



ASSOCIATION  
OF EVENT  
VENUES

### **Case Study:**

**Louise Day is Marketing & Communications Director at Manchester Central. Here she shares her experience in the events industry.**

#### **What led you to where you are now?**

After completing a Business degree, I knew Marketing was the area I wanted to specialise in. My early career took me to Manchester's Inward Investment Agency, MIDAS, which gave me a fantastic grounding in destination marketing and, importantly, the huge impact investment and business coming into a city can have on the people that live and work there.

#### **What attracted you to work in the events industry?**

My time at MIDAS and then Marketing Manchester, the city's Convention Bureau, confirmed that I wanted to be part of an organisation that was about the greater good and when the opportunity came up to be part of Manchester Central's newly formed marketing team, it was a natural next step. Not only in terms of joining a iconic venue that was bringing really high profile events into Manchester, but the unique chance to develop my chosen professional in a business and industry that would allow me to touch on every aspect of the marketing and communications spectrum!

#### **What do you love most about your job now?**

The variety and being part of the events community. There's a huge sense of camaraderie and a real will to work together to champion our industry and the value it drives, in both economic and societal terms, at a global level!

#### **What do you think the biggest misconception is of people outside of our industry?**

The fact that there are so many opportunities to craft a career in your chosen profession, within the events sector. Whether its marketing, HR, finance or sales, there's teams of people working together to ultimately deliver great events. When people sometimes think of career in the events industry, it can be difficult to see past event manager/organiser or hospitality roles – which are nonetheless fantastic jobs to have! – but there's much more to it and so many more career opportunities than you might expect.

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

Go in with an open mind! There are very few industries with the wealth of options the events industry presents in terms of career development and progression. Be inquisitive and explore all the various different elements of our world – there is literally something for everyone and so many routes to consider.