THE PRESENTATION GUILD
BENCHMARK SALARY SURVEY REPORT

January 2017

PRESENTATION GUILD

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Introduction

As a nonprofit association, one of our core objectives is to become an advocate for you—the presentation professional. By establishing benchmarks—and the data to support them, we can give you a stronger voice in the industry.

In August and September 2016 the Presentation Guild conducted the first-of-its-kind salary survey. The survey consisted of 18 questions designed to benchmark the compensation characteristics of the average presentationist (an individual who works in the presentation industry).

We received 133 responses to our email and social media invitations to US-based presentationists. We will expand our survey reach beyond the United States in future efforts.

Our Presentationist Profile

It is 1.5 times more likely that presentation related work is an adjunct responsibility for us rather than our primary job.

We are twice as likely to design presentations than other areas of concentration.

We are 1.5 times more likely to work in-house for a corporation than other work environments.

Our company size is most likely to be either very small (1–5) or very large (500+)

Most of our work comes through referrals or is assigned by a boss.

Our company is 1.4 times more likely to be affiliated with the presentation design & production industry than other industries.

We are 4.6 times more likely to work in New York or California than any other state.

We are 1.3 times more likely to work more than 40 hours per week than to work 40 hours a week or less.

We spend between 26–75% of our time working on presentations.

We most likely earn between $51,000–$75,000 annually.

We either receive a plethora of benefits or none at all.

We are 1.4 times more likely to be female than male.

We are most likely to be between 45–64 years old.

We have an average of 15 years experience.

We are most likely to be well educated, holding a bachelor's degree or higher, but lack specialized training in graphics and multimedia design.

We are 2.6 times more likely to use PowerPoint than any other presentation tool.

Benchmark Survey Summary

Key conclusions

We were pleasantly surprised to see that 39% of us had "Presentation" in our job title, indicating a growing recognition of the industry as a legitimate profession. Having said that, it's clear that, for the majority of us, presentation work is considered an adjunct responsibility and is not considered our primary job even though a majority of our work hours are spent on presentations.

Most of us work on presentation design and are well educated but lack specialized training in graphic or multimedia design. This may result from the notion that presentation work requires minimal specialized skills and the lack of standardized training options for the industry.

23% of us work in New York and California with the remainder dispersed fairly evenly throughout the U.S. The high concentration of business and industry on the east and west coasts may drive the increased need for presentations and presentationists in these locations.

The majority of our annual salaries fall within the $51,000–$75,000 range. While this is comfortably in the middle class (CNNMoney), if we adjust for the cost of living (COLA), we get $31,600–$46,500 for NY (38%) and $24,990–$36,750 for CA (51%). This significantly decreases the spending power for those of us who live in these high cost areas. Even without making this adjustment, the majority of us are on the lower end of the salary scale. Combined with the findings that a majority of us are female and more mature, this isn't surprising, but it is disheartening. It's apparent that we aren't being compensated commensurately with our skills.

Noticeably, we fall into two categories: independent specialists and those who work for a corporation. Those of us working for corporations enjoy a plethora of benefits while our independent folks have no benefits but compensate with higher salaries.

Nearly all of use (90%) use PowerPoint as our primary tool, which is no surprise as this is the most dominant industry software. 34% of us also use Keynote and 24% also use Prezi. 14% of us use a variety of adjunct tools along with our presentation software. Ironically, none of us indicated that we use some of the newer/lesser known presentation software but this is still good news. Expansion of software indicates industry growth and obviously we need to increase awareness of these new tools.

SURVEY RESULTS

A deeper dive into the responses

What is your job title?

The presentation industry lacks standardized titles. 39% of us have "presentation" in our title. Of the remaining folks, 24% have titles related to other design, 17% management or administration, 15% education and 5% other.

The lack of standardized titles is likely the result of presentation work being relegated to an adjunct responsibility for many of us—even though a significant portion of our work week is spent on presentation-related activities.
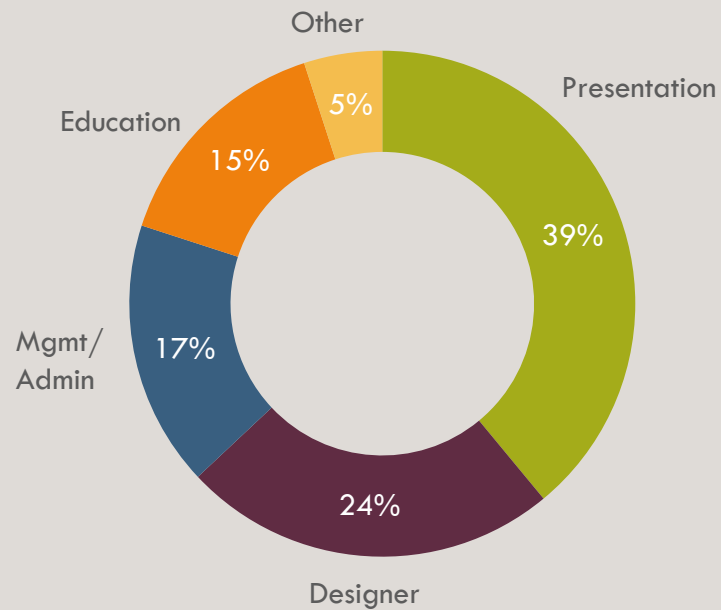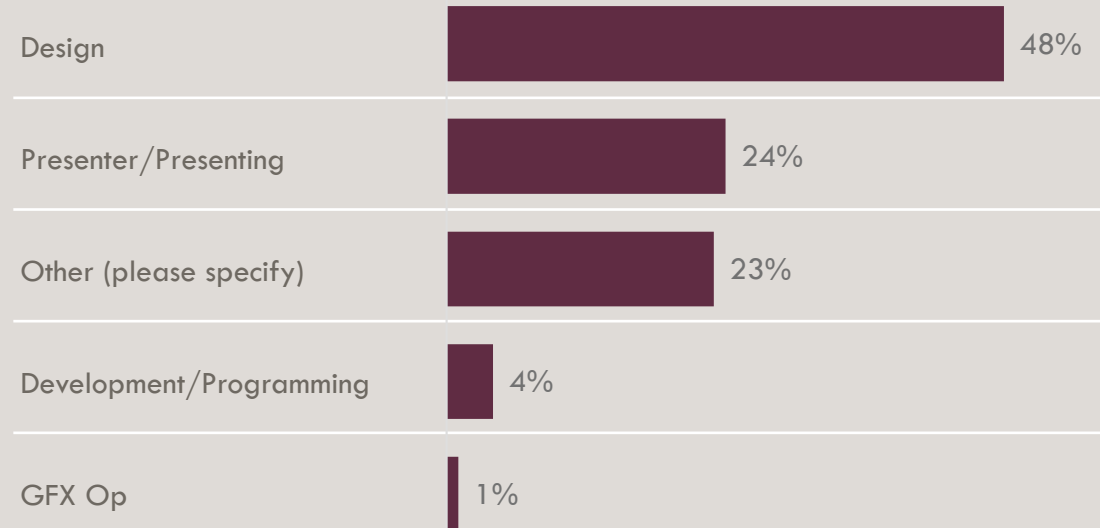

JOB TITLE	% OF RESPONDENTS
Presentation Designer	18%
Owner	13%
Graphic Designer	9%
Executive	5%
Administrative Assistant	3%
Creative Director	3%
Presentation Production/AV Director	3%
Art Director	2%
C-Suite Officer	2%
Educator	2%
Multimedia Designer	2%
Project Manager	2%
Unique Titles	38%

What is your **primary** area of concentration?

