

**INTERNATIONAL
ASSOCIATION OF
VENUE MANAGERS**

ANNUAL REPORT 2023-2024

Leading with Vision & Commitment

IAVM's partnerships with VMA and AMEREF are an important part of our international efforts, strengthening IAVM's global reach in the industries we serve. In addition to members in the United States, Canada, AMEREF (Mexico), and VMA (Australia/Southeast Asia), IAVM has members in 16 additional countries.

IAVM staff and volunteer leadership enter the new fiscal year with an enduring focus on supporting venue professionals with the education, resources, advocacy, and connections needed to build inspiring careers and exceptionally run venues, all the while strengthening the industries our members and partners work in.

The governance model that works for the Association has been adopted for the Foundation. Since 2016, we have collectively taken the Foundation's financial fund balance from a negative \$450K to a positive \$134K, while simultaneously increasing investment in the number of annual scholarships and committing to a diversity and equity strategic plan. Finally, with the new Foundation Accountability Report, we have become more transparent about where your donations are making the largest impact for venue professionals.

Member volunteer insights and leadership on our committees, task forces, and special initiatives continue to strengthen our collective resolve to be relevant and successful. Thank you to the many volunteers who strengthen our IAVM Regions, Sectors, and Communities.

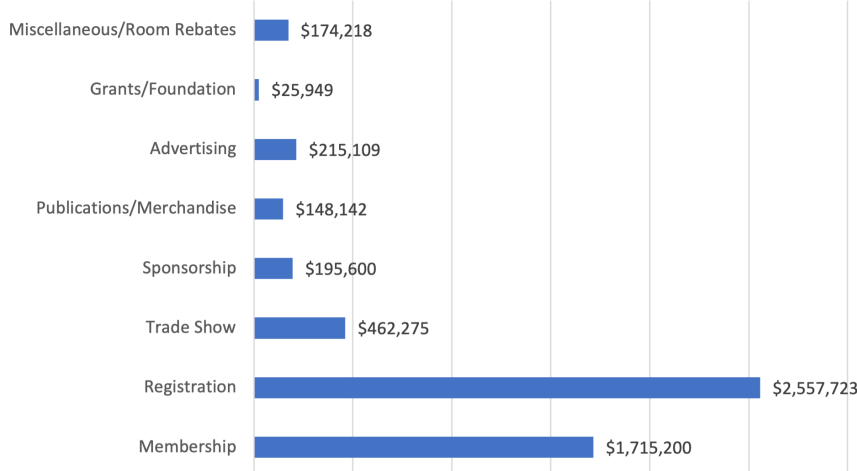
Brad Mayne, CVE

President & CEO

FROM the CEO



Sources of Revenue

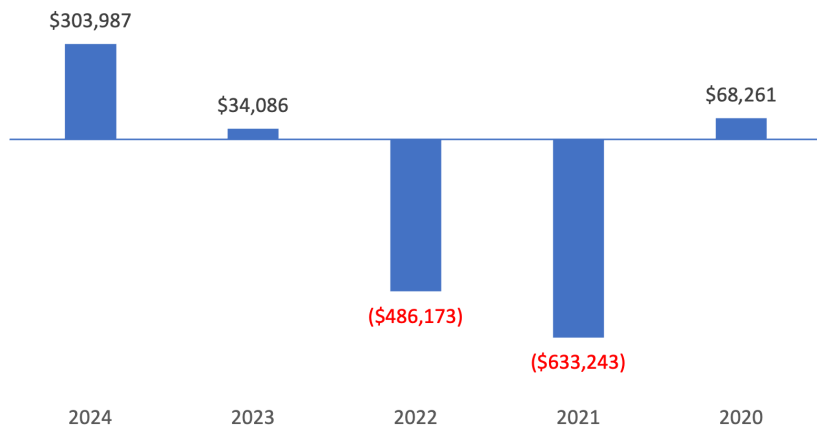


OVERVIEW

Net Profit of \$303,987, compared to last year's gain of \$34,086

Total Revenues \$5,494,216 - a 24.8% increase over the previous year

Net Profit / (Loss)



Membership revenue totaled \$1,715,200

Event Registration Revenue \$2,557,723 - a 63% increase



Strengthening Our Industry, Expanding Our Reach

IAVM achieved another remarkable year of growth. The 2022-2023 annual report reflected an 11% rise in membership. That momentum has carried over into 2024, resulting in a 7.5% increase, pushing our total membership to an impressive 7,713 active members at the close of our fiscal year on March 31.

