Autumn 2026

Salary Benchmarks

What B2B Events Professionals Earn in 2026

Findings from our 2026 salary data on base pay, bonus, commission and AI use

jacksonbarnes recruitment

What Does B2B Events Pay?

Knowing what the market pays helps candidates weigh up offers and helps employers set competitive packages. This report sets out typical base salary, bonus and commission across production, sales, marketing and event management in B2B events, by role and by experience. It also looks at how much each role now uses AI day to day.

What we asked

1. Role
2. Years of experience
3. Base salary
4. Bonus and commission
5. Working pattern
6. AI use

About the data

Figures are drawn from salary data Jackson Barnes collected between August and October 2026. Bonus and commission figures are the expected annual amounts in real salary packages, rather than confirmed payments. All salary figures are medians, rounded to the nearest £500. Every salary is counted in the overall and role figures, and where a group is too small to show on its own, it is included within a wider category. The data is not a representative sample of the industry.

The Industry Benchmark

These are the typical figures across all roles and levels of experience, alongside how the industry works day to day.

£45,000 median base salary

£59,000

median base salary plus expected bonus or commission

£35,000 to £55,000

base salary range for the middle half of the market

93%

use AI in their work every day (page 10)

74%

work hybrid, with 16% office based and 10% remote

How to read these figures

The median is the middle figure when all salaries are lined up from lowest to highest, so a handful of very high or very low salaries cannot skew it. The middle half shows where the central 50% of salaries fall, leaving out the top and bottom quarters.

Source: Jackson Barnes salary data, 2026

Pay by Role at a Glance

The key figures for each role category, side by side.

Role category	Median base	Middle half of base	Median bonus	Base plus bonus
Production	£46,000	£35,000 to £55,000	£7,000	£55,000
Sponsorship sales	£48,500	£40,000 to £65,000	£25,000	£78,500
Delegate sales	£37,000	£32,000 to £45,000	£20,000	£52,000
Marketing	£42,000	£34,000 to £53,000	£5,500	£52,000
Event management and operations	£42,500	£35,000 to £50,000	£5,000	£50,000
Leadership	**£65,000+**	Directors and heads of department; ranges not shown to protect anonymity.		

A note on these figures

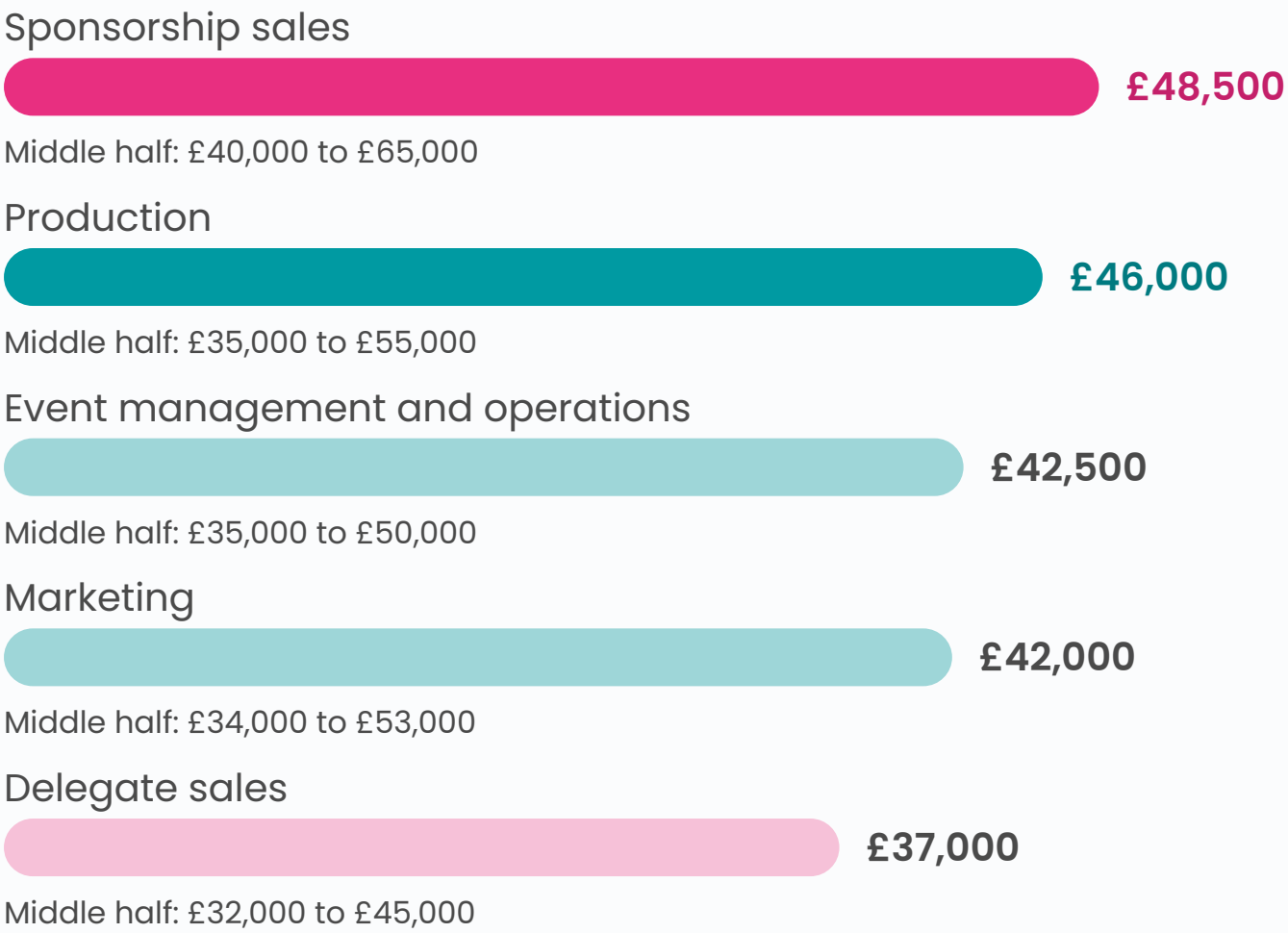
Each column is a separate median, so base and bonus will not always add up to the base plus bonus figure. Bonus and commission figures are the expected annual amounts in real salary packages, rather than confirmed payments.

