

2 MINUTES WITH...



Helen Ericson, head of operations, EventShaper

How did you get into the event industry?

My first job in events was stuffing show bags at Business Travel for Centaur Exhibitions. I'd just returned from travelling and needed some money. I picked up temp work with them and stayed for eight years.

Favourite thing about events?

The people. I have made some amazing friends and they make the long hours and hard work worthwhile and so much fun.

What do you think you can bring to the new role?

EventShaper is such a great company there is little missing. I would like to think I bring a different type of experience and an alternative way of approaching things.

What have you done in the first month in the job?

The last month has been a whirlwind. I'm really focusing on getting to know the team and meeting all the clients we work with.

How do you intend to face the challenges in the industry?

You can't face anything alone, so I'm really looking forward to joining some of the cross association working groups EventShaper are

part of and learning from other operational professionals and sharing knowledge. Also working with Lou and facing the challenges together.

Biggest frustration?

There are a lot of changes in the industry at the moment with shorter tenancy times and changes in rules and regulations. For many this is a negative and we focus on how difficult it can make things; rather than seeing it as an opportunity to look at things differently.

Crowning moment?

The first open morning on any exhibition is such a buzz and there is always a sense of achievement. I think though there are key moments which I will remember and one which will stay with me forever is the first day of the London Olympics. After working 21-hour days and finally seeing all the hard work come together, it was a huge moment.

Best piece of advice?

To be a good person at the core; that doesn't mean being nice all the time or being a push-over.

Funniest work moment?

There are too many to mention. If you don't find the humour in events, then I'm not sure how you survive. At the end of a long show the silliest thing can become hilarious.

Who is the individual you most admire?

I admire any woman that is able to break the glass ceiling and carve a successful career. For me though, I most admire my mum. She is one tough cookie and she's taught me to be strong and resilient and I will always be grateful for that.



PEOPLE MOVES



1. Blitz, a GES company, has announced the appointment of **Oliver Richardson (1)** as group commercial director. Richardson joins Blitz from Aztec Event Services where he served as commercial director for both UK and Europe.



2. De Vere Latimer Estate has appointed **Robert Featherstone (2)** as its new director of sales. Featherstone has more than ten years' experience working in the hospitality sector, having worked at Claridge's, The Connaught and The Berkeley.



3. **Lydia Rusling (3)**, Visit Lincoln's chief executive, is stepping down at the end of August after two and a half years. She is leaving to take a new senior role at East Lindsey District Council.



4. After 12 years at CEVA Showfreight, **Paul Brady (4)** has taken up a new role at Europa Showfreight as showfreight operations manager.



5. Visions has appointed **Anna Wakeling (5)** to the position of business manager. Wakeling will be a point of contact with project managers and the freelancing team.