

THE EVENTS SWITCH

You're Closer Than You Think

The honest guide to your first events role,
or your next one.

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START HERE

You're closer than you think.

If you're reading this, some part of you wants to work in events, and some other part keeps saying you can't. No experience. Wrong background. Too late to start again.

Here's what 15 years inside the industry, including years on the hiring side of the table, taught us: the gap between you and an events role is almost never experience. It's translation.

Events work is organising, budgeting, chasing suppliers, calming people, hitting deadlines and staying steady when plans collapse. Most working adults have done all of it, just under different job titles. The office party you ran. The rota you juggled. The school fundraiser. The wedding you rescued.

That IS events work. It just isn't written in events language yet.

This short guide shows you what actually counts as experience, what hiring managers really look for, and the first three moves to make this week. It applies whether you're switching in from another industry or already in events and pushing for the next level.

Let's open the door.

THE RE-COUNT

What actually counts as experience

Tick everything you've ever done, in any job, or outside work entirely:

- Organised a meeting, party, trip, or gathering of any size
- Managed a diary, rota, or schedule for more than one person
- Handled money: petty cash, invoices, a budget, or a till
- Got quotes, compared prices, or dealt with an outside company
- Calmed an unhappy customer, parent, guest, or colleague
- Hit a deadline that genuinely could not move
- Set up a room, a display, a stall, or a space for people
- Sent invitations, instructions, or updates to a group
- Trained, briefed, or supervised at least one other person
- Fixed a problem on the spot when a plan fell apart

Ticked three or more? You have transferable events experience. Ticked six or more? You have a genuinely competitive foundation, and the only real work left is saying it properly.

THE SECRET

It's a translation problem

The single biggest reason capable people get rejected: their CV describes real experience in the wrong dialect. Watch what translation does:

What most people write	What gets shortlisted
Organised the office Christmas party	Planned and delivered a company event for 80 guests, managing venue, catering and budget end to end
Dealt with customers	Managed client relationships, resolving issues on the spot to protect the experience
Handled petty cash	Managed budget reconciliation and invoice processing
Worked in a busy environment	Delivered against tight deadlines, reprioritising as demands changed

Two rules of good translation

Never invent. Every translated phrase describes work you genuinely did under another name. Hiring managers probe, and one caught exaggeration sinks the whole CV.

Numbers everywhere. How many people, how much money, how many suppliers, what deadline. Numbers are how strangers learn to trust you.

What hiring managers actually look for

Not a qualification. Not even an events job title. In the first 30 seconds of reading a CV, the hiring side scans for three things:

1. The target role, named

A profile line at the top saying what you're going for: "Aspiring Events Coordinator with..." If they have to guess what you want, they won't.

2. A number in the first three lines

Guests, budgets, team sizes, deadlines. One concrete number near the top signals evidence over adjectives, and earns the rest of the CV a proper read.

3. Calm under pressure, evidenced

Events are live. There are no second takes. So interviews circle one question relentlessly: what did you do when it went wrong? Prepare two or three honest stories of plans collapsing and you handling it. They matter more than any qualification.

And one thing they worry about with career changers: that you think events are glamorous. The winning move is showing you know it's logistics, spreadsheets and long days, and that you want it anyway.

Three moves to make this week

Move 1: Read ten job ads (30 minutes)

Search "Events Coordinator" or "Events Executive" (or "Event Manager" if stepping up) on any job board. Read ten ads and note the requirements that keep repeating. That recurring list is your target. You'll be surprised how much of it you can already evidence.

Move 2: Count your evidence (45 minutes)

Using the checklist on page 2, write down every example from your own history, and attach a number to each: how many people, how much money, what deadline. This raw material becomes your CV, your LinkedIn and your interview answers.

Move 3: Rewrite your top third (45 minutes)

Write a 3-4 line profile naming your target role and your strongest numbered evidence. Put it at the top of your CV and make it your LinkedIn headline. This one change does more than everything else combined.

Two hours total. That's the honest price of going from "thinking about it" to "in motion".

Four myths that keep doors closed

"I need a qualification first"

Most events roles at entry and coordinator level don't require one. Evidence of organising real things beats certificates about organising theoretical things. A short course can help at the margins; it is never the blocker people think it is.

"I'm too old to start again"

The industry is short of organised, calm, reliable people who deliver. It cares surprisingly little about your last job title, and career changers often bring exactly the steadiness young teams lack.

"I'd have to start from zero"

You've just spent this guide proving otherwise. You start from your transferable evidence, which is usually years deep. Salary conversations are more nuanced, but "zero" is simply false.

"It's all about who you know"

Connections help, like everywhere. But coordinator-level roles are filled through job boards and recruiters every single day, and a translated CV with numbers competes with anyone's nephew.

THE DOOR

What happens next is up to you

You now know more about how events hiring actually works than most people who apply. The checklist told you what you have. The translation showed you how to say it. The three moves tell you where to start.

Do the two hours this week. Applications follow. Interviews follow those. It's rarely fast, typical switches take 2-3 months of consistent effort, but it is genuinely, boringly achievable. The people who land roles aren't the most qualified. They're the ones still moving in week nine.

WHEN YOU WANT MORE THAN A GUIDE

The Events Switch exists for every step after this one:

The Toolkit — CV templates, the full Power Phrase Bank, 50 real interview questions, and a 30-day plan. From £19.

Done-for-you — your CV and LinkedIn rewritten by the hiring side of the table, delivered in 7 days.

Done-with-you — The Switch Plan: three coaching sessions a month, your rewrite included, and us in your corner until the door opens.

All at **theeventsswitch.com**. Questions? Reply to the email that brought you here. A real person answers.

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