Source: Jackson Barnes salary data, 2026

Base Salary by Role

Median base salaries fall within £11,500 of each other, from £37,000 in delegate sales to £48,500 in sponsorship sales. Bonus and commission is where pay differs most (page 9).

Median base salary



£65,000+

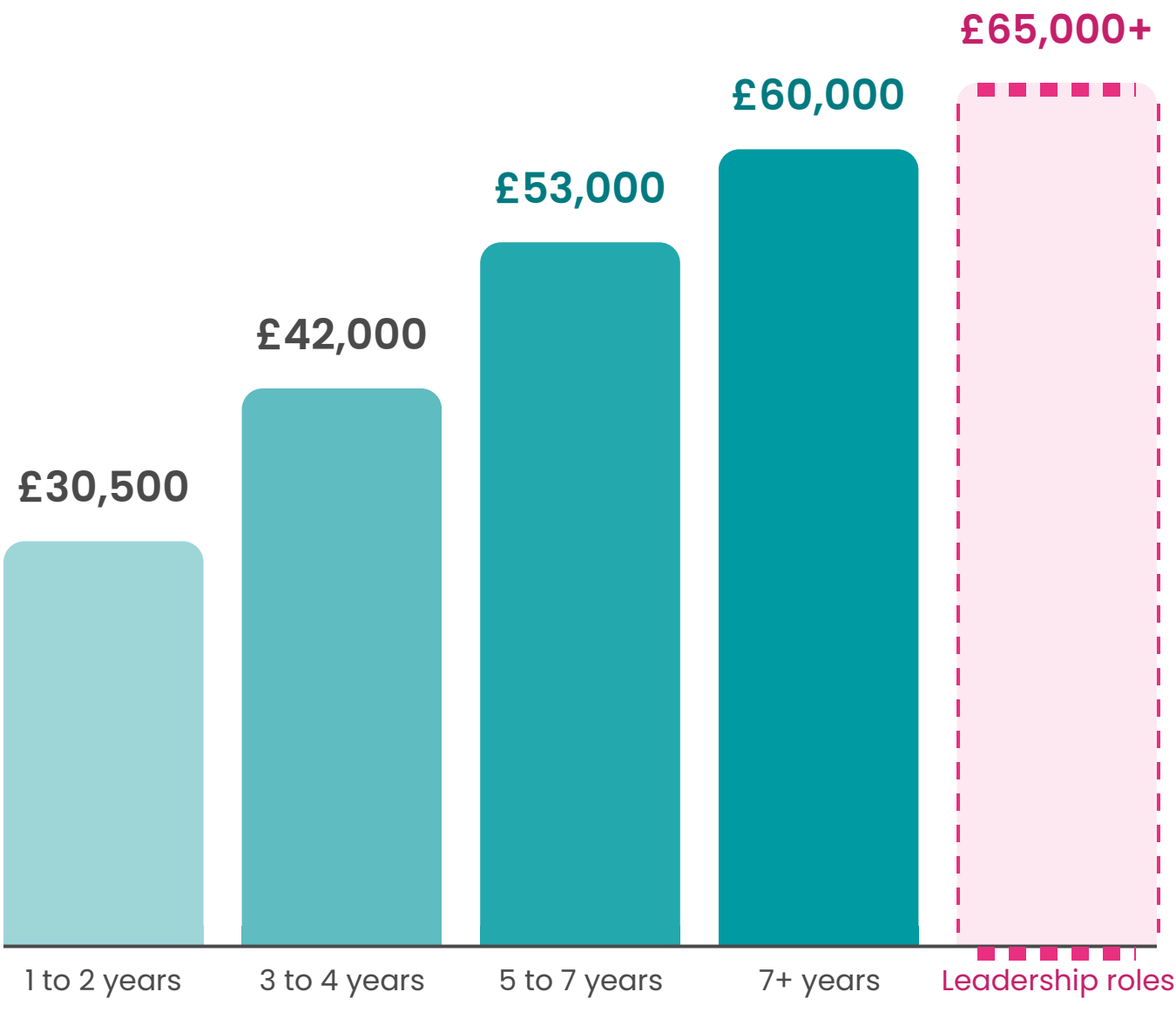
Leadership roles, including directors and heads of department, all have a base salary of £65,000 or more.

