Burnout in the Events Industry

Key Factors and Practical
Solutions 2022

Bizzabo

What's Inside

About This Ebook

As an event professional, you don't need us to tell you that your job can be really (really) stressful. Stress in the events industry is like water in the ocean: It's all over the place.

Many event professionals enjoy the tight deadlines and high stakes of event coordination, while others entered this line of work for the satisfaction of delighting clients and attendees. Even if you thrive on adrenaline, we all have our limits. When stress goes unchecked for too long, it can lead to burnout or chronic workplace stress. And that can wreak havoc on your emotional and physical well-being as well as your job performance and, ultimately, the quality of your events.

Stress in the events industry has been exacerbated by the COVID-19 pandemic, which has contributed to a rise in burnout. From rescheduled events to slashed budgets and the rise of virtual and hybrid events, the pandemic has forced event professionals to adapt to unprecedented challenges while mastering new skills on the fly.

Burnout has major consequences for both individuals and organizations. Gallup found that burned-out workers tend to feel less confident in their performance, take more sick days, avoid discussing performance goals, are more likely to leave their current job, and are more likely to experience health issues and accidents.

It's not all doom and gloom for people teetering on the edge of burnout. The good news? A little education can go a long way. When you understand what burnout is, why it might occur, and the various symptoms and risk factors to keep an eye out for, you'll feel more empowered to course-correct before burnout gets worse. Even if you're in the thick of burnout, there are strategies you can turn to in order to recover more quickly and feel better at work.

This ebook takes a deep dive into burnout in the events industry. We'll cover what burnout is (including its definitions and phases), burnout symptoms, the most common reasons for burnout, the links between burnout and the events industry, and how to deal with burnout as an event professional. We hope you'll refer back to this guide on a regular basis to keep your awareness of burnout fresh and remind you that you're not powerless in the face of continued periods of stress. On the contrary, event professionals have many tools at their disposal in the quest to feel revitalized at work.

> Even before the COVID-19 pandemic began, 2018 Gallup research declared that "organizations are facing an employee burnout crisis." That research found approximately two-thirds of full-time workers (across a variety of industries) experience burnout at work.

O1

What Is Burnout?

"I'm so burned out." It's a common phrase in the events industry. Even though the term is often used colloquially – bandied about in break rooms and Slack chats – it has roots in clinical diagnostics. This fact speaks to the potentially serious consequences of burnout and its symptoms.

Per the World Health Organization, the 11th Revision of the International Classification of Diseases (ICD-11) categorizes burnout as an occupational phenomenon rather than a medical condition. The ICD defines burnout as "a syndrome conceptualized as resulting from chronic workplace stress that has not been successfully managed."

The ICD goes on to list three primary characteristics of burnout:

Feelings of energy depletion or exhaustion

Increased mental distance from one's job and/or feeling negative or cynical in relation to one's job

Reduced professional efficacy

The ICD's definition of burnout as the result of work stress that "has not been successfully managed" might feel a bit harsh, since it could imply that burnout results from an individual's failure to manage their stress. In actuality, burnout often stems from systemic and managerial issues that are beyond a single individual's control. That's especially true in the events industry, where clients frequently change their minds, tech failures loom, and the COVID-19 pandemic throws a wrench into planning. These are industry-wide issues that require broad solutions. It's not solely the responsibility of an individual to "fix" their burnout. This is not to say that all hope is lost for burned-out event professionals. There are steps you can take to ease burnout and feel better at and outside of work. We'll explore those strategies in detail later on.

> Burnout often stems from systemic and managerial issues that are beyond a single individual's control. That's especially true in the events industry, where clients frequently change their minds, tech failures loom, and the COVID-19 pandemic throws a wrench into planning.

Other definitions of burnout

The ICD-11 was released in 2019, but the concept of burnout has been around much longer. American psychologist Herbert Freudenberger brought the term burnout to the forefront in the 1970s. He coined the term to describe the often severe stress he observed in "helping professions" or jobs in which one provides health or education services, such as medical professionals. Since then, burnout has expanded to include virtually any occupation. While the condition is still most common in helping professions, any worker can develop burnout at any time.

Burnout may be a collective phenomenon, too. Studies suggest burnout can be "contagious" – meaning it can spread between team members and throughout an organization. When an individual team member perceives their colleagues to be burned-out, they're more likely to develop symptoms of burnout as well.

