



MEMBER STORIES

FREDDIE SLADE - COMMERCIAL MARKETING MANAGER

DAY TO DAY LIFE

There are three parts to my role as Commercial Marketing Manager that I lead on and that makes up my typical working day:

- 1) Growth marketing and lead generation to acquire new exhibitors for Bett's portfolio of events through email marketing, PPC and organic social campaigns.
- 2) Retention marketing to our 500+ confirmed exhibitors: ensuring they are updated with everything going on in a monthly Exhibitor Newsletter, marketing top-tips, packs, masterclasses and more.
- 3) Client delivery for our sponsored clients such as Microsoft, Lenovo, HP and Apple creating and delivering on various aspects of their sponsorship package including solus emails, sponsored adverts and social posts



HOW WOULD YOU DESCRIBE YOURSELF?

At work I would describe myself as hard working, a great team player and eager to improve and better processes at every opportunity. That can be how I work individually, or how the business does work through generating leads and communicating to customers and prospects in new and exciting ways. I have a genuine love for events, marketing and the industry I work in and love to tackle different tasks and challenges. I would say I am also fun, chatty and love to socialise as much as possible in and outside of work.



SECRET TO SUCCESS?

I think success means different things to different people - so I find this tricky to answer, but a 'successful' week for me or a time when I feel I'm really on-top of everything is when I put in the extra time to carefully plan my day and get a head start before work in the morning. I like to be active and eat as well as I can, read and try to lay off the booze until the weekend! Also, surrounding yourself with people that really help you be the best version of yourself you can be... sounds a bit cheesy, but I do think this is fundamental.

LIFE BEFORE MARKETING

This is my second role in events, I previously worked for a Business Improvement District (BID) events company in Devon, working in the public sector trying to increase footfall in city centres via various events, trails and campaigns. I moved straight into this role just after I graduated from the University of Liverpool where I achieved a First in BA Marketing.

WHAT GETS YOU OUT OF BED?

Apart from a good cup of coffee and a fry up? I would say achieving my goals both in my working life and my social life - I like to meet people, experience new things and at the end of the day, have a real sense of completing something. Career development, experience and building on a great CV means a lot to me but at the same time work isn't everything - having a good social life and having fun outside of the event-world is a must, so a jam-packed weekend doing lots of fun things would certainly get me up on Saturday morning... I might be a little slower getting up on Monday morning though.

WHAT DO YOU DO OUTSIDE OF WORK?

I see friends, see my girlfriend, see more friends, get told off by my girlfriend, cook, watch football and explore new parts of London.

FIVE WORDS AS TO WHY YOU LOVE THE INDUSTRY

Innovative, Inspiring, Fast-moving, Fun and Challenging