



Cheryl Busby

HR Director at Clarion Events

Chair of the Cross Association Event Industry HR Working Group

Cheryl's career started in media field sales, quickly leading her into sales management and leadership. She moved into Learning and Development and became an independent Sales and Leadership Trainer. Cheryl joined **Clarion Events** in 2006 as Learning and Achievement Manager, and was promoted to HR Director in 2010. Cheryl is results driven and has made successive improvements in individual, team and business performance at the company. She is a change manager, people developer and a strong communicator who inspires and motivates.

1. What brought you into the event industry?

Previously I was an independent training consultant with a customer base mainly in publishing. I decided that I needed to diversify and chose to target the events industry and found that Clarion was looking for L&D Manager to work in their HR department and the rest is history...

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

I am passionate about sharing and learning best practice and I believe that a peer group forum is a great way of sharpening the performance and addressing common issues of HR across the industry. The whole is greater than the sum of parts.

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

- Go visit exhibitions and conferences to get a feel for the environment, talk to the organisers.
- Take a look at the videos on the AEO website.

- Be open minded about what function you join .
- Ask for an informal chat with a few event companies to understand how they operate and where your skills are best placed.

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

- "Walking on Sunshine" by Katrina & The Waves This is my go to "feel good" track - might need to lift my spirits when my fire and shelter building skills let me down
- "One Love" by Bob Marley - This track will help me to visualise my husband and children laughing and dancing together.
- Vivaldi's "Four Seasons" - this will help to remind me to value the time to be and not having focus on my to- be- done list

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

Generally it's my family and friend but currently it is getting back into my tennis club and praying for muscle memory

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

I love visiting new places, exploring different cultures, eating exquisite cuisine and lazing on a beach India had it all.

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

I asked my team, and they said there are many:

- "Seek to understand before you seek to be understood"
- "Remember that the problem is a gift"
- "Does that work with our values?"
- "Fake it till you make it"
- "Don't email – go speak to them"

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

- Richard Attenborough – such an amazing voice and presence – he can tell me about the things and places that I have not seen.
- Dawn French – oh how we would laugh!

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

The Chimp Paradox – Dr Steve Peters – This book helps us to understand why we do things we do even when we know that behaviour doesn't really help.

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

Just do it!

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