As we celebrate our centennial year, we are thrilled to have surpassed 7,900 members as of June 30, 2024. This sustained growth is a testament to our dedication to delivering value to our members across the entire industry. We are committed to continuing this momentum and serving our growing community of professionals.

Professional Group Membership was introduced in August 2014 and has changed the dynamic of our membership. While individuals or professional members were the dominant category for many years, the shift of venues determining who is involved as members is now the norm, ensuring more employees take advantage of professional development opportunities whether it be at the Venue Management School, VenueConnect, or other IAVM educational programs. Our fiscal year total reflects 308 venues with group membership for a total of 4,772 members in this category.

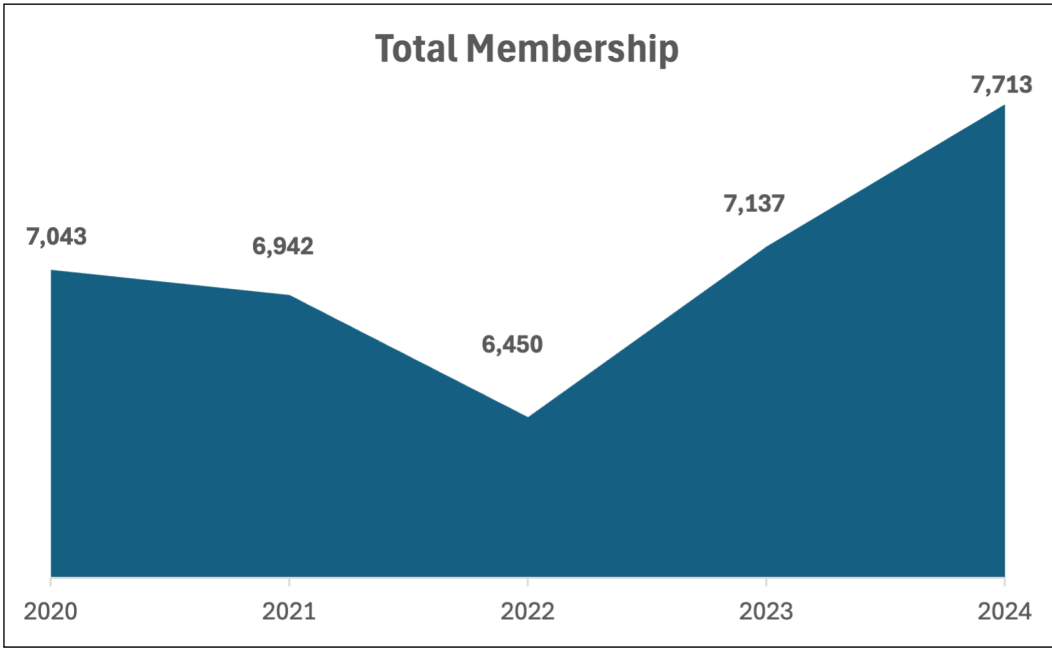
Furthermore, venues have started incorporating an additional group membership option to involve more employees in IAVM. The total number of venues possessing multiple group memberships, such as Tier 3 and Tier 1, now stands at nine.

Allied Group Membership now reflects 48 companies participating with 39 Tier-1s and 9 Tier-2s, five and 10 members respectively at each organization. The total number of members in this category is 279 individuals.

Group membership between venues and their employees and allied members represents 59.3% of IAVM's membership.



