



# salary guide 2023





The continued drive towards face to face marketing by brands and organisations, and the benefits it brings, has meant that the international Experiential, Events and Exhibition sector is a huge growth area. This is both across the extensive specialist agency environment and with inhouse businesses. The evolution of online sales means companies need to find new and innovative methods to engage with their customers in physical spaces to cement the brand message. This might be at a leading industry exhibition or event or via an experiential campaign or pop up.

mustard XP is our divisional brand which we have set up to cater to this sector. This includes all the different areas of the market, from Design, Production, Logistics, New Business and Client Services.

# experiential, events and exhibitions

Developed to support employers looking to attract, retain and benchmark talent, along with professionals looking to plan their next career move, the mustard XP 2023 survey is from us to you to assist with gauging your next career move or business job posting.

This document will share data and analysis into the varying disciplines we cover across Events, Experiential, Exhibitions and Museum industries, comparing salaries within London and outside across the UK.

Data was gathered through our own research of the roles we have supplied for over 2022-2023, with a mean of the salary bands given by our clients and the actual placement value achieved. Please note this is a reflection of our business and clients, so is to be used as a guide to the market as we live and breathe it everyday.

**As a division, mustard XP's focus covers 4 key industries to pull and compare data. They are:**

- Exhibition Stand Design and Build
- Events and Conferences
- Experiential and Brand Experience
- Museums and Installations

# exhibition stand design and build

	London	Regions
Creative Director	£85,000 - £110,000	£70,000 - £100,000
Design Director /Associate Creative Director	£65,000 - £80,000	£60,000 - £70,000
Creative Serv / Studio Manager	£50,000 - £60,000	£40,000 - £50,000
Creative Services Director	£60,000 - £90,000	£50,000 - £70,000
Junior 3D Designer	£25,000 - £35,000	£23,000 - £28,000
Mid-Weight 3D Designer	£40,000 - £55,000	£32,000 - £40,000
Senior 3D Designer	£60,000 - £80,000	£40,000 - £50,000
Technical Designer	£35,000 - £50,000	£25,000 - £35,000
Senior Technical Designer	£50,000 - £70,000	£38,000 - £50,000
Production Designer	£50,000 - £60,000	£35,000 - £45,000
Junior 2D Designer	£25,000 - £35,000	£23,000 - £28,000
Mid-Weight 2D Designer	£40,000 - £50,000	£32,000 - £40,000
Senior 2D Designer	£50,000 - £75,000	£40,000 - £50,000
Visualiser	£50,000 - £70,000	£25,000 - £40,000
Project Coordinator / Executive	£30,000 - £40,000	£25,000 - £30,000
Project Manager	£40,000 - £50,000	£30,000 - £40,000
Senior Project Manager	£55,000 - £75,000	£45,000 - £65,000
Project Director	£80,000 - £110,000	£60,000 - £75,000
Production Manager	£40,000 - £50,000	£40,000 - £45,000
Senior Production Manager	£55,000 - £70,000	£45,000 - £60,000
Production Director	£75,000 - £100,000	£60,000 - £75,000
Account Executive	£25,000 - £35,000	£25,000 - £30,000
Account Manager	£35,000 - £50,000	£30,000 - £40,000
Senior Account Manager	£50,000 - £65,000	£45,000 - £50,000
Account Director	£70,000 - £85,000	£50,000 - £75,000
Client Services Director	£90,000 - £110,000	£70,000 - £90,000
Business Development Executive	£30,000 - £40,000	£25,000 - £30,000
Business Development Manager	£40,000 - £55,000	£30,000 - £50,000
Business Development Director	£65,000 - £90,000	£60,000 - £80,000
Marketing Executive	£25,000 - £35,000	£25,000 - £30,000
Marketing Manager	£40,000 - £50,000	£30,000 - £40,000
Marketing Director	£60,000 - £80,000	£50,000 - £60,000

