

Meet the Flock

An interview with... Lauren Morrey

The Ops Nest

Please tell me about your experience within the industry thus far?

I've been in the industry nearly 17 years. I started as an event coordinator before moving into sales/ account management, but always knew I was destined to be in Operations. I took the leap 10 years ago and haven't looked back since. I've delivered tradeshows, multi-track conferences and boutique high-end summits in Europe, North America and Asia over the course of my career to date.

Thinking about your specific role (or desired role), what do you love the most about your job?

DELIVERY – my natural habitat, and where I am happiest, is onsite building something from nothing. I love breathing life into an empty hall and watching it transform into the product the event team and network of suppliers have worked so hard to create. The adrenalin rush is like nothing else.

What skills can you bring to The Ops Nest?

Military Precision – my nickname at work is 'Major' for good reason; I run a tight ship. I've done several years of pure conference operations so if anyone needs help on this side of things including speaker liaison/ presentation file processes etc, I'd be happy to help

What's in your onsite toolkit/bag of goodies and what could you not do without onsite?

Two things:

- My 'electrical jamboree' bag – this contains every charger, wire, USB, adaptor on the planet. If you need it, I've got it!
- Aquaphor Ointment – it's lip balm but on steroids. Long haul flights and dry, recycled venue air are no match for this little tube of massive magic!

What is the most challenging event you have worked on and why?

Up until recently I would have always cited a food & drink show I did in India for 4 years, but it's now firmly a show that's due out at the NEC early July. I've always worked on international events; I'm now trying to get my first ever UK event out in the middle of a pandemic. This is the third attempt courtesy of covid and it had better be the last; I'm exhausted. (*Since this interview, this event has sadly been postponed.*)

What's the best bit of being in The Flock?

Community, Collaboration and Knowledge – I've connected with people I may not have done otherwise, had the opportunity to share projects/ jobs with other members and even though I've been in the industry a while, every masterclass gives me an opportunity to know something new that I didn't know before.

If people would like to connect, where can they find you?

 www.linkedin.com/in/lauren-kate-morrey