MEMBERSHIP



Allied Group Companies

Tier 1: 39
Tier 2: 9
Total: 48

308

Group Membership Venues

49

Mentor Connector Partnerships

7.5%

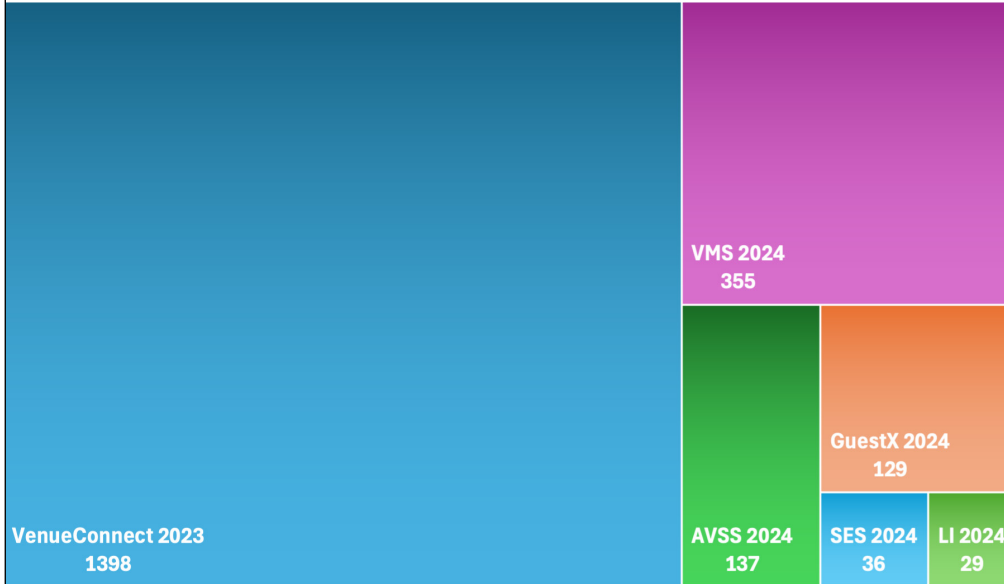
Membership Increase with 85% Retention

Professional Group Tier Levels

Tier 1: 41
Tier 2: 35
Tier 3: 232



Event Attendees



2,084

Attendees at
IAVM Schools &
Conferences*

** Does not include region
& chapter meetings*

55

Education Sessions at
VenueConnect 2023

42+

Surveys, Evaluations &
Data Collection Activities
via IAVM Research

12

Hours of Topic
Specific Webinars

180

Town Halls, Small
Groups & Subcommittee
Meetings



Inspiring Venue Professionals

The IAVM Education Department in collaboration with the volunteer Sector Committees, GuestX Committee, Board of Regents, AVSS Faculty, and Board of Governors created valuable content for VC23, GuestX, VMS, AVSS, and SES.

The specialized sub-committee calls, covering topics such as Safety & Security, Human Resources, Venue Mom's Group, Guest Services & Sustainability continued in 2023.

IAVM's Academic Committee continued to offer the Focus FOURward Zoomcasts, featuring conversations with industry executives each with four points of interest directed to the future of the industry. Focus FOURward is presented on the fourth Thursday of every month at 12 p.m. ET. The sessions are geared for an audience of young and aspiring professionals and students, while others in venue management are also welcome to participate. Academic Committee Chair Bobby Goldwater, CVE, leads these informative discussions.

In 2023-2024, work continued on the Certificate of Venue Management Studies designed for high school students and the creation of online education modules for the membership to supplement IAVM's in-person education.

Lastly, graduate students from San Diego State University completed phase 1 of 4 of the joint SDSU/IAVM project whose outcome will be the development of:

1. A process for public assembly venues to purposefully recruit and hire people with disabilities.
2. A system enabling people with disabilities to gain awareness of the opportunities in venue management and clarity on how to enter that career path.



SAFETY & SECURITY

Ensuring Safe & Secure Venues for All

In the past year, IAVM has continued to prioritize the safety and security of our members and their venues through a series of comprehensive programs and initiatives. These efforts are led by the Academy for Venue Safety and Security (AVSS), the GuestX conference, live security training sessions, security committees, and our active participation with the Department of Homeland Security (DHS) as a member of the Public Assembly Facilities Subsector Council.