# event and conference

	London	Regions
Creative Director	£85,000 - £110,000	£70,000 - £100,000
Design Director / Associate Creative Director	£75,000 - £90,000	£60,000 - £70,000
Creative Serv / Studio Manager	£55,000 - £65,000	£40,000 - £50,000
Creative Services Director	£60,000 - £85,000	£50,000 - £70,000
Junior 3D Designer	£25,000 - £30,000	£23,000 - £28,000
Mid-Weight 3D Designer	£35,000 - £45,000	£32,000 - £40,000
Senior 3D Designer	£50,000 - £65,000	£40,000 - £50,000
Technical Designer	£35,000 - £45,000	£25,000 - £35,000
Senior Techniucal Designer	£45,000 - £55,000	£38,000 - £50,000
Production Designer	£40,000 - £55,000	£35,000 - £45,000
Junior 2D Designer	£30,000 - £40,000	£23,000 - £28,000
Mid-Weight 2D Designer	£40,000 - £50,000	£32,000 - £40,000
Senior 2D Designer	£55,000 - £70,000	£40,000 - £50,000
Project Coordinator / Executive	£30,000 - £35,000	£25,000 - £30,000
Project Manager	£35,000 - £50,000	£30,000 - £40,000
Senior Project Manager	£55,000 - £75,000	£45,000 - £65,000
Project Director	£70,000 - £100,000	£60,000 - £75,000
Production Manager	£40,000 - £50,000	£40,000 - £45,000
Senior Production Manager	£55,000 - £70,000	£45,000 - £60,000
Production Director	£70,000 - £100,000	£60,000 - £75,000
Event Coordinator	£30,000 - £38,000	£25,000 - £30,000
Event Manager	£40,000 - £50,000	£30,000 - £38,000
Senior Event Manager	£50,000 - £60,000	£38,000 - £45,000
Event Director	£60,000 - £85,000	£50,000 - £70,000
Account Executive	£30,000 - £40,000	£25,000 - £30,000
Account Manager	£40,000 - £55,000	£30,000 - £40,000
Senor Account Manager	£55,000 - £70,000	£45,000 - £50,000
Account Director	£70,000 - £85,000	£50,000 - £75,000
Client Services Director	£90,000 - £110,000	£70,000 - £90,000
Business Development Executive	£30,000 - £40,000	£25,000 - £30,000
Business Development Manager	£40,000 - £65,000	£30,000 - £50,000
Business Development Director	£70,000 - £100,000	£60,000 - £80,000
Marketing Executive	£25,000 - £35,000	£25,000 - £30,000
Marketing Manager	£40,000 - £55,000	£30,000 - £40,000
Marketing Director	£60,000 - £80,000	£50,000 - £60,000

# experiential and brand experience

	London	Regions
Creative Director	£90,000 - 150,000	£80,000 - £120,000
Design Director /Associate Creative Director	£70,000 - £90,000	£65,000 - £80,000
Creative Serv / Studio Manager	£55,000 - £65,000	£45,000 - £55,000
Creative Services Director	£70,000 - £90,000	£55,000 - £75,000
Junior 3D Designer	£25,000 - £35,000	£23,000 - £30,000
Mid-Weight 3D Designer	£35,000 - £45,000	£32,000 - £40,000
Senior 3D Designer	£50,000 - £70,000	£40,000 - £55,000
Technical Designer	£30,000 - £35,000	£25,000 - £35,000
Senior Technical Designer	£45,000 - £60,000	£38,000 - £50,000
Production Designer	£45,000 - £65,000	£35,000 - £45,000
Junior 2D Designer	£25,000 - £35,000	£23,000 - £28,000
Mid-Weight 2D Designer	£35,000 - £50,000	£32,000 - £40,000
Senior 2D Designer	£50,000 - £70,000	£40,000 - £50,000
Visualiser	£45,000 - £60,000	£25,000 - £40,000
Project Coordinator / Executive	£25,000 - £35,000	£25,000 - £30,000
Project Manager	£40,000 - £50,000	£30,000 - £40,000
Senior Project Manager	£50,000 - £70,000	£45,000 - £65,000
Project Director	£70,000 - £110,000	£60,000 - £80,000
Production Manager	£40,000 - £50,000	£40,000 - £45,000
Senior Production Manager	£50,000 - £70,000	£45,000 - £60,000
Production Director	£70,000 - £110,000	£60,000 - £80,000
Account Executive	£25,000 - £35,000	£25,000 - £30,000
Account Manager	£40,000 - £50,000	£30,000 - £40,000
Senior Account Manager	£50,000 - £65,000	£45,000 - £50,000
Account Director	£65,000 - £75,000	£50,000 - £75,000
Client Services Director	£80,000 - £110,000	£75,000 - £100,000
Business Development Executive	£30,000 - £40,000	£25,000 - £30,000
Business Development Manager	£45,000 - £60,000 + ote	£30,000 - £50,000
Business Development Director	£65,000 - £100,000 + ote	£65,000 - £90,000
Marketing Executive	£30,000 - £35,000	£25,000 - £30,000
Marketing Manager	£40,000 - £55,000	£30,000 - 40,000
Marketing Director	£60,000 - £70,000	£55,000 - £65,000