The Effects of Employee Burnout
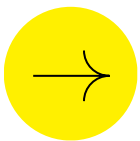
Employees who say they very often or always experience burnout at work are:*

* This data comes from Gallup's three-part employee burnout report

63%	more likely to take a sick day
1/2	as likely to discuss how to approach performance goals with their manager
2.6	times as likely to leave their current employer
13%	less confident in their performance
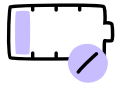
Phases of burnout

Researchers have identified [12 specific phases](#) of burnout
These phases may not be exactly the same for every person
who experiences burnout, but they do provide a loose
framework for the course this condition could take.

O1 Feeling a compulsion to prove oneself or excessive ambition

O2 Working harder

O3 Neglecting one's needs

O4 No longer having any time for non-work-related needs

O5 Increasing denial of the problem along with decreasing flexibility of thoughts/behaviors

O6 Behavioral changes, including withdrawing, feeling a lack of direction, and/or cynicism

O7 Depersonalization or a loss of contact with one's self and one's needs

O8 Feelings of inner emptiness, anxiety, and/or addictive behavior

O9 Increasing feelings of meaninglessness and lack of interest
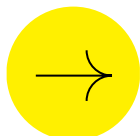
10 Extreme physical exhaustion
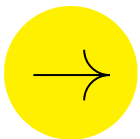
The main takeaway
When left unchecked, burnout can worsen over time. For this
reason, it's critical to know the signs so you can recognize
them early and take action before burnout further strains
your physical and emotional well-being.

O2 Signs of Burnout

While the ICD-11 only lists three general characteristics of burnout – exhaustion, mental distance from work, and reduced job performance – other sources offer more complex and/or nuanced perspectives on burnout symptoms.

For instance, the Institute for Quality and Efficiency in Health Care identifies three signs of burnout, which are similar to, but more detailed than, the ICD's classifications. These burnout symptoms include:

1. Exhaustion

Exhaustion can manifest physically and/or emotionally in symptoms such as feeling physically drained, experiencing gastrointestinal issues, or feeling emotionally exhausted, tired, or "down."

2. Alienation from work-related activities

People who are experiencing burnout tend to have escalating feelings of stress and frustration on the job. As a result, they may try to distance themselves emotionally from their work. This could manifest as feeling cynical and responding to colleagues or working conditions in cynical ways. It could also lead to "numbing out" and emotionally detaching at work.

3. Impaired job performance

People who are experiencing burnout often find it hard to concentrate on work tasks, feel listless and unmotivated while on the job, and struggle to think creatively. They might also feel very negative about work-related tasks, resist completing tasks, or complete tasks but with minimal investment.

Here are other signs of burnout according to the Mayo Clinic:

Changes in sleep habits

Unexplained headaches

Difficulty concentrating

Irritability

Impatience with coworkers, customers, or clients

Not having enough energy to feel consistently productive

Feeling disillusioned about your job

> The main factors that cause employee burnout have less to do with expectations for hard work and high performance — and more to do with how someone is managed. — Gallup

When burnout becomes chronic, the associated stress can wreak havoc on a person's emotional and physical health, leading to the following:

Increased likelihood for physical health conditions including heart disease, high blood pressure, type 2 diabetes, and respiratory issues

Increased likelihood of developing alcohol or substance abuse

Irresponsibility with finances

Inability to fulfill responsibilities at work and maybe even at home
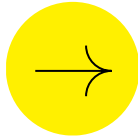
Burnout versus depression

Because many burnout symptoms are similar to the symptoms of depression, it's important to [distinguish between these two conditions](#). Sometimes, people believe they're experiencing burnout when they actually have depression – and vice versa. (Anxiety disorders and chronic fatigue can also be mistaken for burnout.) One of the easiest ways to differentiate burnout from depression is that burnout's symptoms tend to revolve around work, whereas the negative thoughts and feelings brought on by depression can apply to all areas of life.

No matter whether you think you're experiencing work-related burnout or more generalized depression, it's worth consulting a medical and/or mental health professional. They can provide you with a proper diagnosis, which will determine the appropriate course of treatment. They can provide you with a proper diagnosis, which will determine the appropriate course of treatment.

