, Silent Auction Coordinator, Simulcast Facilitator, Simulcast Operator, Site Manager, Social Media Manager, Sommelier, Sound Console Operator, Sound Designer, Sound Setup Crew, Soundtrack Producer, Sous Chef, Spandex Artist, Special Events Planner, Speech Coach, Speech Writer, Sponsorship Coordinator, Sponsorship Manager, Staff Security Personnel, Staff Manager, Stage Decorator, Stage Door Security, Stagehand, Stage Manager, Stylist, Technical Director, Tour Director, Tour Manager, Tour Operator, Tradeshow Labor, Tradeshow Rigger, Tradeshow Electrician, Tradeshow Drayage Manager, Tradeshow Internet Specialist, Traffic Manager, Transportation Company Owner, Travel Manager, Venue Manager, Venue Operations Manager, Venue Owner, Videographer, Video Producer, Volunteer Manager, Voice Coach, Wardrobe Consultant, Website Designer, Wi-Fi Technologist