# museum and installation

	London	Regions
Creative Director	£80,000 - £120,000	£65,000 - £90,000
Design Director / Associate Creative Director	£70,000 - £85,000	£55,000 - £70,000
Junior 3D Designer	£25,000 - £35,000	£23,000 - £28,000
Mid-Weight 3D Designer	£35,000 - £45,000	£30,000 - £38,000
Senior 3D Designer	£50,000 - £65,000	£40,000 - £45,000
Technical Designer	£35,000 - £40,000	£25,000 - £35,000
Senior Technical Designer	£40,000 - £50,000	£35,000 - £40,000
Junior 2D Designer	£25,000 - £35,000	£23,000 - £28,000
Mid-Weight 2D Designer	£35,000 - £45,000	£30,000 - £38,000
Senior 2D Designer	£50,000 - £65,000	£40,000 - £45,000
Project Coordinator	£25,000 - £35,000	£25,000 - £30,000
Project Manager	£35,000 - £45,000	£35,000 - £45,000
Senior Project Manager	£50,000 - £60,000	£45,000 - £65,000
Project Director	£60,000 - £80,000	£60,000 - £75,000
Production Coordinator	£25,000 - £35,000	£28,000 - £32,000
Production Manager	£40,000 - £45,000	£38,000 - £42,000
Senior Production Manager	£50,000 - £60,000	£45,000 - £55,000
Production Director	£60,000 - £85,000	£60,000 - £75,000
Business Development Executive	£30,000 - £40,000	£25,000 - £30,000
Business Development Manager	£40,000 - £55,000	£30,000 - £45,000
Business Development Director	£55,000 - £90,000	£50,000 - £70,000