The Top 9 Reasons for Burnout

Lack of managerial support & communication	Lack of control	Negative work culture
Unfair treatment at work	Misaligned values	Mismatched effort and rewards
Unreasonable workloads	Unreasonable time pressure	Role ambiguity

03   Reasons for Burnout

In general, a person's reasons for burnout stem from a variety of industry-wide and workplace-specific factors. For most people, the issue comes down to poor management. Gallup research has found "the main factors that cause employee burnout have less to do with expectations for hard work and high performance – and more to do with how someone is managed." That means if you're a manager, it's critical to think about how your actions may contribute to team members' burnout (even unintentionally). If you report to a manager, you may want to consider how their management style impacts your relationship to your job.

Whether or not you manage a team, the primary factors that contribute to workplace burnout include the following:

Negative work culture

People working for organizations that lack strong, trusting, and supportive relationships between coworkers are more likely to experience burnout. In order to refuel on the job, team members need to feel psychologically safe. Event professionals spend a ton of their waking lives at work, including some weekends, so a hostile work environment can take a major toll.

Misaligned values

When your values don't align with the values of the organization you work for and/or the customers(s) or client(s) you serve, you may be at risk for burnout. After all, you're less likely to feel motivated at work if you don't find the work meaningful.

People who strongly agree they are often treated unfairly at work are 2.3 times more likely to experience high levels of burnout than people who don't feel mistreated on the job.

— Gallup

Unfair treatment at work

Workplaces that don't prioritize fair and equitable treatment are more likely to provoke burnout. For instance, maybe you feel your efforts are unappreciated while other coworkers receive regular praise. Or maybe your vacation requests are often rejected but a colleague always gets approval. Or perhaps you're the target of discrimination, such as sexism, racism, homophobia, ableism, and so on.

Unfair and inequitable treatment at work – in any form – significantly increases the risk of burnout. In fact, Gallup found people who strongly agree they are often treated unfairly at work are 2.3 times more likely to experience high levels of burnout than people who don't feel mistreated on the job.

Unreasonable workloads

Feeling constantly underwater is a quick recipe for burnout. A perpetually overwhelming workload doesn't leave room for recovery or balance, both of which are critical for sustaining energy levels, thinking creatively, practicing effective time management, or recovering from big events or projects. A neverending to-do list also encourages multitasking, which can further impair concentration, increase stress, and exacerbate burnout. As Gallup puts it, "high-performing employees can quickly shift from optimistic to hopeless as they drown in an unmanageable workload."

Specific to the events world, managing the demands of clients, customers, and/or partners can easily be written off as "just part of the job." But constantly being asked to make magic happen can be draining. Clients who change their minds often – or expect you to be available for them 24/7 – can end up taking advantage of you, even if that's not their intention.

Role ambiguity

Gallup's *State of the American Workplace report* found only 60% of American workers feel like they know what's expected of them on the job. That means a whopping 40% of workers are wandering around with a lack of clarity about their role and its responsibilities. When it feels like the goal posts are always moving, team members can quickly exhaust themselves just trying to keep up. What's more, the frustration caused by uncertainty can erode morale.

Lack of managerial support and communication

Clear and supportive feedback from your manager can go a long way toward helping you feel valued and like someone in the workplace is looking out for you. In contrast, a lack of communication or support can lead to the cynicism and negativity that often accompany burnout. Per Gallup, employees who feel supported by their manager are 70% less likely to experience burnout on a regular basis, while employees who do not receive support are much more likely to burn out. Note: If you work at a small agency or as an individual contractor, you may not have the same level of support and structured management as other event organizers. In that case, it's up to you to face client demands and manage your time.

Unreasonable time pressure

When your to-do list requires more than 24 hours in a day, you simply can't stay on top of everything. And in the events industry, where so many tasks are tied to inflexible deadlines, it's easy to feel like there simply isn't enough time to get all your work done. This could lead to feelings of hopelessness and overwhelm that can provoke or exacerbate burnout.

Lack of control

Know what's worse than an excessively demanding workload? An excessively demanding workload paired with feeling like you lack the means to do anything about it. Workers who feel they lack autonomy, don't have a say in workplace decision-making, and/or lack access to the necessary resources to do their job well are more likely to experience burnout. What's more, a perceived lack of control at work can fuel anxiety, cynicism, and/or depression.