Nearly half of us concentrate on presentation design while 24% are presenters and 23% concentrate on other areas, such as education and marketing.

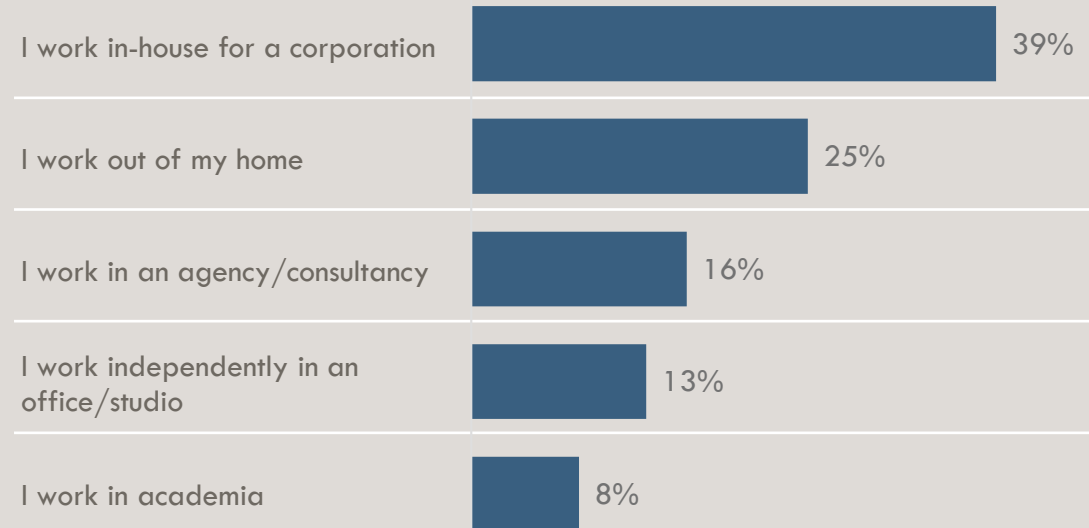A very small number of us concentrates on development, programming or backstage graphics operations.

Category	Percentage
Design	48%
Presenter/Presenting	24%
Other (please specify)	23%
Development/Programming	4%
GFX Op	1%

How would you describe your **primary** work environment?

Nearly one fourth of us work out of our homes. 69% work in a professional external environment and only 7.5 % work in academia.

Even though presentation work can be easily performed in a remote environment, we are considerably behind the national average of 37% of teleworkers (Gallup 2015). This may be a result of the highly collaborative nature of presentation work. Institutional employers may not be comfortable collaborating remotely.

I work in-house for a corporation — 39%

I work out of my home — 25%

I work in an agency/consultancy — 16%

I work independently in an office/studio — 13%

I work in academia — 8%

What is your company size?

We either work for ourselves or a large institution. Very few of us work in mid-size organizations.

Large organizations will expend the funds to hire an external presentation professional, have the presentation work done in-house by a staffed professional, or include presentations as an adjunct responsibility for an employee.

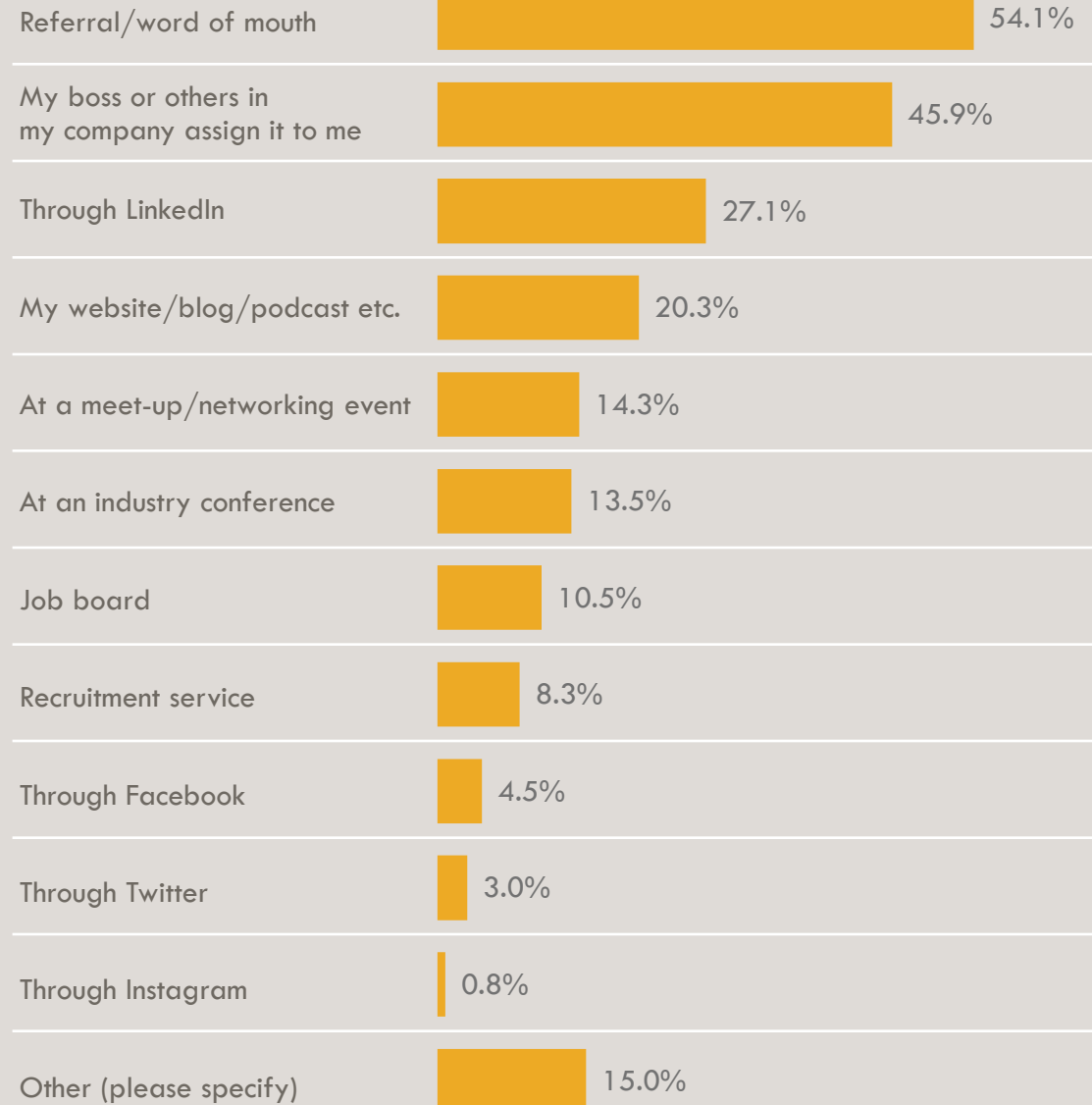| Company size	Percentage
1–5	38.3%
6–10	3.0%
11–15	1.5%
16–50	6.8%
51–250	9.8%
251–500	1.5%
500+	39.1%
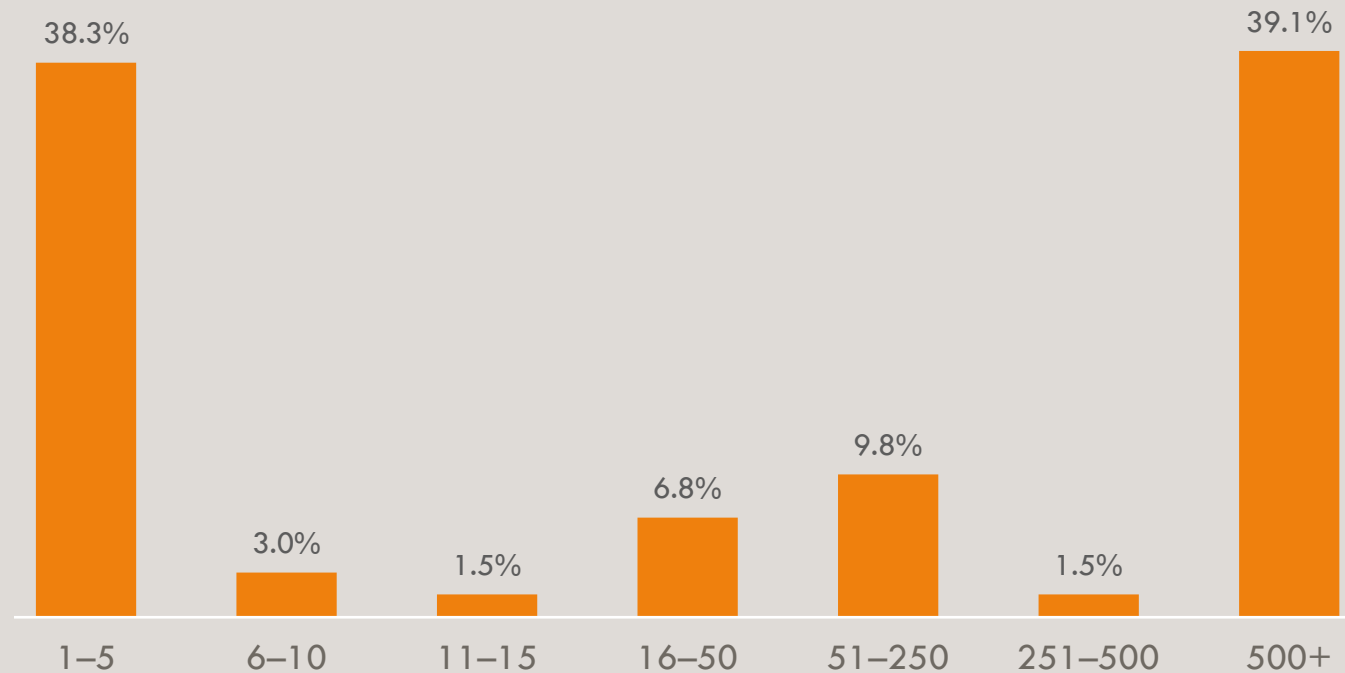
How do you find work?