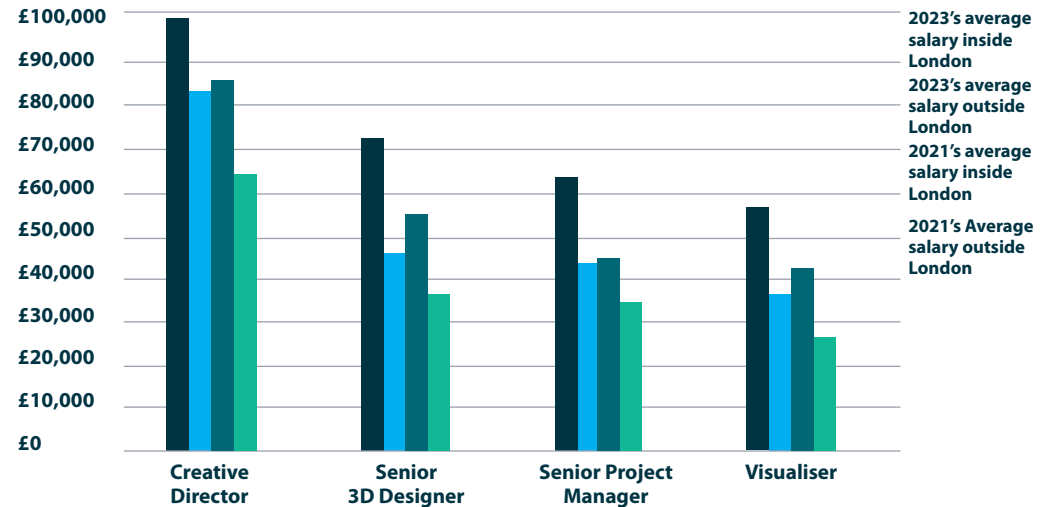
# analysis

## Exhibition Stand Design and Build

As a business that supplies talent across the UK, the most noticeable disparity between salaries comes from the London vs rest of England divide.

However, our findings have been interesting as the gap between London and the rest of the UK is closing. This is certainly the case for the Exhibition Design and Build industry, where many of these business have workshops, warehouses and other build facilities that often require more space. Taking a few positions you can see from the graph how this is reflected when comparing the two.

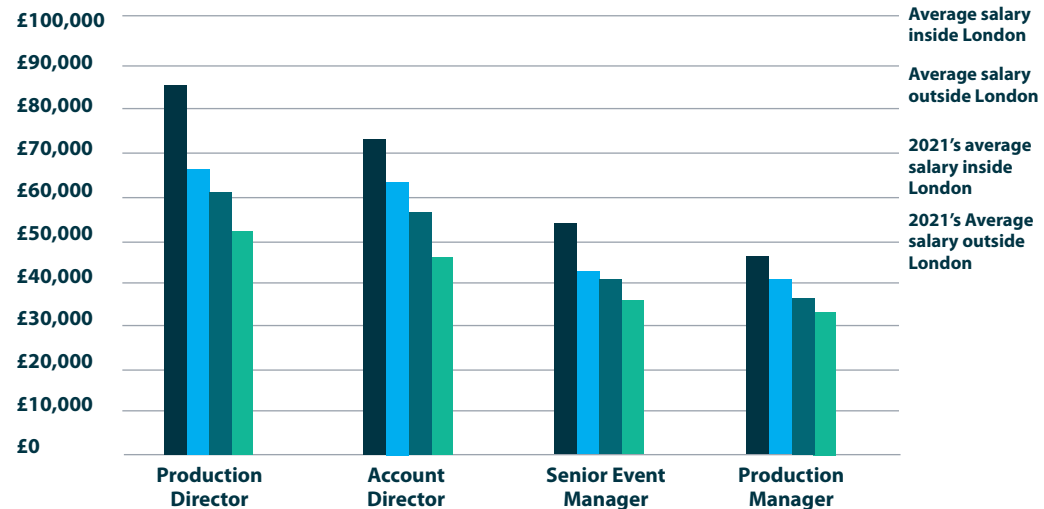
In our graphs, we've also added our 2021 data to give you a clear overview of the salary evolution.



## Events and Conferences

In contrast to the design and build industry, the Events and Conferences world is different, in that these businesses rely more on planning, logistics and design which is more easily contained.

With the build elements outsourced to contractors, these businesses can function both inside and outside of London. We have noticed salaries remain fairly similar and this is mostly down to the Northern Powerhouse and those agencies in that region competing for this type of work. The only slight difference in higher salaries in London simply comes down to living costs.