Academy for Venue Safety & Security (AVSS)

The AVSS remains a cornerstone of our commitment to providing top-tier safety and security education. This year, AVSS conducted several in-depth training sessions covering risk management, emergency planning, security operations, and training.

GuestX

Our annual GuestX conference continues to emphasize the importance of a secure and welcoming environment for all attendees. This year's conference featured workshops and panels on the integration of guest service and security protocols, highlighting best practices for ensuring both safety and a positive guest experience. Keynote speakers included leading experts in hospitality and security, providing valuable insights and actionable strategies for our members.

Live Security Training

In addition to AVSS and GuestX, we have expanded our live security training offerings. These sessions, conducted in various locations across the country, provide hands-on experience with the latest strategies pertaining to security related threats potentially effecting mass gatherings. Participants engage in simulated scenarios to practice and refine their response strategies, ensuring they are well-prepared for any potential incidents. Fifteen live security training sessions were conducted, with approximately 3,000 attendees.

Collaboration with the Department of Homeland Security

Our role as chair of the Public Assembly Facilities Subsector Council has allowed us to work closely with DHS on critical security initiatives. This year, five joint initiatives were launched with DHS, and our collaboration has focused on enhancing the security protocols for public assembly venues through shared intelligence, joint training exercises, and the development of industry-specific guidelines. Our participation ensures that our members are at the forefront of national security efforts, benefiting from the latest insights and resources provided by DHS.

MARKETING

Amplifying Our Message, Engaging Our Members

In the past year, IAVM has made remarkable strides in expanding our social media reach, further solidifying our commitment to enhancing engagement and fostering a vibrant community within the venue management industry. Recognizing the power of digital platforms to connect, inform, and inspire, we brought a new Digital Content Specialist on board in May 2024 to implement strategic initiatives.

We are proud to report increases in follower counts, engagement rates, and overall reach across platforms such as LinkedIn, X/Twitter, Facebook, and Instagram. These achievements reflect the collaborative efforts of our marketing team, the active participation of our members, and the ongoing support from our partners.



- > **4,863** Followers
- > **52.8%** Women
- > **47.2%** Men
- > **48.6%** Ages 25-44
- > **13.4%** Outside of US



- > **3,963** Followers
- > **129** Tweets
- > **122** Avg. Impressions/Tweet
- > **182** Avg. Engagements/Tweet

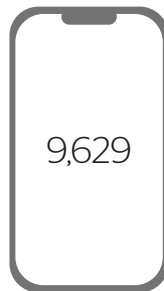


- > **11,011** Followers
- > **7.82%** Outside of US
- > **111** Posts
- > **1,260** Avg. Post Impressions



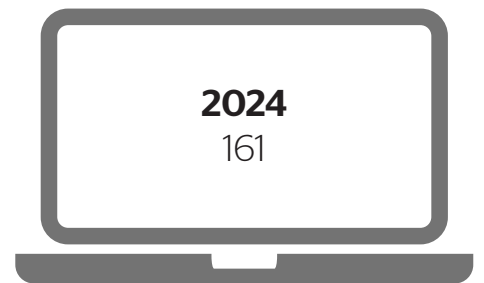
- > **1,527** Followers
- > **58.4%** Women
- > **41.6%** Men
- > **63.4%** Ages 25-44
- > **19.6%** Outside of US