Our network is important.

For those of us working for others, the boss assigns the projects, otherwise the projects are coming by referral, social media, and networking events.
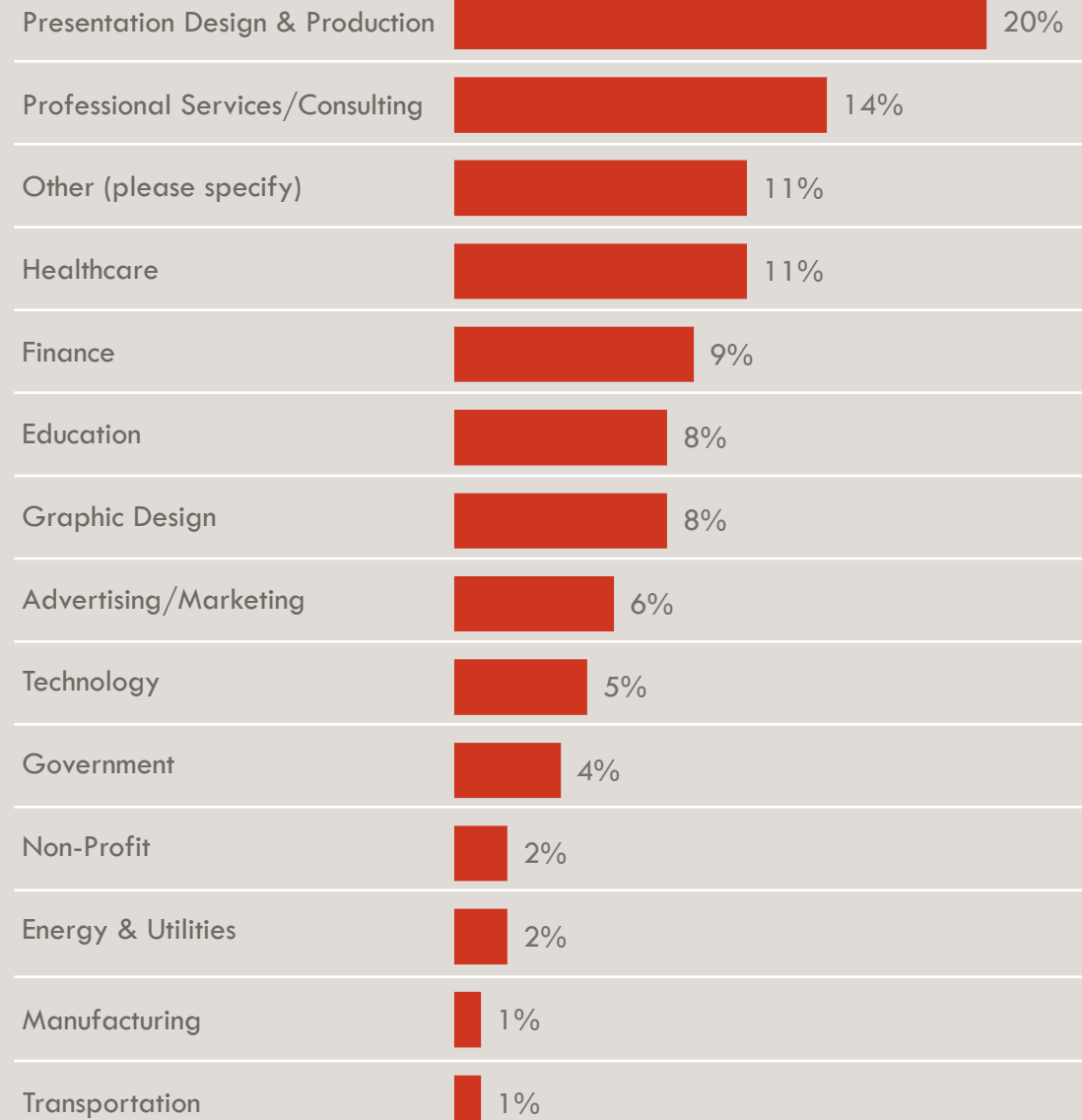
Other opportunities we mentioned include newsletters, temp agencies, webinars, and emails.