Mismatched effort and rewards

When you're committed to doing your job well, you want to know your hard work is recognized and valued. But for many event professionals, the effort they put in doesn't always line up with the rewards and recognition they receive. Demanding event attendees, unappreciative clients, or low financial compensation can all contribute to a lack of recognition that can make people more susceptible to burnout. It's a lot easier to feel cynical about your job when your work goes unappreciated.

04 Links Between the Events Industry and Burnout

As we've mentioned, any worker in any industry can develop burnout. But it's fair to say that several factors put event professionals at especially high risk.

For starters, the events industry is inherently stressful. A 2019 CareerCast survey of the most and least stressful professions ranked event coordinator as the sixth most stressful job in the U.S. This ranking varies a bit depending on the source you consult; for instance, 2021 data from Glassdoor placed event coordinators as the twelfth most stressful occupation after the likes of surgeons, teachers, commercial airline pilots, and firefighters. Regardless of the role's exact ranking, it's clear that event professionals hold stressful jobs.

The Most Stressful Jobs

This list (in no particular order) comes from Glassdoor's 2021 list of the most stressful jobs in the U.S

Event coordinator	Police officer
Construction manager	Commercial airline pilot
Sales manager	Firefighter
Army officer	Bartender
Compliance officer	Registered nurse
Public relations manager	Paramedic
Laborer	News reporter
Rehabilitation counselor	Physician
Teacher	Emergency dispatcher
Surgeon	Social worker

For more proof, consider an EventWell survey of 424 event planners. It found that 42% of respondents have changed jobs at some point in their career as a direct result of job stress. That same survey found one in three responding event professionals experience poor mental health every year in the form of stress, anxiety, depression, and/or burnout. Meeting customer and client expectations, coordinating everything from venue design to catering and security, executing effective PR and marketing campaigns, and providing a stellar experience for attendees time after time can take a toll.

In addition to the everyday stressors that are part and parcel of event planning, a mixture of the factors below helps explain why event professionals can be especially prone to burnout.

Cross-team miscommunication

Event coordination involves communicating across and between a huge range of teams, from caterers and ushers to lighting and sound techs, virtual event platforms, marketers, volunteers, venues, vendors, PR outlets, customers, colleagues, and more. With so many communications flying around, it's easy for things to get lost in translation. And, once one miscommunication occurs, it can have a domino effect that impacts the entire planning process. What's more, you'll be expected to maintain friendly rapport with all the entities involved, no matter how tired you are or whether personalities clash. All this amounts to nothing short of a communication pressure cooker.

Strict budgets

Even before COVID-19, it sometimes felt like customers and clients alike were expecting more and more from event professionals without expanding the budget. Now, in the wake of budget cuts brought about by the pandemic, many companies are clenching their purse strings even tighter. This can lead to tense conversations and unrealistic expectations, which greatly ratchet up the stress of event planning.

Tight timelines

In many industries, it's possible to push back a deadline when work piles up. But in the events industry, events are usually scheduled for a specific date months in advance – and that date remains set in stone. No matter what happens between planning and executing the event, the overarching timeline will remain the same. Time-sensitive deadlines loom in every direction, and sometimes meeting those deadlines is beyond your control. (For example, consider the pandemic-related supply chain issues that have made it harder to predictably source booth supplies, gifts, and other materials.)

Long hours

Within the events industry, predictable schedules are as rare as unicorns. Event professionals rarely set their own schedules; instead, they're required to work whatever hours are necessary to execute an event without a hitch. Early mornings, late nights, and weekends are all on the table. Long hours can take a physical and mental toll, inhibit work-life balance, and ultimately lead to burnout.

Attendance and registration pressure

No matter your experience level, executing an effective PR and marketing plan is no easy feat. You're competing with more and more demands on potential attendees' time (not to mention the pull of distractions like Netflix or remote work multitasking, which has gotten even stronger as people have spent more time at home during the pandemic). In spite of the fact that registration and attendance is never fully within an event professional's control, you're likely held accountable to strict goals. This can wear you down. As noted above, a perceived lack of control over one's work outcomes is a major risk factor for burnout.

Technological woes

From CRM and email marketing platforms to online event tools, event professionals are navigating more technology than ever before. And while tech can make our lives easier, it can also be a source of major headaches.

