



## **Kate Simpson**

**Marketing Director at the Business Design Centre**

**Chair of the Marketing and Communications Working Group**

“I’ve been attending the MarComms Working Group since 2015 and feel that the value of the meetings are priceless when it comes to driving forward fundamental issues both as an industry and within our own businesses. I look forward to my tenure as chair of the group and hope that the work that we have already begun will continue to add value to all members and participants, supporting marketing and communications in its key role of a venue’s operations.”

Meet the Chair Questionnaire for Kate Simpson

1. **What brought you into the event industry?** I’ve always enjoyed organising and whilst on a year out in Holland I spent some time studying events, when I realised it was for me. On my return, I planned a move to London setting up several interviews, one of which was at the Business Design Centre. That was 12 years ago and after many roles within the company I am now leading on marketing, communications and a range of other responsibilities.
2. **Why did you get involved with the association working group?** Having joined the working group in 2015, we have covered quite some ground. I believe that the knowledge sharing and particularly the creative approach our group takes is what makes it such an important activity to be involved in. All venues have at some point been able to develop through the support and discussions had in the meetings, as well as raising relevant key topics.
3. **What advice would you give young people pursuing a career in the events industry?** Get involved! It’s a hardworking industry with many passionate people, so reach out to them. Volunteer or get some experience if you are starting out and there are plenty of great people who would be willing to share their journey or even mentor you. I think it’s

important to understand just how many different roles there are, and how many other industries events cross into, so finding something that you yourself are passionate about makes your efforts a lot more enjoyable.

4. **What would be your top three Desert Island Discs?** The albums I Feel for You by Chaka Khan, Colour It In by The Maccabees and Back in Black by AC/DC... or Queen or Stevie or Foals, tough question.
5. **What are you passions outside of the event industry?** I like training in boxing and do it a few times a week now as well as making time for mindfulness – there are some great studios popping up in London at the moment. I love live music so always have time for a festival or gig, and often try out tasting menus with my fiancé. I think it's also important to make time for giving back whether it's a fundraiser or some volunteering, and happily this is a sentiment shared by the BDC team.
6. **Do you have a favourite holiday destination or activity?** Organising a holiday is one of life's greatest pleasures, the whole experience from researching a city or country to looking forward to the journey. I love the idea of having time away to explore somewhere new and am lucky to have visited some great places. Many of my favourite destinations have been where I can fit in some diving; it's incredibly peaceful under water.
7. **Do you have a favourite motto, saying or inspirational quote?** "You can have it all. Just not all at once." - Oprah
8. **Which two well-known personalities, past or present, would you invite to your perfect dinner party?** Only two? Can't I have a bigger table? There are so many people... the great and the hilarious. David Attenborough and Mickey Flanagan for starters.
9. **If you could attend any event, in the past, present or future, what would it be?** Live Aid at Wembley.
10. **What's the best piece of advice you've ever been given?** "Nobody said life was easy, but it does get better. Climb this mountain, then enjoy the skiing." --ends--