Category	Percentage
Referral/word of mouth	54.1%
My boss or others in my company assign it to me	45.9%
Through LinkedIn	27.1%
My website/blog/podcast etc.	20.3%
At a meet-up/networking event	14.3%
At an industry conference	13.5%
Job board	10.5%
Recruitment service	8.3%
Through Facebook	4.5%
Through Twitter	3.0%
Through Instagram	0.8%
Other (please specify)	15.0%

What industry does your company belong to?

At 20%, there are slightly more of our companies dedicated to presentation design and production than other industry types. The remaining companies cover a variety of industries.

We can safely conclude many industries need presentations—and presentationists.

| Industry	Percentage
Presentation Design & Production	20%
Professional Services/Consulting	14%
Other (please specify)	11%
Healthcare	11%
Finance	9%
Education	8%
Graphic Design	8%
Advertising/Marketing	6%
Technology	5%
Government	4%
Non-Profit	2%
Energy & Utilities	2%
Manufacturing	1%
Transportation	1%

Where is your work location?

Presentation professionals work where the largest numbers of presentations are likely to be shown.

This map represents the density of presentationists per state in shades of blue. Dark blue indicates the highest number per state and lightest blue the lowest number. Gray indicates no presentationists in those states.

We are mostly on the East coast in New York or West Coast in California. The Pacific Northwest, Upper Midwest, Southern Central, and Southeast are relatively evenly distributed.
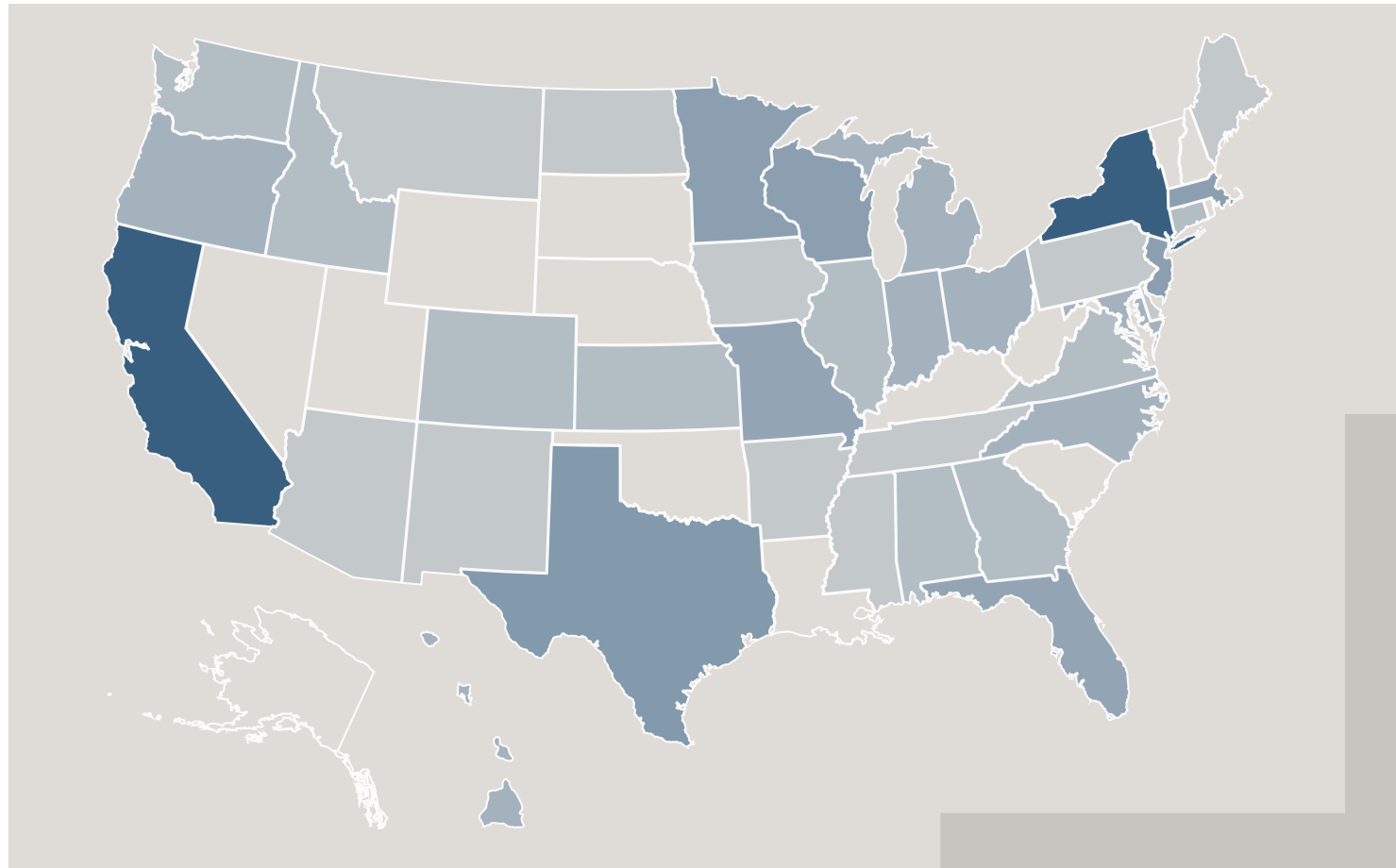
How many hours do you work per week?

We are very hard workers.

82.5% of us work 30 hours or more per week. Nearly half work more than 40 hours per week. Presentation work can be very time-consuming depending on the design and content.
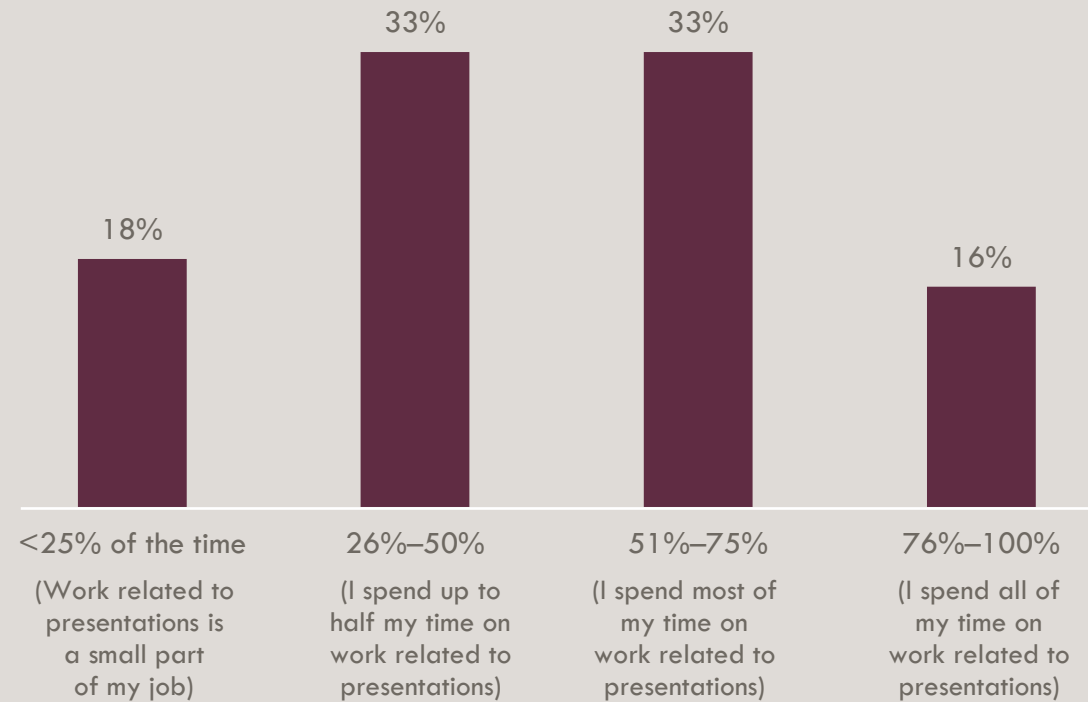
Happily, less than 2% of us are unemployed. There is clearly a demand for professionals with presentation skills.