From event apps and analytics platforms to web streaming, online ticketing, social media, gamification, and beyond, today's event professionals need to be tech wizards in addition to event planners, marketing experts, logistical mavens, accountants, managers, and more.

And you're expected to do it all while switching seamlessly between in-person, virtual, and hybrid events to accommodate the changing conditions of the COVID-19 pandemic. The Vendry's _Rain and Shine: Events in 2022_ report found many events now include hybrid, immersive tech components. For instance, 71% of survey respondents reported that they stream the main event of their conferences live in real-time, 41% offer exclusive content and experiences for remote attendees, and 36% offer remote-friendly networking events.

The COVID-19 pandemic

It almost goes without saying, but the COVID-19 pandemic has created tremendous upheaval and stress within the events industry. As of late 2021, an estimated 250,000 events had been canceled because of the pandemic, according to EventMB's 2022 Event Trends Report. Event professionals have been laid off in droves, and those who retained their jobs have had to learn new virtual and hybrid event coordination skills on the fly. Some planners have reported rescheduling dozens of events multiple times each.

What's more, many event professionals must now include CDC guidance and advanced health and safety protocols in their planning and budgets. Many events now require contingency plans for virtual or hybrid versions, which means event coordinators effectively plan two events for a single gathering. Attrition rates have skyrocketed in the wake of the pandemic, and (per The Vendry's *Rain and Shine* report) in-person events often require invite lists three or four times longer than the desired attendee number just to get close to attendance goals. All of these factors can contribute to a sense of being out of control. And as we saw earlier, lack of control is a major risk factor for burnout.

What Makes Event Professionals Especially Susceptible to Burnout

Cross-team miscommunication

Strict budget

Tight timelines

Long hours

Attendance and registration pressure

Technological woes

The COVID-19 pandemic

05

How To Deal With Burnout in the Events Industry

Now that you know the definition, signs, and common causes of burnout, it's time to learn how to tackle it. Below, we've detailed several practical strategies that will help event professionals understand how to manage stress, navigate burnout, and create more sustainable workflows.

In medicine, the saying goes, "an ounce of prevention is worth a pound of cure." In event planning, it's something like, "an ounce of planning is worth a pound of frantically running around at the last minute."

Know the signs of burnout — and take action as soon as you spot them

As with any health issue, awareness is key. The greater your understanding of burnout, the better prepared you will be to identify it if or when it crops up. Keep the symptoms outlined earlier in mind as you go about your workdays, and notice if any burnout symptoms crop up. If they do, it's time to take action on behalf of your physical and mental health.

Define roles, responsibilities, and objectives early on

In medicine, the saying goes, "an ounce of prevention is worth a pound of cure." In event planning, it's something like, "an ounce of planning is worth a pound of frantically running around at the last minute."

Before jumping into planning and execution, take the time to define roles, responsibilities, and objectives. Additionally, you'll want to lay out and manage expectations. Start as early as possible, communicate clearly with everyone involved, establish appropriate deadlines, and don't move forward until there's buy-in from the whole team.

By ensuring everyone understands their personal and collective priorities, you'll set up the whole team for a greater chance of success. You'll also save everyone the time that might otherwise be lost in a mess of confusion about who's responsible for what. Dig deeper into this and other time-saving strategies in our roundup of event planning tips.

Address mental health with your team

Burnout is fundamentally linked to emotional well-being. That means teams can't defend against burnout without addressing mental health. Luckily, the needle is already shifting as more people within and outside of the events industry prioritize mental health. In fact, 43% of event professionals contacted by The Vendry for its *Rain and Shine* report said they're seeing a rise in the importance of mental health, physical health, and general wellness surrounding events.

Keep the momentum going by creating a work culture that acknowledges and prioritizes mental health. Model healthy boundaries for your team (more on that in the next section), don't be afraid to say "no" to unreasonable demands (more on that below, too), and make a point of taking time off from work – whether that means turning off email notifications in the evenings or taking an actual lunch break away from your computer. Encourage colleagues to share their needs and speak up when they're struggling. Then take appropriate action on behalf of everyone's mental health.

> ## 43%
> of event professionals said they're seeing a rise in the importance of mental health, physical health, and general wellness surrounding events. – The Vendry's Rain and Shine: Events in 2022 report

Set boundaries and lead by example

As an event professional, you know it's not always possible to maintain the exact same working hours from one day to the next. If you're coordinating an evening event, for example, then you'll obviously need to work past 5 p.m. But that doesn't mean you aren't allowed to strive for work-life balance.

