



**The inaugural Event Entrepreneurs' Club** meet-up will take place on **Tuesday 25th February 2020 at International Confex**, ExCel, London.

In addition to the planned networking drinks, Mayfield Merger Strategies are pleased to be hosting **free "Meet the Expert" sessions**, where club members can hold 1-2-1 discussions on key business topics. Each 10-minute session will be private but informal. **To take part, simply turn-up at the Mash Hub at International Confex between 4.00pm and 5.30pm on 25<sup>th</sup> February** and we will connect you with the right expert. **In the meantime don't forget to [pre-register](#) for International Confex.**

### **Meet 6 experts on key event business topics**

MMS have assembled a great line up of 6 industry experts who can address the common issues facing independent organisers such as event operations and venue partnerships. You can also ensure that you have set up your business in the right way with legal and financial health checks. Finally, learn about event industry trends and ensure that you are running your business with the KPI's that event acquirers focus on. Please [contact us](#) in advance to you would like to meet a specific expert.

#### **1. Develop insight into event operations excellence**

Julia Danmeri, Operations Director. Closer Still Media.

**Discover how operations can play a strategic role from logistics, to floor plans and contractor relationships.** Julia has 17 years of experience in delivering operations excellence at Closer Still, UBM and EMAP across all formats; from large scale to launches.

## **2. Discover how venues partner with entrepreneurs**

Simon Mills, Executive Director. ExCel London.

**Review options for partnering with your venue to ensure success.** Simon holds commercial responsibility for Exhibitions, Media and Food & Beverage at ExCel London. He is a former group director at global event and conference organiser UBM where he oversaw a portfolio of 17 products.

## **3. Complete a Legal Health Check**

Malcolm Murray, Partner - Head of Corporate and Commercial, Lee & Thompson LLP.

**Identify potential legal weaknesses or threats to your business.** Malcolm has over 20 years' experience advising organisers on legal issues affecting their business from set up, through the growth phase and to completion of a successful exit. He counts many leading figures in the exhibitions business amongst his clients.

## **4. Carry out a 5-minute financial diagnostic**

Fiona Wilderspin, Director. Wilderspin Accountancy Services.

**Do you have the right financial systems and processes in place to keep you on track and grow your profits?** Fiona qualified with KPMG London and has subsequently worked in senior financial leadership positions with global event organisers. Fiona has considerable experience in business planning, cash flow management and has advised a number of start-up businesses and MBOs.

## **5. Learn key event industry trends and challenges**

Nicola Macdonald. Content Director. Collaborative Creations.

### **Find out how emerging trends may impact or disrupt your event business.**

Nicola spent four years working on Exhibition News magazine, including two as Editor, keeping up-to-date with the latest trends and challenges faced by exhibition organisers. She now specialises in event industry PR.

## **6. Understand the KPIs that event acquirers look for**

Richard Sherrard, Head of Events. Armstrong.

**Ensure your event strategy is aligned to a successful exit.** Armstrong are a commercial due diligence and strategy house who have worked in the event space for 15 years; providing acquisition diligence and investment recommendations through to event optimisation, growth strategies and geo-clone opportunities.

**The meet-up will take place in collaboration with International Confex and EN on the Mash Hub (stand H26C).** Please note that you will also need to [register for International Confex to guarantee free and quick entry.](#)