



MEMBER STORIES

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Middle East

Day-to-day life

As the Head of Marketing for Informa Connect Middle East, my mornings are pretty action-packed. From daily scrums to strategising around registration targets, I ensure that our marketing plan is always on point. Whether it's approving campaigns or fine-tuning email copy, I'm always ready to roll up my sleeves and work with my team of marketing managers and execs to see what we can improve on.

I meet with key stakeholders to deploy upcoming events, their objectives, and the tactics that need to be employed to reach those goals. I also spend my day looking at data to see how our campaigns are performing and analyse trends that may impact our marketing efforts. And when I see that we're off-target for an event, I put on my thinking cap and brainstorm on how we can catch up.

With so many different events to market, my days are never monotonous, and I love it! Troubleshooting here, problem-solving there, I tackle everything with a positive and brave attitude.

What gets you out of bed in the morning?

What gets me out of bed every morning is my unbridled curiosity and innate desire to learn new things. I thrive on exploring new avenues and enjoy being able to leave my desk to engage with different people. It was this same curiosity that nudged me towards a career in marketing.

But what truly motivates me to get out of bed every day is having the opportunity to help others in any way I can. Knowing that I have made a positive impact on someone's life - be it a client, a colleague, or a friend - fills me with a sense of purpose and fulfilment. Growing up, I was lucky enough to have many people help me, ensuring I was safe and successful. That's why it's important to me that I do the same for others. It's a simple but amazing feeling that keeps me driven, focused, and excited to see what each new day holds.



How would you describe yourself?

Being born and raised in Dubai, a dynamic city that welcomes people from all corners of the world, has allowed me to gain a deeper understanding and appreciation for other cultures. I think this has enabled me in forming strong and enduring relationships with my clients and stakeholders. The cultural intelligence I have formed through life experiences has ultimately had a profound impact on my outlook towards both life and work.

I know the value of fostering meaningful relationships. Collaboration over competition has always been my mantra. I am a firm believer in the power of transparency and open communication, and this is reflected in my work as well.

Secret to success

When it comes to event development, I firmly believe it's all about customer-centricity. Success comes from truly understanding what your target audience needs, how and when they need it, and being able to put yourself in their shoes. Likewise, teamwork is essential as everyone's point of view matters. Engaging, nurturing and empowering different perspectives can help open up new opportunities for growth. And finally, embracing diversity and inclusion leads to greater success as teams are often more creative and have higher levels of empathy as a result.

Your life before events

Unlike many of my colleagues who may have ventured into the events industry after working in other fields, I started my career in events right out of college. I landed an internship with a major events company in Dubai, received a permanent position as Marketing Executive, and I never looked back! Over the years, I have worked my way up to become a Chartered Senior Marketer, I worked with some of the biggest events companies in the world on a wide variety of events such as food, education, pop culture, weddings, beauty, jewellery, hospitality, F&B, retail and real estate.

What do you do outside of work?

Outside of work, my interests and hobbies tend to revolve around travel, food, strategy board games, and interior design. I indulge in reading, a lot of it. It helps me stay on top of current events and inspires me to think outside the box. I also make time to mentor and coach fresh graduates who are eager to make their mark in the marketing and events industry.

But being a marketing professional is not something you just switch off. I love to browse shop windows (and shop too!), experiencing how other brands bring their messages to customers in both the physical and digital realms is an endless source of inspiration and learning for me. I'm always on the lookout for new and exciting approaches because I believe that being relevant is key, especially when it comes to dealing with today's consumers.

Six words to say why you love the industry

Creating powerful and deeply satisfying experiences.

