



## 60 seconds with the chair: Jazmin Beale - AEV Marketing & Comms Working Group



Jazmin Beale is the chair of the Association of Event Venues Marketing & Communications Working Group. Eminently qualified for this role, Jazmin is the holder of a first class honors degree in marketing and has built her career within the events industry starting with Clarion, and now as Head of Marketing and Communications at Olympia London. Jazmin is also a winner of the Emprise Young Persons Award and was named as one of the industry's 30 most influential people under 30 by EN magazine.

### What brought you into the event industry?

While working at marketing agency DWC, I experienced my first 'show campaign' and was hooked.

### Why did you get involved with the association working groups?

It's a unique chance to share best practice, which is important especially as our industry is actually quite specialist.

### What do you think the best show, exhibition or conference was last year?

Gosh I loved BE:FIT - anything fitness or gym-related makes me very happy!

### What will be the next big change in venues?

Top Secret. But you'll find out soon enough...

### What piece of event tech is going to be indispensable in the future?

Smart wristbands. I think what Disney are doing with their MagicBand is incredible.

### What's your favourite quote, saying or motto?

"Do, or do not do. There is no try" - Yoda

### What's the best piece of advice you've ever been given?

To enjoy work. I'm so lucky to be part of the Olympia London family, feeling like I am contributing to something amazing is very rewarding.

### What film, book or TV series have you been recommending to others recently?

I'd much rather spend my time eating delicious food: so my restaurant recommendation would be Barrafina or Bocca Di Lupo.

### If you could attend any event, in the past, present or future, what would it be?

I would have loved to attend the Adele concert at the Royal Albert Hall.