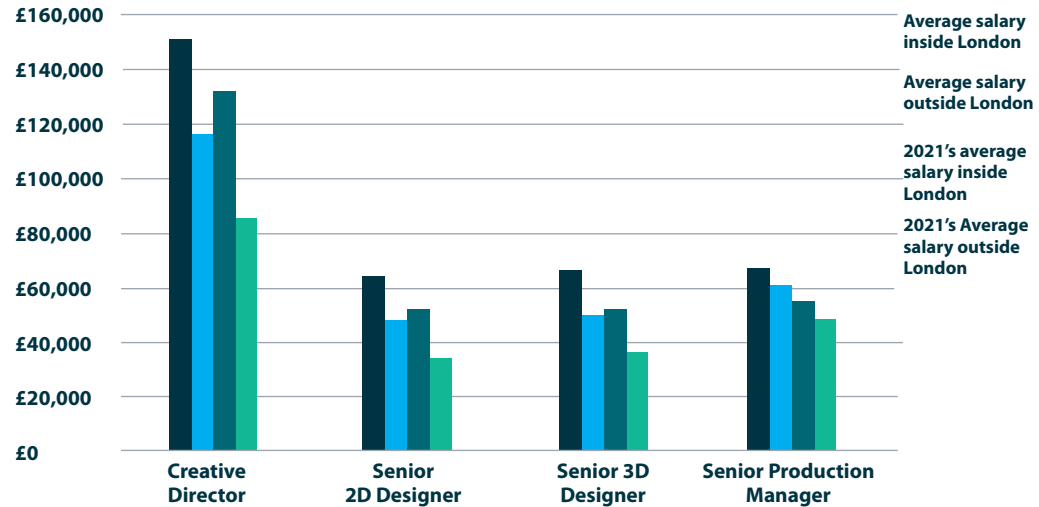




# analysis

## Experiential and Brand Experience

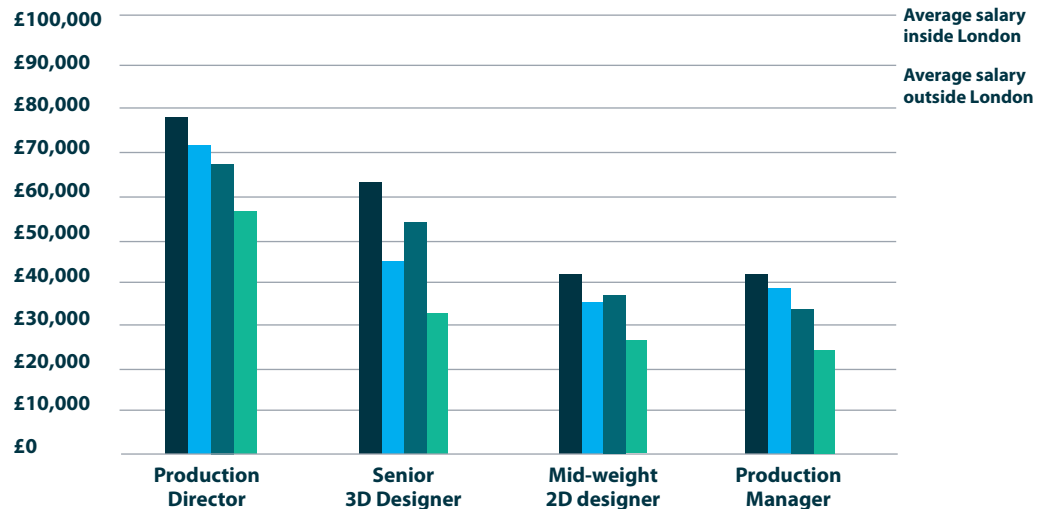
A highly competitive and creative industry over recent years, with the demand for the top end talent reaching all-time highs. As a result, salaries within this sector tend to be higher as the level of technical, creative and strategic understanding is a must have for employers. In years gone by a 3D Designer within events or exhibitions would simply need to be able to come up with the idea.... Now you need to be a production lead, conceptual thinker that can also produce beautiful pitch worthy renders. As a Project Manager, you need to be an Account Manager and Production Manager. Expectations are that you can work directly with clients, build relationships, build accounts, deliver briefs, work with creative teams, handle budgets, generate quotes, deliver onsite and understand how the space will be constructed. An exciting space but one where employers demand the highest level of talent



## Museum & Installations

The world of museum design and delivery is a fascinating one. We have found the pool of talent is extremely tight, with the skills and experience appearing more niche.

The industry functions in a similar manner to architecture, with longer lead times, tender processes and semi-permanent structures. Employers in this sector demand an in depth knowledge of developing spaces for culture and heritage projects. The UK can boast to having some of the world's greatest designers for this field. Salaries for inside London are certainly higher to those of outside of London, due to the concentrated collection of businesses in the city that deliver these projects.



