



## MEMBER STORIES

### EMMA PELLMAN - HEAD OF OPERATIONS

#### DAY TO DAY LIFE

As a lover for everything tasty, I'm lucky enough to be in a role where I get to work across the spectrum of the food and hospitality industry. The ever-changing nature of exhibitions means that there is never a full moment throughout the year, and an opportunity won't pass by for me on one of our portfolio shows. Working pre-show, the majority of the time, I have the huge responsibility of making sure everything looks amazing on the show floor and ensuring that we are running to schedule - so having a keen attention to detail is a must in Operations. My day to day on the run up to a show opening consists of liaising with exhibitors and contractors, problem solving, product design briefs and managing the floor plan to name a few! But if I'm honest, the list is ongoing and being part of such a great team means that I am on hand to support where I am needed to ensure a successful launch.

## WHAT GETS YOU OUT OF BED IN THE MORNING?

I find myself driven out of bed in the morning, keen to meet the many deadlines that exhibitions bring! Making sure that everything is on track, gives me peace of mind and the security that I won't be faced with any last minute, nasty issues. When working on site I am filled with a sense of pride to see the shows open on time, looking great and aisles brimming with visitors. It's at this point that I breathe a sigh of relief for a job well done and can start to relax – for a short period of time anyhow, as two days later we will be on breakdown and preparing for our next show.



## HOW WOULD YOU DESCRIBE YOURSELF?

Approachable, loyal with a sense of humour and the ability to laugh at myself and others. I'm also super organised, which is why I think I have succeeded in my role; I just wish I could transfer those skills to my personal life! Sometimes I think I could be described as an introvert, but I always come into my own in a new environment and I always enjoy socialising a spending time with my friends and family.

## WHAT WAS LIFE LIKE BEFORE OPERATIONS?

I grew up in a pub and was round different people from all walks of life. I landed my first sales job after I took a year out to travel the world. It was my first "proper job" and at 19 years old, I had a company car, laptop and mobile phone, I couldn't believe my luck! I thought it was all a fluke but thankfully, my abilities to listen and talk to everyone has managed to get me where I am today – I love it!

## WHAT DO YOU DO OUTSIDE OF WORK?

Being a complete foodie, I'm fortunate enough to live in the bustling city of London where there are plenty of food marketing, restaurants or new and exciting popups to explore. If not, I like to return to a few of my old stomping grounds to make most of what's on my doorstep – assuming that its dry!

## FIVE WORDS AS TO WHY YOU LOVE THE INDUSTRY

Every day is different.