How can you set boundaries? To get started, establish a work schedule that makes sense for you and the event in question, [make an availability](#) plan, and share it with your colleagues and clients. For instance, you might inform folks that you will not respond to any emails after 8 p.m. or before 8 a.m. It's also a good idea to discuss each team member's preferred communication style; for instance, maybe you find phone calls less stressful than emails. The details will be particular to you and your preferences, but the point is to establish – and stick to – boundaries that allow you to maintain work-life balance.

Not only will maintaining healthy boundaries help you prevent burnout, but it will also make you a leader for your colleagues and other collaborators. Your example could empower other people to follow suit, creating a workplace culture that embraces more sustainable schedules and behaviors.

Standardize processes

It takes extra time and effort to create a process from scratch for every single event – and most of the time, this energy expenditure isn't necessary. Standardizing your processes will emphasize top-level priorities, remove much of the guesswork from the planning process, help ensure no box goes unchecked, and free up your energy so you can tend to the many little details that go into creating a successful event. It will also make it that much easier to scale your efforts down the line.

If you don't already have a process template, it's worth creating one. Be sure to write down every single task that needs to get done, from finding sponsors to designing a logo. Then assign each task a deadline to help you stay organized and on track. If that sounds daunting, enlist

the help of our comprehensive event strategy guide. It will walk you through every step required to host a successful event in today's times, from planning to promotion, launch, and wrap-up.

We'd also advise you standardize processes for clients, too. For instance, you may communicate a standard timeline based on event size or budget or stick to a set number of revisions. By standardizing and communicating processes from the outset, you can help prevent clients taking an inch and turning it into a mile.

Turn to event management tools

There are more event management tools available to event professionals than ever before, so put these tools to good use! The right tools can free up your time by automating tasks and/or streamlining processes. From communication to time management, organization, event planning, marketing, design, and customer support, there are a ton of options for event professionals of all stripes.

Not sure where to start? Check out our roundup of event planning tools to make event management easier. Suggested tools range from Slack and Trello to Slido, Mailchimp, TINT, Rapportive, and (much) more. While it can take some time to master a new tool, your initial investment will pay off in time saved and reduced headaches down the line.

Partner with an agency

One of the best ways to avoid burnout in the face of a major work project? Call in some help. You can start by delegating tasks to other members of your team. But if your coworkers are as swamped as you are, consider partnering with an agency for anything from design, branding, and printing to tech and virtual production. The right agency will be devoted to helping organizations host amazing get-togethers. There's no need to spend days researching viable options; we've done the work for you! Check out our ultimate directory of stellar event agencies. Help is just a phone call (or email) away.

Decide when to say "no"

Sometimes, all the delegation in the world simply isn't enough to create a manageable to-do list. And that's where the word "no" comes into play – for both you and your team. It's important to be realistic about what you can accomplish within the confines of time, space, and the team's well-being. To that end, establish expectations with customers or clients early on in the process (remember those boundaries we talked about earlier?) and be willing to turn down or modify requests that simply don't work for you or your team. Alternatively, you may ask for more time or to reprioritize tasks. Providing the why to your "no" – and asking for a way to meet in the middle – can go a long way in finding a feasible solution.

And if you're not in a position where you feel comfortable saying "no" to customers directly, it could be helpful to talk to your supervisor. Assuming it feels safe to do so, explain what isn't working and ask for the support you need to do your job well – without sacrificing your own health in the process. Then work together to create an action plan. It could also be helpful to seek the emotional support of colleagues, family members, friends, and so on. Whether it comes from your supervisor or a close friend, social support helps defend against burnout and is key to self-care.

Lastly, if you need to say "no" to your manager, consider strategies to resolve an unmanageable workload – like reprioritizing your to-do list or hiring additional team members. By providing your manager with realistic solutions, they may be more likely to meet you in the middle.

Practice self-care

Taking care of yourself physically and mentally helps prevent burnout and/or manage burnout symptoms if they crop up. Self-care can take a variety of forms, but here are some of our favorite strategies to improve overall well-being.