## conclusion

Mustard XP strives to ensure that fair compensation is met for the right level of experience and skill set across Design and Build, Events and Conferences, Experiential and Brand Experience and Museums and Installations. We educate both job seekers and employers to understand where the market value sits for particular disciplines. We can only advise on what we can compare across the businesses that deliver across these fields, offering competitor analysis and available budgets for recruitment. Since mustard's inception 12 years ago, the general trend has been that London offers higher salaries, both for living costs and the level of job competition and demand for "the best" at all times. That being said, as the demand for face to face marketing by brands and organisations increases this leaves the door open for businesses across the rest of the UK to compete for work and talent.



# the mustard xp team



**Archie Harvey**  
**Sales Director**

Exhibitions, Experiential & Events

Archie started his role as a recruitment consultant and has progressed to Team Leader, Associate Director and now he's Sales Director. Archie has been instrumental in the success and growth of the mustard XP division and now will guide and coach team leaders across all divisions to elevate the client and candidate experience, helping them to understand the best recruitment solutions from our range of products.

**Outside of Work:** Another of mustard's big sport fans, if he's not playing cricket or tennis he'll be hiking up and down the whole country!

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**Jamie Rogers**  
**Senior Consultant**

(Midlands and South)

Jamie is part of the mustard XP team and runs the desk covering the Midlands & South of England, outside of London, placing Events and Exhibition staff across a wide range of job types from design to implementation & logistics. Jamie is a graduate of Cardiff University and in his 1st year at mustard he made the annual target hitters trip to Cancun.

**Outside of Work:** Jamie is a big Liverpool fan, a regular in the mustard 5 a side team and certainly lives by the work hard play hard mantra!

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# the mustard xp team



**Emily Preen**  
**Talent Partner**  
(West London)

Emily is part of the XP team and runs the West London permanent desk. Em enjoys getting to know new people and building relationships with her candidates and clients. Emily's background is within Luxury fashion and retail sales, before joining Mustard during the pandemic. Loves learning more about the ins and outs of the experiential, events and exhibitions world and seeing the industries flourish after coming out of the pandemic.

**Outside of Work:** Emily enjoys exploring Bristol and keeping fit whether that's in the gym or getting out of the city and enjoying long bikes ride across the Salisbury plains.

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**Ben Hackston**  
**Recruitment Executive**  
(East London)

Ben is another member of the highly achieving Team XP. He recruits for permanent roles in the London area. Ben has a degree in Event Management and an extensive knowledge of the nightlife sector from playing DJ sets and running club nights in the local area, making him an ideal recruiter for the events industry.

**Outside of Work:** When Ben isn't working or hosting events, he can be found skateboarding with friends.

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# the mustard xp team



**Max Miner**  
**Recruitment Executive**  
(Midlands and South)

After completing over half a year in recruitment, it was time for a change. Going from being mustards Internal Recruiter to joining mustard XP it was time to step up and take on the full desk, covering the Midlands and the South. Max has gained a significant amount of experience from his peers that will enable him to excel in this position.

**Outside of Work:** With being from Bristol, Max has stuck to his roots by strongly supporting Bristol City. Max is also a strong skier and highly passionate about Cryptocurrencies.

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**Ewan Bissell**  
**Recruitment Researcher**  
(North of England)

Ewan left London for Bristol at 18 and never looked back, gaining experience in hospitality and healthcare as well as a history degree before making the leap to recruitment. He's passionate about building long lasting relationships in all his work and adding as much value to the candidate and client experience as he can.

**Outside of work:** Ewan sings in an alt-rock band at locations all around Bristol, but he also loves his football, inheriting a love of Tottenham Hotspur from his father and growing up in North London. Outside music Ewan's a keen writer and reader, and when he can tries to nurture his struggling houseplants.

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**the mustard  
xp team**



## **IS THIS YOU?**

mustard are always on the lookout for new talent to join our team.

If you are interested in working in any of our divisions, then get in touch  
and we'll set up a call!

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