Source: Jackson Barnes salary data, 2026

How Pay Grows With Experience

Median base salary almost doubles from the first two years in the industry to seven years or more.

2x median base salary at 7+ years, compared with 1 to 2 years



Source: Jackson Barnes salary data, 2026

Early Career and Experienced Producers

Production is the largest group in our data, so we can look at it in more detail. Experience makes a clear difference to base pay.

£18,500 difference in median base salary between the two groups

1 to 4 years

Median base salary

£36,500

Middle half
£34,500 to £48,000

5+ years

Median base salary

£55,000

Middle half
£46,000 to £61,000

Who is included

Conference and content producers who told us their years of experience. Production heads and directors sit within the leadership figures.

Source: Jackson Barnes salary data, 2026

Sponsorship and Delegate Sales

Commission lifts sales pay well above base. Sponsorship sales leads on both base and total pay, while delegate sales earns a larger share through commission.

£77,000 median base plus commission across all sales roles

Sponsorship sales

Median base salary



£48,500

Median base plus commission



£78,500

Delegate sales

Median base salary

£37,000

Median base plus commission



£52,000

44%
median commission as a share of base in sponsorship sales

62%
median commission as a share of base in delegate sales

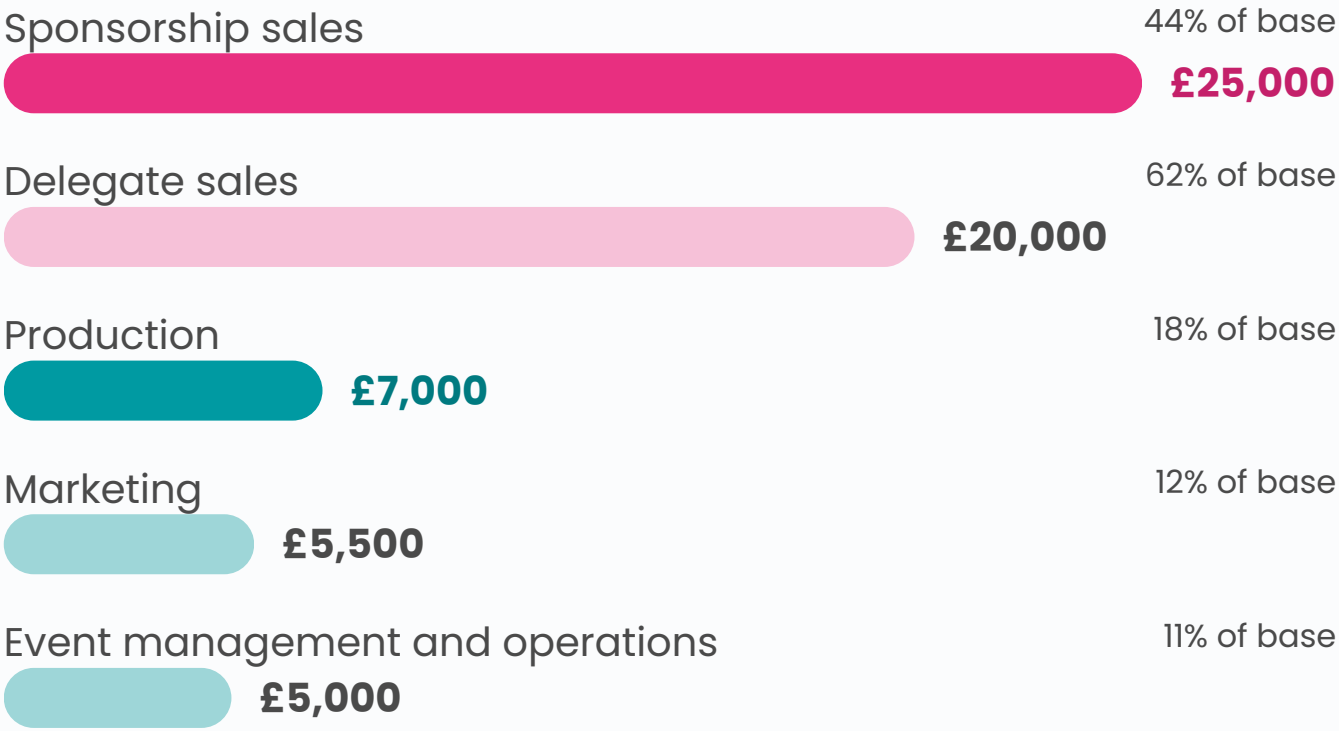
Source: Jackson Barnes salary data, 2026