<20 hours	20–30 hours	30–40 hours	>40 hours	I'm unemployed
8%	8%	36%	47%	2%
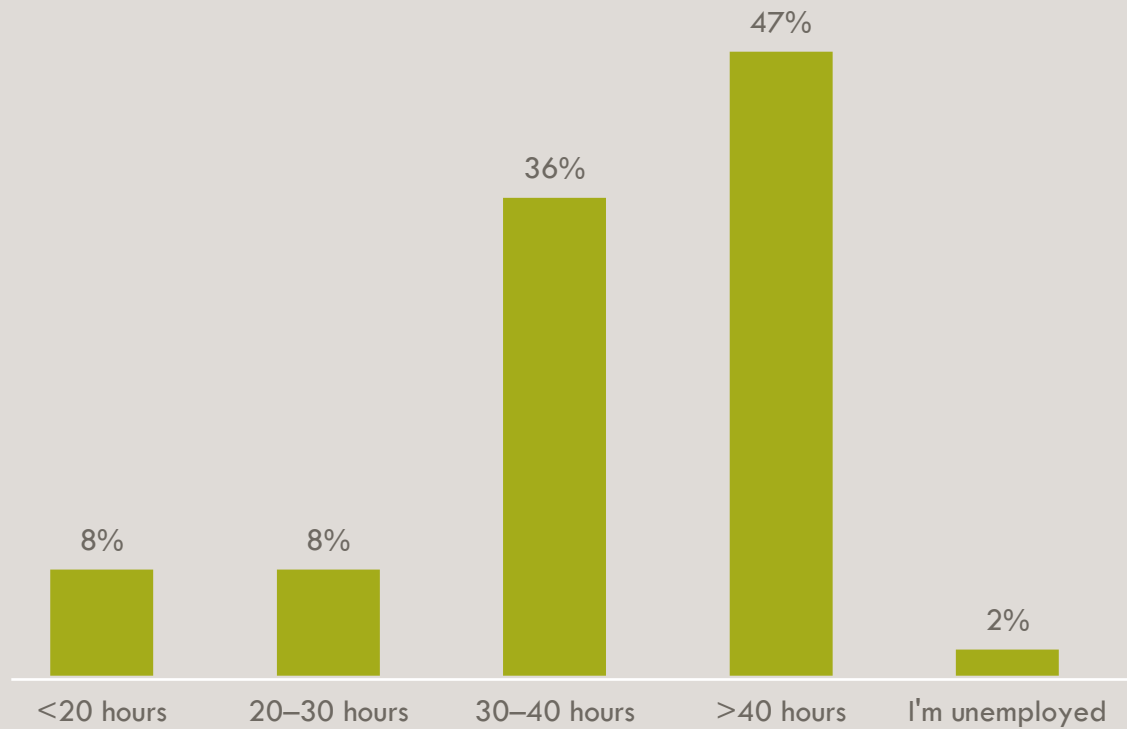
Of the time you spend at work, what percent of time is spent working on presentations/AV?

While presentation work makes up more than half of our day, most of us have other responsibilities.

Only 16% of us work full time on presentations.

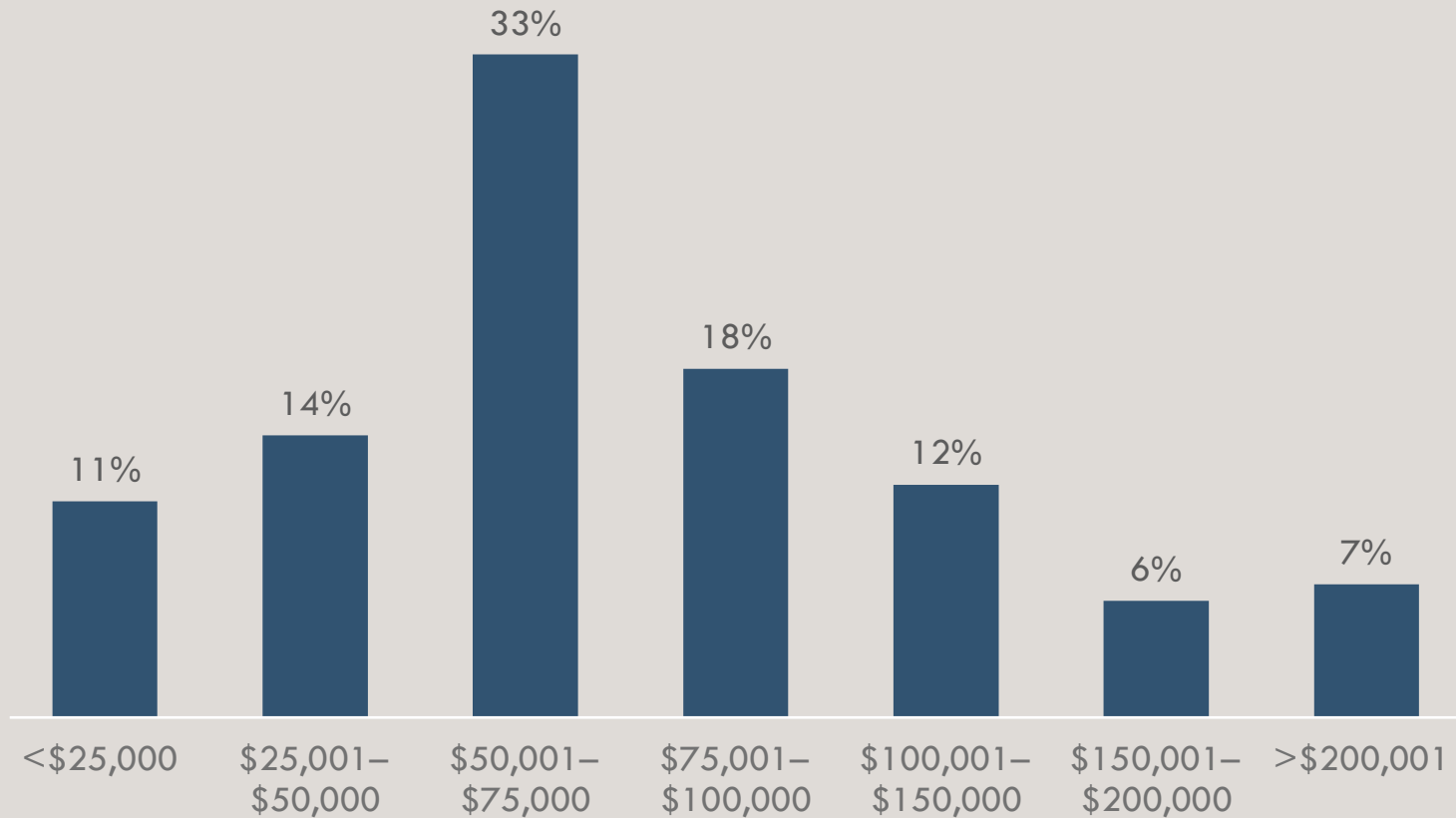| 18%	33%	33%	16%
<25% of the time (Work related to presentations is a small part of my job)	26%–50% (I spend up to half my time on work related to presentations)	51%–75% (I spend most of my time on work related to presentations)	76%–100% (I spend all of my time on work related to presentations)

What is your annual income (salary) from presentation-related work?

