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Case Study:

Amy Murray is Events Assistant at Royal Highland Centre. Here she shares her experience in the events industry.

What attracted you to your current role?

I initially joined the Royal Highland Centre during my third-year university placement, where I was drawn to the variety of events the venue hosts, from exhibitions and live entertainment to agricultural shows. This diversity offers invaluable opportunities for my professional growth, giving me exposure to multiple event types and broadening my understanding of venue operations. Each day presents new challenges, which keeps the role dynamic and engaging. The fact I was able to continue to work at the Royal Highland Centre during my final year of university further strengthened my connection to the organisation, leading to the offer of a full-time position after my graduation.

How long have you been working in the events industry?

I have gained four years of experience in the events industry through various part-time roles, and I have been working full-time in the sector for the past six months.

What led you to where you are now?

I worked hard to complete my Honours Degree in Event and Festival Management. During this time, I had the opportunity to meet Mark Currie, who offered me a summer internship at the Royal Highland Centre. Once I secured my placement, I fully committed to proving myself within the team by embracing new opportunities, working with both the Royal Highland Show and the Highland Centre Event teams. This allowed me to gain a well-rounded experience, expand my network, and form strong relationships with colleagues and clients.

I am passionate about the events industry, and I strive to let that enthusiasm shine through in all aspects of my work, from client interactions to collaborating with operational teams and contractors. These strong relationships have been instrumental in helping me thrive in my role and have ultimately guided me to where I am today.

What do you like about working in the events industry?

What I enjoy most about working in the events industry is the strong focus on people. Events are truly about bringing people together, and that connection is at the heart of this industry. My role is largely people-oriented, which is something I absolutely love. In Scotland, the events community is relatively close-knit, allowing you to quickly build relationships. These connections offer incredible opportunities to learn from others, which is invaluable at any stage of your career. I also thrive on the diversity within the industry—every event brings something new, whether it's a different client, a fresh challenge, or a unique opportunity. That constant variety keeps me excited and engaged.

What events have you worked on so far?

I have had the opportunity to work with large clients like DF Concerts and Events, helping to deliver major events such as the Edinburgh Summer Sessions 2024, featuring Ocean Colour Scene and Catfish and the Bottlemen, as well as the 2023 Connect Festival and Connect Presents, which hosted acts like Primal Scream, Fred Again, Boygenius, Paolo Nutini, and The Killers. Additionally, I supported the delivery of Terminal V the biggest electronic music



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festival in Scotland . In relation to live entertainment, I've also been involved in events like Eh1 Festival, Hot Tub Time Machine, and Trick.

Beyond live entertainment, I have been lucky enough to work on exhibitions, including Tabletop Scotland, The Big Event, The Scottish Kennel Club, and Truckfest. I've also had the privilege of being seconded twice to work as part of the delivery team for the Royal Highland Show, Scotland's Biggest Outdoor Event in both 2023 and 2024. Finally, I took on the role of Duty Manager during the 2022 Edinburgh Fringe at George Square Gardens, one of the largest venues within the festival.

Have you had any standout moments?

One of my most memorable moments was during Connect Presents in 2023, when Paolo Nutini performed. It was one of my first large-scale concerts, and the day was filled with adrenaline and excitement. I had the opportunity to invite my family, which made the experience even more special. Sharing that moment with them and giving them a glimpse into what I do was incredibly rewarding. I had just turned 20 at the time, so being part of the success of such a significant event felt like a true "pinch me" moment. I'm grateful to work in an industry that brings so much excitement and fulfilment—it's a very rewarding feeling.

What is the most important thing you have learnt so far in your role?

I've learned that adaptability is key. The events industry is incredibly fast-paced, and much of my role involves reacting quickly to changing circumstances. Being able to adjust your approach to accommodate clients, colleagues, and contractors is essential for the success of any event. It also gives you the opportunity to step back, consider different perspectives, and learn from those around you. Having an open mindset and the ability to adapt is crucial—not only does it enhance collaboration, but it also shows initiative and a willingness to grow.

What are you most looking forward to in your role?

I'm most excited about continuing to build strong relationships with both current and future clients, contractors, and colleagues, as the people aspect is such a significant part of my job. In the events industry, I believe that growing your network is essential to success. I look forward to seeing how these relationships and an expanding network will contribute to the success of future events. Watching these connections develop and utilising them to enhance collaboration and outcomes is something I'm really eager to experience moving forward.

If you could give one piece of advice to new people entering the industry, what would it be?

My advice would be to be proactive. Take every opportunity, no matter how big or small, as each one is a chance to step outside your comfort zone, develop your skills, gain experience, and expand your network—all of which are essential in the events industry. Additionally, actively seek out new opportunities by joining working groups, attending networking events, and nurturing your relationships. The events industry is full of incredible, knowledgeable individuals, so make the most of every opportunity to learn from them.