



## **Amir Vered**

### **Head of eForce and IT at Olympia London**

#### **Chair of the Cross Association Technology Working Group**

Amir Vered heads up both the commercial and the corporate IT teams at **Olympia London**.

Having started his career in the hotel industry, Amir went on to fulfil senior sales roles at Wembley Stadium followed by Twickenham Stadium, building his experience in both operational and commercial management.

Being part of initiatives to bring technology closer to the hospitality industry Amir has participated in several initiatives to bring technology closer to the hospitality industry. As a result, he accepted the challenge to review and reshape eForce to ensure Olympia's Commercial IT arm is run effectively and change client perception by delivering consistent excellence in delivery.

More recently Amir has joined up eForce with Olympia's IT department to create a robust and responsive unit that's able to accommodate the vast majority of any connectivity requirement, whilst improving external and internal customer satisfaction.

#### **1. What brought you into the event industry?**

I was always drawn to the buzz of people from different countries and walks of life coming together to push a mutual agenda. The sound of various languages and inspiring destinations always appealed to me and played a crucial part in choosing the events industry to pursue my career in. More recently, working at Olympia I particularly love the diversity of events, no day is the same making it fascinating to walk through the door every morning.

## **2. Why did you get involved with the association working groups?**

Sharing a platform with like-minded people benefits everyone. I have learnt earlier in my career that you gain more from working closely with your peers as well as your competitors. Being able to update the eGuide and set an industry standard is a significant contribution to the industry and I sincerely hope Emma and I will be able to champion similar initiatives over the next couple of years.

## **3. What advice would you give young people pursuing a career in the events industry?**

Work hard, learn from the more experienced, have patience (I sure didn't) and most importantly enjoy this fantastic fast industry.

## **4. What would be your top three Desert Island Discs?**

Led Zeppelin – Led Zeppelin IV, David Bowie – Changesbowie and a Buddha Bar compilation for contemplation.

## **5. What are your passions outside of the event industry?**

My main passion is my family, I love spending time with my children and making them laugh. Food has always been a hobby, cooking, eating, presenting etc., I enjoy everything about it.

## **6. Do you have a favourite holiday destination or activity?**

Beach holidays are my bag. Working hard throughout the year I look forward to a couple of weeks with the family in basking in the sun, eating and drinking far too much.

## **7. Do you have a favourite motto, saying or inspirational quote?**

Great things are done by a series of small things brought together....

## **8. Which two well-known personalities, past or present, would you invite to your perfect dinner party?**

Richard Branson and Shimon Peres

## **9. What book or film do you hold dear and why?**

I have recently read the Tattooist of Auschwitz. This is a true story about sheer determination to hold on to life. It is also about love and dedication. The main character manages to navigate through impossible situations by trying to remain positive and optimistic constantly assessing and adjusting his actions in order survive.

## **10. What's the best piece of advice you've ever been given?**

Never think you are indispensable in a work place. Someone once told me "if you leave tomorrow we won't hang your picture in the corridor". At the time I thought it harsh, however I have always made sure to bring meaningful, vital contributions to any role I fulfil.