The presentation industry is lucrative and can provide a financially rewarding career but we can do better.

Most of our salaries are skewed slightly to the left in the bell curve. While our salaries appear to fall comfortably in the middle or upper middle class, cost of living adjustments can tell a different story.

Freelance or consulting presentationists have an opportunity for a higher income.
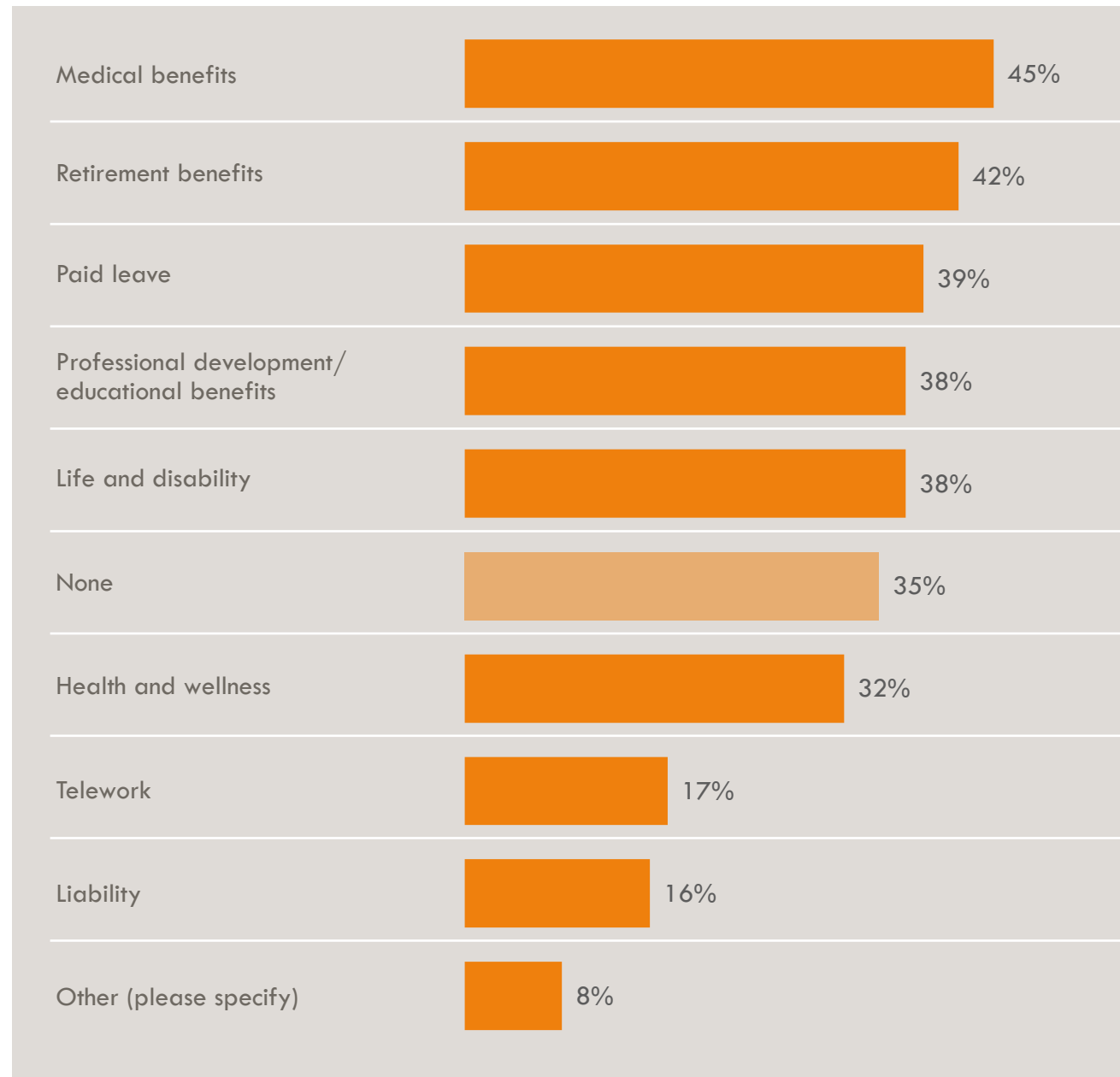
Note: some of our respondents may have included non-presentation-related work in their response.

Income range	Percentage
<$25,000	11%
$25,001–$50,000	14%
$50,001–$75,000	33%
$75,001–$100,000	18%
$100,001–$150,000	12%
$150,001–$200,000	6%
>$200,001	7%

What benefits do you receive for presentation related work?

Approximately 1/3–1/2 of us receive a variety of benefits while 1/3 of us receive no benefits at all.

Benefits are generally provided to those of us working for corporations. Those of us who are self-employed are most likely to receive no benefits.

| Benefit	Percentage
Medical benefits	45%
Retirement benefits	42%
Paid leave	39%
Professional development/ educational benefits	38%
Life and disability	38%
None	35%
Health and wellness	32%
Telework	17%
Liability	16%
Other (please specify)	8%

With which gender do you most identify?

Most of us are women.

56% of us are female and 40% are male.

The remaining 4% of us like to keep you guessing.

Prefer not to answer

4%

Male 40%

56% Female
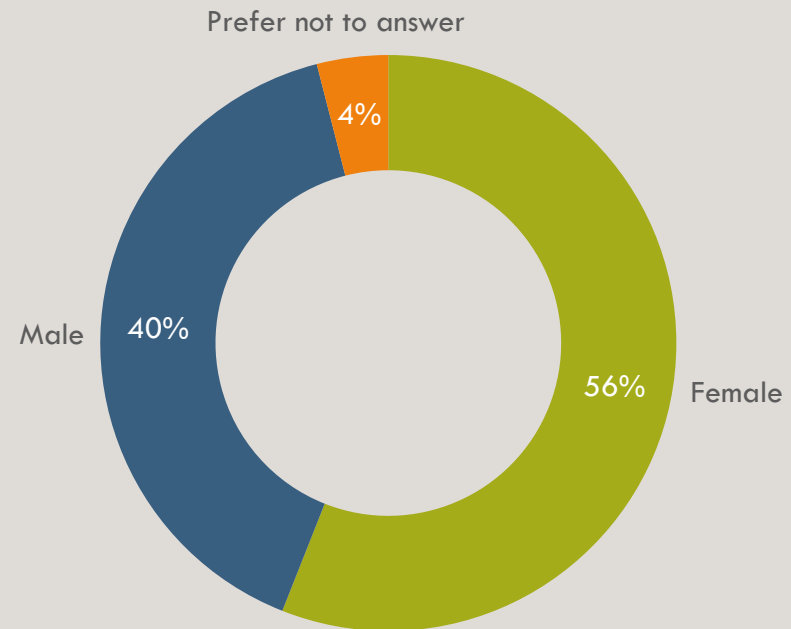
What is your age?

