



DOING WHAT YOU LOVE

Better events come from loving what you do, says Stu Katzen.

A number of years ago I was sitting in one of those breakfast seminars we've all been to. Average food, everyone semi-asleep and some poor sod up the front trying to energise, motivate or stimulate us with varying degrees of success. However, this morning the speaker asked the room to put their hands up if they went to work in the morning to primarily pay the mortgage.

More than 85 per cent of the room raised their hands. I did not.

I looked around the room, stunned that so many of the people in the room went to their jobs every day, not out of love for what they did, but only out of necessity.

I realised then that I was incredibly lucky to be able to say I loved what I did.

He then went on to say that unless you got out of bed to do something you really loved, you were wasting your time and to look for a new job. Phew! At least I didn't need to go looking for a new job.

Looking at what I do, the sheer hours and stress involved, I don't think I could do it just for the money or to pay the bills. In order to work in the events industry and succeed you do have to love what you do.

Dealing with the requests we get and what we go through in order to make an event happen, there has to be more to what we do

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settings to ensure they were all uniform and could I please start fixing the ones that were not – they had been marked.

The choices I had at that moment were endless. I chose to smile and comply at huge cost to myself. She was, after all, the client.

Or then there was one Friday afternoon (the first Friday in December) at 3.30pm, in the middle of building an event inside a tunnel and the client decided they actually did want the 150 metres of draping at one end of the tunnel that they had vetoed two months ago. Could I please arrange that prior to the event starting at 7pm that night?

Our job is to be resourceful and make things happen. Sometimes it is very difficult to see the logic or reason behind some of the requests and it definitely is difficult to assign the same level of importance to our client's sometimes random needs. But in the end, our job is to make it happen; to sort out the issue at hand and to keep the client happy.

In order to do this effectively you have to enjoy the process of what you are doing. If not everything becomes a chore and once that happens, you may as well start looking for that other job.

The job we do is seldom glamorous (despite the misconception that it is). It's very often long hours, very high stress and difficult. But... it's what we do.

It can be great fun, very rewarding, a huge buzz and I wouldn't change it for quids!

So as we head into 2015, a new year full of boundless potential and possibilities, make sure you are loving what you do and doing what you love! **m**

Stu Katzen can be contacted on stu@eventify.com.au.

than just waking up and going through the motions.

I'll never forget a number of years ago finding a new client of mine onsite two hours before doors opened with a tape measure, measuring something on the tables. When I asked her what she was doing, she informed me she was measuring the width of the table