VP Magazine Digital Users



2024

IAVM Front Row News Blogs Posted



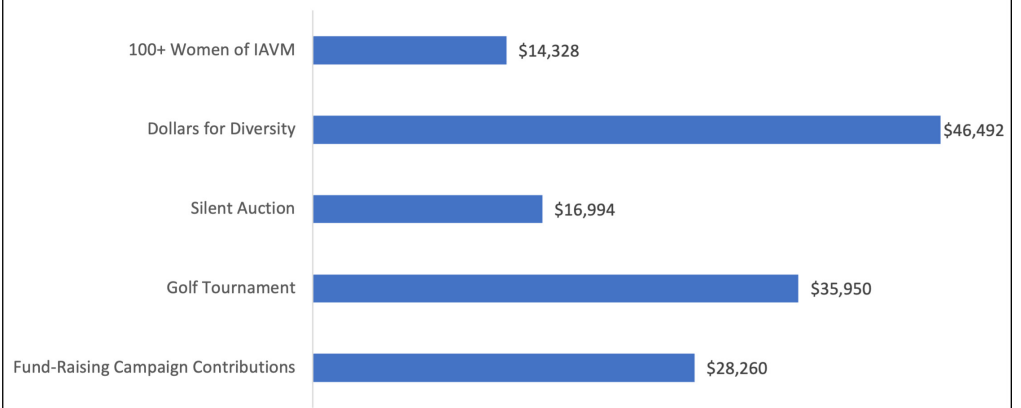
VenueNet

In 2023-2024, there were 1,371 total posts and replies across all discussion boards and communities.

513 individual members contributed to VenueNet discussions.



Fundraising Campaign Comparison



\$96,563.89

Total Donations

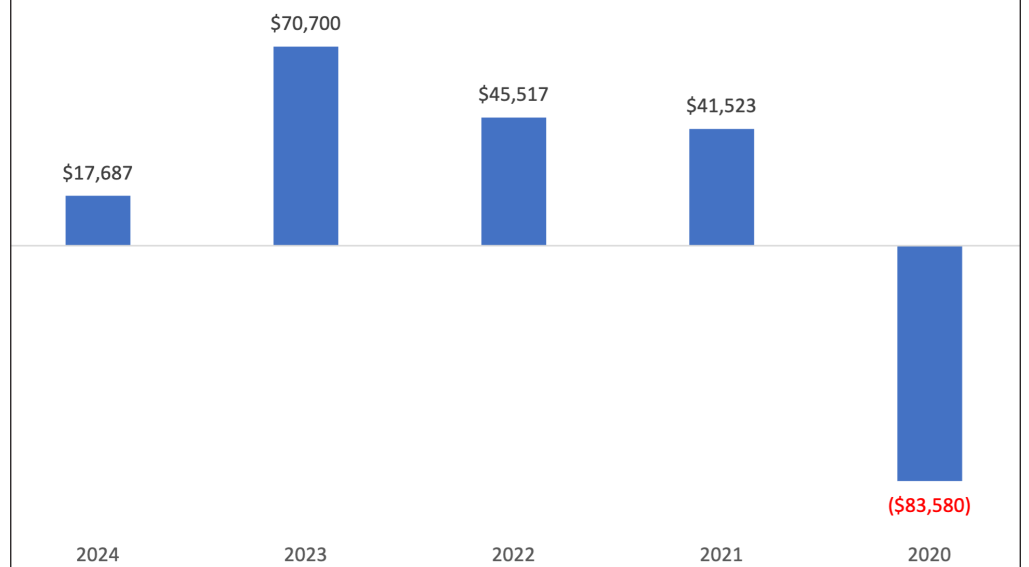
435

Individuals
Donated to the
Foundation

58

Scholarships
Awarded

Net Profit / (Loss)



CLASS OF 2024

30 | UNDER | 30





CLASS OF 2024



30 | UNDER | 30



ADVOCACY

Championing Our Industry, Influencing Policy

We continue our work with TwinLogic Strategies on federal advocacy initiatives. In September, IAVM member, David Touhey, CVE, testified before a House of Representatives committee calling for Congress to pass a strong ticketing bill that not only ensures transparency in pricing, but also bans speculative or fake tickets, and prohibits the use of deceptive URLs and websites by ticket resellers. In May, the House passed the Ticket Act, H.R. 3950, with the provisions IAVM called for. Now IAVM is working in the Senate to pass a similar bill and has been organizing IAVM member outreach to key Senators. In addition, IAVM has worked to allow the use of drones at live events and fought against unfair licensing practices of the Performing Rights Organizations (PROs) and for more PRO transparency.