Most of us are in the prime of our lives. We are significantly skewed to the more mature end of the bell curve, which is on par with the aging workforce.

This means great opportunities for our younger presentation professionals.

Age	Percent
18 to 24	2%
25 to 34	8%
35 to 44	16%
45 to 54	35%
55 to 64	35%
65 to 74	5%
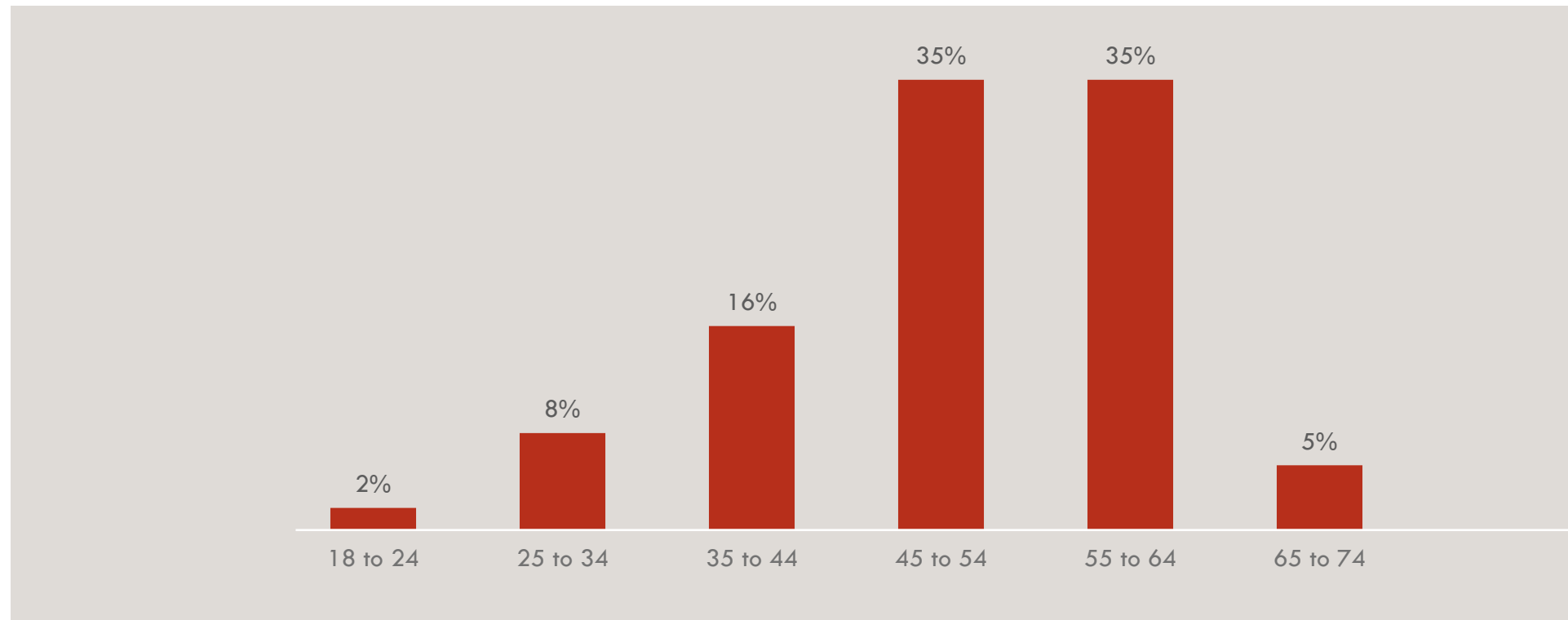
How many years experience in presentation work do you have?

A mature workforce is a treasure trove of experience.

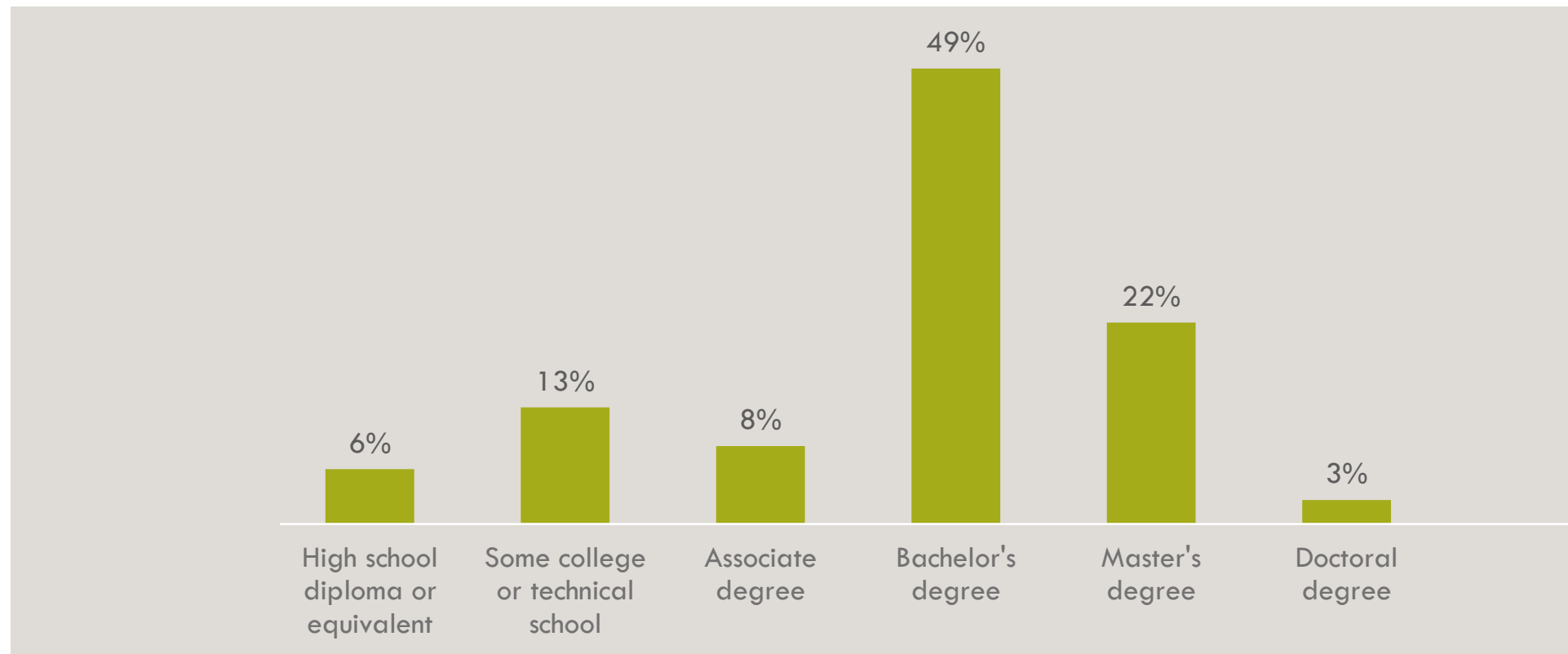Our specialized experience ranges from 1–20 years with an average of 15 years.

