Women in Exhibitions

1 November 2018
St. Petersburg
Women in the exhibition industry
Equal status – or lagging behind??

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Sonia Thomas, UFI (France)
The figures speak for themselves: Credit Suisse's CS Gender 3000 Study
(Thanks SISO!)

Figure 24
Share price performance for baskets with different tiers of female participation in senior management

Source: Bloomberg, CS Gender 3000
Figure 25
Share price performance for baskets with different tiers of female participation in senior management (since 2013)

Source: Bloomberg, CS Gender 3000
Results of the recent survey

Gwen Kaufmann, Deutscher Fachverlag (Germany)
Women in the exhibition industry – equal status or lagging behind?

Survey results

85th UFI Global Congress
Saint Petersburg, 1 November 2018
Who participated 1/2

Workplace

- Exhibition organizer: 53%
- Association (organizing trade shows): 14%
- Venue / Convention Centre: 16%
- Supplier to exhibition industry: 8%
- Self-employed: 6%
- Other: 3%

- Americas: 17%
- Asia / Pacific: 7%
- Europe: 67%
- Middle East / Africa: 10%

- Under 25 years old: 1%
- 26 – 30 years: 7%
- 31 – 35 years: 16%
- 36 – 40 years: 14%
- 41 – 50 years: 16%
- 51 – 55 years: 3%
- 56 – 60 years: 7%
- Over 60 years: 5%

1,206 landed on the survey but decided not to continue …

221 complete answers

N = 221

Women in the Exhibition Industry – Dr. Gwen Kaufmann
The majority of survey respondents are female, employed by exhibition organiser from Europe with at least 11 years of experience in the industry.
Exhibitions: An industry to love

Question: Do you like working in the exhibition industry?

Satisfaction industry

- Yes, I love it: 82%
- It is okay: 18%
- No, I am not happy: 0%
- Don't know: 0%

N = 221
Exhibitions: An industry to love

Question: Are you happy with your job?

While none of the participants in the survey do not like working in the exhibition industry, over two-thirds do not only love the industry but their individual job as well....
Gender specific skills

The event, convention and exhibition industry is a people’s business. Which three skills distinguish **WOMEN** and **MEN**?

Respondents attribute men with power-related skills, while women are attributed more with communicative softs-skills.
Gender specific skills – the differences

Which three skills distinguish **WOMEN** and **MEN**?

<table>
<thead>
<tr>
<th>Skill</th>
<th>Men on Men</th>
<th>Women on Men</th>
<th>Men on Women</th>
<th>Women on Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>Possession of power</td>
<td>8%</td>
<td>31%</td>
<td>38%</td>
<td>54%</td>
</tr>
<tr>
<td>Networking</td>
<td>10%</td>
<td>31%</td>
<td>40%</td>
<td>50%</td>
</tr>
<tr>
<td>Technical know-how</td>
<td>5%</td>
<td>17%</td>
<td>47%</td>
<td>51%</td>
</tr>
<tr>
<td>Purposefulness/decidedness</td>
<td>7%</td>
<td>20%</td>
<td>36%</td>
<td>47%</td>
</tr>
<tr>
<td>Assertiveness/self-confidence</td>
<td>14%</td>
<td>22%</td>
<td>40%</td>
<td>68%</td>
</tr>
<tr>
<td>Patience</td>
<td>10%</td>
<td>18%</td>
<td>22%</td>
<td>22%</td>
</tr>
<tr>
<td>Communication skills</td>
<td>13%</td>
<td>17%</td>
<td>45%</td>
<td>52%</td>
</tr>
<tr>
<td>Flexibility</td>
<td>6%</td>
<td>24%</td>
<td>22%</td>
<td>22%</td>
</tr>
<tr>
<td>Organisation skills</td>
<td>12%</td>
<td>29%</td>
<td>52%</td>
<td>61%</td>
</tr>
<tr>
<td>Multi-tasking</td>
<td>1%</td>
<td>12%</td>
<td>48%</td>
<td>58%</td>
</tr>
<tr>
<td>Empathy</td>
<td>3%</td>
<td>28%</td>
<td>47%</td>
<td>58%</td>
</tr>
</tbody>
</table>

Women see more **assertiveness and self-confidence** (gap of 28 points) and **possession of power** (gap of 18 points) in men than they do themselves.

Women attribute themselves much less **networking skills** than men think they have (gap of 21 points). While women think, men are much better in networking than them (gap of 40 points), men see the genders as almost on par (gap of 5 points).
How women see it …

Question: As a woman: Do you feel equally treated to your male colleagues?