States were also very active with many bills addressing ticket reform types. IAVM and its members supported bills for the industry, venues, and consumers. Through the hard work of members in Arizona and Maryland, legislation that bans speculative tickets and deceptive URLs has become law.

Arizona successfully passed HB 2194, banning speculative tickets, and HB 2040, prohibiting the use of BOTS. In Maryland, a new law went into effect July 1, 2024, that bans speculative tickets and requires “all-in” pricing for consumers.

IAVM continues its support of and advocates for these ticket reforms on the state and federal levels.



2023-2024 PARTNERS

Global Partners



VC23 Sponsors



Industry Alliance Partners





GOVERNANCE

As we enter a very special year, our 100th year of IAVM's existence, I am excited to report that we are still the world leader in advocating for, inspiring, and educating venue managers worldwide. Our association has taken great strides to remain relevant, set exceptional world-class standards, and grow in our inclusivity as we enter the next 100 years of stewarding our incredible venues.

This year, with the intention of enhancing an atmosphere of belonging, we embarked on finding our new CEO. The hiring of Trevor Mitchell, MBA, FASAE, CAE, CDP, embodied the priorities voiced by our members and developed over the past few years. He is highly experienced in running a world-class association, educated, and certified in diversity, belonging, and inclusion efforts, from systemic changes to future opportunities. He understands the ultimate importance of a foundation, and most importantly, he can continue to grow our association in a smart, sustainable way, making each person's membership valuable to them and their individual aspirations.

We continued to build on our past chair's focus on inclusion and removing barriers, and the data shows the progress made. Over 100 more people were eligible to apply for 2nd Vice Chair this year, which open the door for many more members to see themselves as capable of reaching top leadership. The new member selection criteria in regions brought people into regional leadership who had never been seen or raised their hands in the past. Committees were chosen with precision to ensure those who wanted to serve had greater chances to do so, and those who have served were afforded the opportunity to share their history and keep giving back.

We are nearing 8,000 members, an 800-member increase from last year's record levels. Clearly, our association delivers value to the 59% group memberships in which venues are investing.

In collaboration with the CEO, we invested in the development of a Learning Management System, and with the help of a task force, we are on our way to creating a group Champion Program to continue finding ways to make all our group members—including those who may not be able to travel to our conferences and schools—actively use and benefit from membership. This year, our new chair will carry this effort forward to fruition with the goal that if any level of your staff wants to engage with our online assets, connect with another manager in a different town, or further their career, IAVM membership will be the vehicle that gets them there. They belong to IAVM, and we want to ensure group memberships are meaningful for all.

GOVERNANCE *cont.*

Once again, the Venue Management School sold out and left a waiting list, even after we added additional classrooms and student numbers. We are proud to announce that next year the school will be relocated to Palm Springs, affording us a larger venue and the ability for even more students to attend. We continue our stated role to educate the industry and members by rounding out our school offerings with the Senior Executive Symposium on Georgetown University's Campus and our Academy for Venue Safety and Security.

The Foundation began its inaugural year with a new governance structure working directly under the CEO & President of IAVM and formed a passionate, focused group of Ambassadors to assist in ensuring our future is sustainable.

We will award our first Outstanding Volunteer Service Award, designed to honor individuals who did extraordinary work on our behalf this year. And drum roll, please... as we launched this program, we had so many nominations that the number of winners went from one to six! It is important to our Board to see and acknowledge all the members who give their time and passion regardless of tenure or level.

This is a pivotal year as we say goodbye to our CEO & President, Brad Mayne, CVE, by honoring his work, and then opened the door to Trevor Mitchell, MBA, FASAE, CAE, CDP, as he takes us into the next 100 years. I am so excited for what is to come with the next incoming chair, Adam Cook, CVE, and the incredible leadership working alongside him on the executive committee. Our focus has been the continued development and sustainability of IAVM as an organization that is here to advocate, educate, and inspire a strong venue industry.

We are in very good hands for a bright and promising future.

Kerry Painter, CVE, CMP, CEM

Chair, IAVM Board of Directors



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