1	15	20
Minimum Years	Average Years	Maximum Years
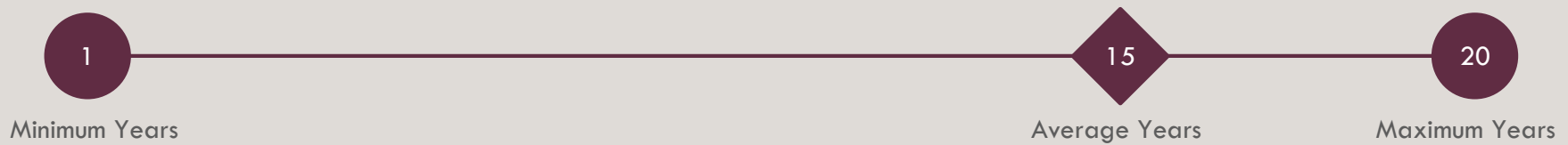
What is the highest level of education you have completed?

We're well educated, which is not surprising since our work requires us to interpret a lot of different kinds of information and solve a number of issues both technical and aesthetic.

75% of us have a bachelors or higher degree.

Education Level	Percentage
High school diploma or equivalent	6%
Some college or technical school	13%
Associate degree	8%
Bachelor's degree	49%
Master's degree	22%
Doctoral degree	3%

Do you have a formal education in graphic design?

Do you have a formal education in multi-media design/production?
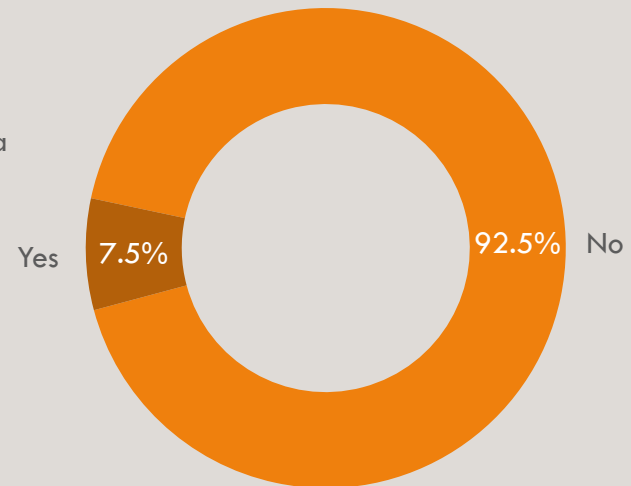
The majority of presentation professionals lack formal training in areas of presentation expertise.

We need more specialized training opportunities.

Do you have a formal education in graphic design?
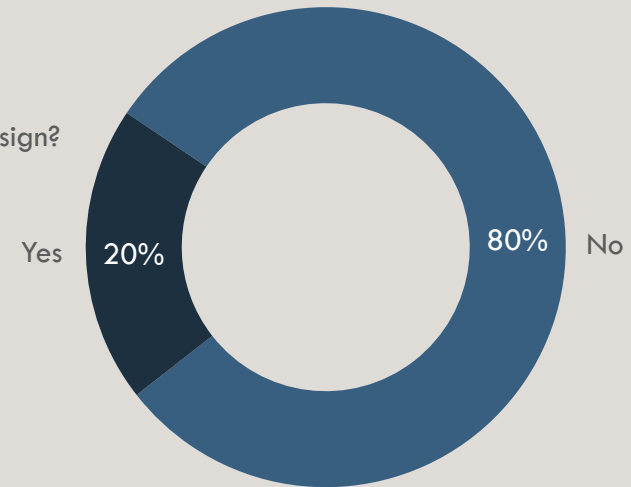
Yes **20%**   **80%** No

Do you have a formal education in multi-media design/production?

Yes **7.5%**   **92.5%** No

Which presentation software do you use?

PowerPoint, Keynote and Prezi are our go-to tools. Our skill set is pretty extensive.

At 90%, PowerPoint is clearly our primary tool. Keynote and Prezi are the next most used with responses of 34% and 23% respectively.

Other tools we use are the related programs for photos and illustrations, such as Photoshop.

PowerPoint **90%**

Keynote **34%**

Prezi **24%**

Other **14%**
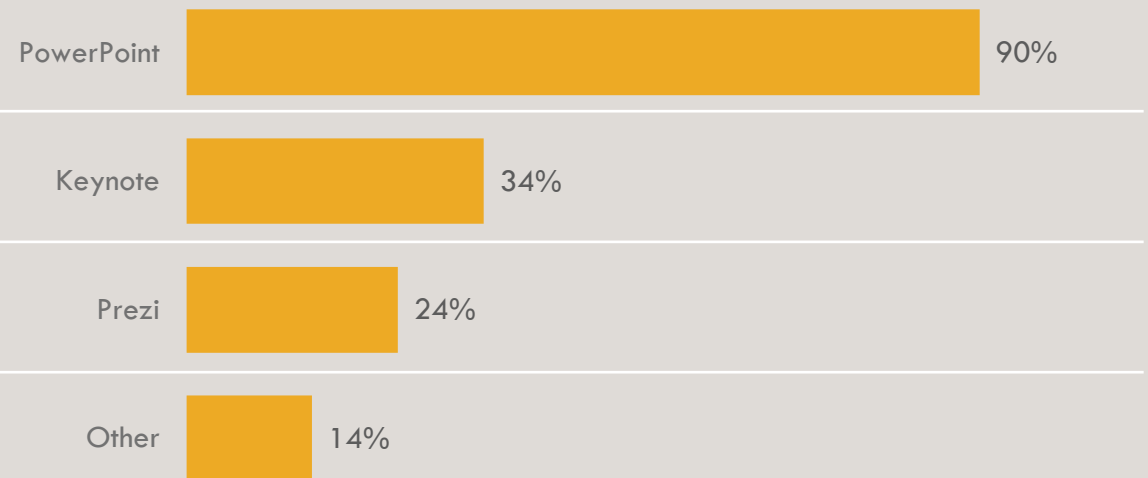
Which presentation software do you **not** use?

The software we do not use also has a story to tell.

Despite being listed, none of us selected these 9 software options. Perhaps because of a lack of awareness, software limitations, cost, or a number of other reasons.

The one thing we can deduce is that software growth = industry growth.

Clear Slide (Slide Rocket)	0%
Haiku	0%
Powtoon	0%
Slide Bureau	0%
SlideDog	0%
Kineticast	0%
Wink	0%
Emaze	0%
Slide Bean	0%

We have a lot of work to do

The Presentation Guild has embraced several objectives based on these results.

Establish clear and recognizable job titles

Develop and/or promote specialized training with CEU recognition

Develop a certification program

Encourage the inclusion of presentation design and presenting in college curricula

Promote the presentation industry

Promote the value of presentation skills

Recruit more men and younger persons to the industry

Increase awareness of new/updated presentation software

Continue to work with vendors to advance development of industry tools

Continue to conduct and publish the salary survey

Survey those who hire presentationists so we can arrive at the table better armed, better trained, and ready to deliver a better value