<table>
<thead>
<tr>
<th>Feature</th>
<th>Yes</th>
<th>No</th>
<th>I don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trust</td>
<td>69%</td>
<td>23%</td>
<td>8%</td>
</tr>
<tr>
<td>Training</td>
<td>72%</td>
<td>17%</td>
<td>10%</td>
</tr>
<tr>
<td>Career opportunities</td>
<td>40%</td>
<td>52%</td>
<td>8%</td>
</tr>
<tr>
<td>Freedom of action</td>
<td>69%</td>
<td>25%</td>
<td>7%</td>
</tr>
<tr>
<td>Responsibility</td>
<td>63%</td>
<td>34%</td>
<td>3%</td>
</tr>
<tr>
<td>Salary</td>
<td>23%</td>
<td>53%</td>
<td>24%</td>
</tr>
</tbody>
</table>

More than half of the female respondents do not feel equally treated when it comes to **salary** and career opportunities, more than one third also feel a lack in responsibility.
Leadership: Are women supported?

Do you believe that our industry would benefit from more female leaders?
- Yes: 82%
- No: 5%
- I don't know: 12%

Do you agree with the principle of “female quotas” (at board level) as one way to offset female discrimination?
- Yes: 49%
- No: 36%
- I don't know: 15%

Does your employer actively support women in leadership positions?
- Yes: 61%
- No: 29%
- I don't know: 10%

The industry would benefit from more female leaders – this is what 82% of respondents believe. 61% already see active support for women, even if only 49% think that quotas are the way to go.
Are more female leaders needed?

**YES, because …**

- **Women are naturally more creative, good in people handling and have a good communication skills**
- **Diversity can only offer more insights and opinions on a variety of topics/decision which can help people at all levels.**
- **Because this is a WOMEN’S world! And so more women should be leaders. UFI presidents are the best example. But we finally have a woman there !!! BRAVO**

**NO, because …**

- **They are low**
- **There is no difference between man and woman all are the same with same opportunities and chances**
- **I can’t say a man or woman would be better, but the right person for the job regardless of gender.**

N = 125 statements

N = 11 statements
Female career drivers

Question: Which of the following factors do you think most strongly influence a woman’s ability to progress in her career POSITIVELY and NEGATIVELY?

<table>
<thead>
<tr>
<th>Factor</th>
<th>Negative</th>
<th>Positive</th>
</tr>
</thead>
<tbody>
<tr>
<td>Time to socialize with co-workers / bosses</td>
<td>25%</td>
<td>27%</td>
</tr>
<tr>
<td>Career breaks due to maternity leave</td>
<td>16%</td>
<td>12%</td>
</tr>
<tr>
<td>Institutional discrimination</td>
<td>12%</td>
<td>39%</td>
</tr>
<tr>
<td>Confidence and willingness to ask for promotion</td>
<td>39%</td>
<td>54%</td>
</tr>
<tr>
<td>Professional contacts</td>
<td>12%</td>
<td>47%</td>
</tr>
<tr>
<td>Attitude and strength of mind</td>
<td>17%</td>
<td>65%</td>
</tr>
<tr>
<td>Skills and abilities</td>
<td>7%</td>
<td>64%</td>
</tr>
<tr>
<td>Other</td>
<td>5%</td>
<td>14%</td>
</tr>
</tbody>
</table>

N = 221
Women are professional in the workplace: “Attitude and strength of mind” (65%) and “Skills and abilities” (64%) are seen as the main POSITIVE career factors for women.

The main NEGATIVE career factors for women are systematically gender specific: “Career breaks due to maternity leave” (78%) and “Institutional discrimination” (68%)

Other NEGATIVE factors mentioned: Lack of self-confidence, Work part time, Office politics and gossip, missing willingness to invest time and energy for promotion
While 59% of respondents feel there have been positive changes regarding work-life-balance within the past decade, 58% have had at least one point in their life when they had to choose between their career and private life.
Supporting factors

Question: Challenge us – how can trade shows, associations and trade publications support you?

- Write about us: Women in the event industry
  - Yes: 85%
  - No: 9%
  - I don't know: 7%

- Do market research, surveys like this one
  - Yes: 85%
  - No: 5%
  - I don't know: 10%

- Seminars for women to develop leadership skills
  - Yes: 80%
  - No: 10%
  - I don't know: 10%

- Facilitate female/male dialogue on diversity + potentials
  - Yes: 82%
  - No: 8%
  - I don't know: 10%

- Offer platforms for women to meet and exchange
  - Yes: 73%
  - No: 10%
  - I don't know: 17%
Female leaders

- … deliver diversity
- … have a different point of view
- … have creativity to solve problems
- … help the industry to prosper
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