Where Bonus Makes the Difference

Almost everyone expects some form of bonus or commission, but how much varies sharply by role.

92% expect a bonus or commission

Median annual bonus or commission



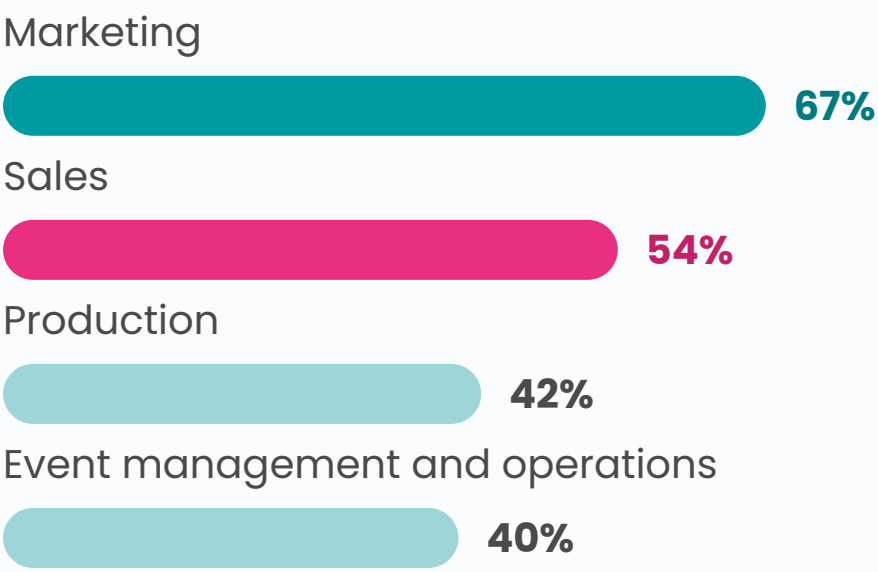
Source: Jackson Barnes salary data, 2026

How Each Role Uses AI

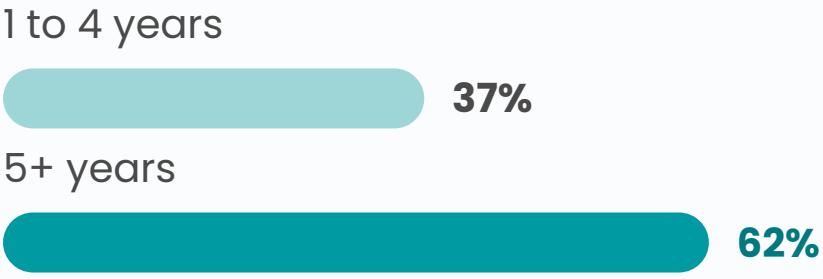
AI is now part of daily work across B2B events, but how much people use it varies by role and by experience.

93% use AI in their work every day

Share using AI for 2+ hours a day, by role



Share using AI for 2+ hours a day, by experience



Across all roles, the most common daily use is 1 to 2 hours (44%), followed by 2 to 4 hours (38%).

Source: Jackson Barnes salary data, 2026

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Jackson Barnes is a specialist recruitment agency for the B2B events industry.

Thank you to everyone who took part.

To discuss hiring or your next role, get in touch

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