Prioritize sleep

High-quality sleep is critical for both physical and mental health. Prioritize sleep by taking time to wind down before bed, going to bed at a reasonable hour, and keeping work out of the bedroom so it feels like a relaxing sanctuary.

Get a move on

Research shows regular exercise can help reduce stress and improve mental health (not to mention the fact that it will make your body stronger and healthier). There's even a strong link between regular exercise and better sleep, so moving your body is a win-win-win for burnout prevention and recovery.

Practice mindfulness

Meditation, deep breathing, and other mindfulness techniques can help ease anxiety and stress. Additionally, a regular mindfulness practice can increase self-awareness, which will empower you to notice signs of burnout as soon as they crop up.

Take up relaxing hobbies

Another great way to relieve stress? Try relaxing activities such as yoga, Tai Chi, knitting, birding, or reading. After a long day, immersing yourself in a soothing hobby can be a great way to unwind and recharge.

Spend time with loved ones

Socializing with loved ones isn't just fun; research suggests it's essential for our well-being. Hanging out with friends or family can soothe your nervous system and reconnect you to what matters most. Even in the time of COVID-19, it's important to connect – whether via a walk outside, a video call, or some other means of spending time with your loved ones.

Take time to celebrate achievements

Raise your hand if you've ever executed an event only to dive right into coordinating the next one. If you have your hand up, you aren't alone! Because many organizers juggle multiple events simultaneously, it's all too easy to finish an event without any fanfare. But working constantly without taking time to pause and celebrate your achievements is a quick way to tank morale and up the chances of burnout.

After each event, make time to honor the thought and effort that went into it, whether by enjoying a happy hour with your colleagues or going out for a celebratory lunch before diving back into the thick of things. If you're a manager, find ways to express your gratitude for your team, like by scheduling a day off after big events. When you take time to reflect, you can learn from each event and apply that learning toward the success of future projects.
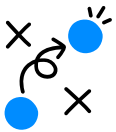
Strategies To Prevent and Manage Burnout in The Events Industry

Know the signs of burnout — and take action as soon as you spot them	Standardize processes
Define roles, responsibilities, and objectives early on	Turn to event management tools
Address mental health with your team	Partner with an agency
Set boundaries and lead by example	Decide when to say "no"
Practice self-care	Take time to celebrate achievements

06 Burnout Doesn't Have To Rule Your Career

Careers in the events industry hinge on emotional and physical energy. It takes both to build rapport with customers; collaborate with vendors, colleagues, and volunteers; create amazing guest experiences; and coordinate stellar events down to the tiniest details. These and other expectations can create a high-stress environment for event professionals, which can lead to workplace burnout.
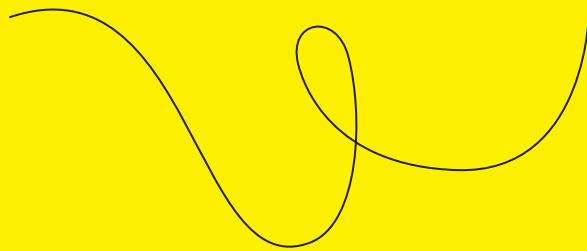
The good news: Several practical strategies can help prevent and manage burnout. These include setting boundaries, delegating tasks, streamlining and standardizing processes, utilizing comprehensive event management tools, practicing self-care, and more. If you've been feeling burned-out, these strategies can help you create a healthier working environment and reclaim your physical and mental health. We encourage you to return to this ebook on a regular basis to remember that you are not alone and you have options.

Burnout is a complicated condition, and it can rarely be solved in a vacuum. When you find the courage to advocate for your own well-being, you give your colleagues and your organization permission to do the same. By taking good care of yourself, you contribute to a culture of care that ripples across your workplace and the remarkable events that you help bring to life.

About Bizzabo

Bizzabo powers immersive in-person, virtual, and hybrid experiences. The Bizzabo Event Experience OS is a data-rich open platform that allows Event Experience leaders to manage events, engage audiences, activate communities, and deliver powerful business outcomes – all while keeping attendee data private and secure. As a Leader in *The Forrester Wave™: B2B Marketing Events Management Solutions, Q1 2022 Report*, we are trusted to power events by world-leading brands – from Fortune 100 enterprise organizations and financial institutions to creative agencies and scaling tech companies.

Learn more at **bizzabo.com**.