

## 1. What values/skills do you believe are most important in being a leader?

Empathy, compassion and the ability to listen and learn.

## 2. How did you overcome any challenges that you may have faced in this industry?

Probably using the above skills – listening to others and being willing to learn from mistakes (as well as take responsibility for them).

## 3. What does inspiring the next generation of girls mean to you? And how do you support this?

I think it's all about being visible and a role model where relevant. I am personally involved as a mentor in the Fast Forward 15 programme and this has been a really rewarding experience.

## 4. Is there anyone you would like to acknowledge for their support or influence in your journey to becoming a leader in the events industry?

My father, Ray Bloom has obviously been a great mentor to me personally. Over and above that, I have learnt a huge amount from the many leaders in the industry that I've worked with closely over the years.

## 5. Why do you believe gender equality is important in the events industry?

Gender equality is important in every industry to unlock the potential of the entire workforce. In the events industry we have a specific opportunity due to the fact that  $\frac{3}{4}$  of the industry are women, we are really talking about gender equality at a leadership level.

We all know that more diverse teams lead to better business so let's focus on equality of opportunity for all.