

Let's Talk Business

For Ted Rogers School Students

These reports describe industry sectors and career paths of interest to Ted Rogers School students and alumni. Each report leverages BCH employment data and the expertise of our staff. This collaborative effort engages staff, students, alumni and the University Business Librarian.

Published June 2023

A Day in the Life of an Events Associate

We recently had a conversation with Isabel Marimon, who is in the Hospitality and Tourism Management Co-op program, at the Ted Rogers School of Management.

On her Fall 2022 Work Term, she worked as an *Events Associate* at BPL Events.

[BPL Events](#) offers full-service event planning for conferences, gala dinners, award shows, and experiential brand activations. Their event specialists examine and evaluate the entire event cycle in order to create lively, unique experiences that leave an unforgettable impression.

In this report, Isabel shares the type of work she did, the software platforms used, and what it is like being a Ted Rogers Co-op student.



 [Isabel Marimon](#)



Q: What did you do on a 'day-to-day' basis in your role as an Events Associate?

A: BPL Events is a boutique events agency that primarily serves non-profit organizations, associations, and other clients.

My daily responsibilities as an Events Associate at BPL Events included conducting research for the team to source new suppliers, contacting event vendors, and managing client relationships via email and phone.

It also involved updating event websites, managing event registrations, recruiting, leading volunteers at events, and working the registration desk.

Q: What technology platforms did you use in your role?

A: I used Microsoft Office applications such as Word, Excel, PowerPoint, and Outlook for correspondence.

Canva was also another tool that was utilized in this position.



Q: How does this industry impact the world?

A: As a result of COVID-19, nearly all sectors of the Hospitality and Tourism industry came to a standstill, the events sector being among these. However, a fundamental facet of the human experience is to congregate and celebrate, learn, and be inspired as a collective.

The events industry is the backbone for this - weddings, conventions, meetings, concerts, galas, and sports are major moments in the lives of individuals, and they can come to fruition as a result of the events industry. Events take these memorable human moments and elevate them to ensure they become experiences of a lifetime.

Therefore, events are a ubiquitous component of the human experience and are considered essential.

Q: Which industry trends should TRSM students be aware of?

A: An industry trend that has been continuous in the many roles I have held is the need to not only be creative, but also have basic technical abilities. Microsoft Office, Zoom, and Canva are the skills to have heavily focused on.

Q: Being a Co-op student, how did you find the transition into your first Work Term?

A: My first Co-op term went fairly smoothly. My previous employers had relayed all the information required for the role, and based on my skill set, I knew it would be the type of role that I could do well in.

Q: What advice would you provide a student who aspires to work in your industry?

A: One piece of advice I would give to Ted Rogers students who want to work in the events industry is to try out as many opportunities as possible. This will allow you to not only gain experience, but also figure out which areas of the industry you are most interested in.

Q: How did your Co-op experience help you with where you are today?

A: I had always wanted to work in the hospitality and tourism events sector, but I had never held a role that was specifically related to events.

The aforementioned was a major factor in my decision to pursue the Co-op program. I believe it is critical that before entering the workforce after graduation, one explores various positions. This will help define one's true interests.

As a result, my Co-op position working directly in events has encouraged me to pursue a career in the events industry.

Want to Learn More for Free?



Skift Meetings Events Articles

[Skift Meetings](#) provides a variety of resources for event planners, such as articles, research reports, and newsletters on topics such as event technology, event planning, event marketing, and industry trends.



Ted Rogers Student Society

[TRSS](#) is the umbrella organization that oversees over 30 different student groups at the Ted Rogers School of Management. Every TRSS student group has its own events department, which allows students to gain exposure to any industry of their choice.



Find an Internship!

TalentEgg is a website that connects students with job applications for a range of internships, including paid internships. To view this website, click [here!](#)



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Bootcamps/Prep Programs

Digital Communication - Elevator Pitch and/or Personal Branding, Emotional Intelligence, Having Courageous Conversations. [Click here to register for current bootcamps.](#)

Career Coaching

For career coaching, interview prep and more, [schedule a 1:1 appointment](#) with a Career Consultant or a Co-op Coordinator.



Staff Contributor Charmaine Kwong

Charmaine is a Co-op Coordinator who is a big believer in growth mindset. Her background in teaching and employment counseling allows her to build meaningful relationships with students and guide them as they #staygritty and #staycurious while navigating through their Co-op journeys.



Student Contributor Jaskirat Singh

Jaskirat is a Global Management Studies student who worked as a Project Coordinator for the Business Career Hub. He is passionate about community building and is heavily involved on campus as a member of Enactus TMU, Fit for Business (FFB) and Ted Rogers Student Society (TRSS).