

# Meet the Flock

## An interview with... Ashley Head

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

I started fresh out of school. My first onsite experience was at Offshore Europe at the AECC in 1979. My first overseas show was Middle East Oil (MEOS) in Bahrain in 1983. There were no mobile phones and no internet - it was a simpler world! In 1986 I moved to Houston, Texas and worked North American trade shows for 18 months travelling throughout the USA and Canada. I learned so much working with different drayage crews and customs brokers.

In 1988 I founded EFI Logistics. I've managed logistics for global events, world congresses and product launches all over the globe. The goal is always to deliver consistent service, no matter the regional or cultural challenges. I absolutely love my job.

### Thinking about your knowledge and expertise, what would your superpower be?

I was once described by the organiser of the World Fishing Expo (in Vigo, Spain) as 'the man who can put large things in small spaces'. I was shaking hands with the mayor's wife at the time! Priceless!

Managing schedules, working in large, heavy lifts whilst giving contractors safe access and a good start have become my forte. I can also snag a pocket or belt loop on just about any door handle in the world. I am **Door Handle Man!**

### Thinking about our industry as a whole, what excites you the most?

The challenge to restart better. What a chance we have to shape up and fly right in 2021 and beyond! Safety, sustainability, diversity, service delivery. We have a great chance to make things work so much better.

### What skills can you bring to The Ops Nest?

I'm a good communicator, a straight talker. It can be hard to shut me up once I get going! I have a wealth of knowledge and experience that some new to the business may find useful. I'd like to think I can work with people at all levels of the business.

### What value does The Ops Nest bring to you?

Contact, communication, a sense of where we are and what we can do. The masterclasses are excellent. I would love to be a part of the Logistics Masterclass.

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

Neftegas in 1984. Moscow, November, minus 30 degrees. Soviet customs changed the requirements whilst the freight was in motion. I spend 48 hours straight typing up new documents on site with the guys from Beck and Pollizer. Once the freight was all cleared, I joined the stand builders to work through the night to get the show ready. It was brutal, but we got it done.

### What piece of advice would you give to someone starting out in our industry?

Talk to everyone and don't freak out. I was a 5th wheel on my first day on site in Bahrain. By the end of that show I'd learned heaps. Ask and ask again. You won't be shot for asking but you might for not asking and messing it up.

### If you weren't in events, what would you be doing?

Rock n roll. I was a part-time roadie back in the day. I worked with Motorhead, Girlschool (photo attached feat. Offshore Europe 1979 sweatshirt), Black Sabbath, Uriah Heap and The Damned. I was Girlschool's tour manager for tours in Japan and Czech Republic. Great fun!

### What is your favourite onsite snack?

Hard to beat a good cheese sarnie, with piccalilli, preferably. Or a pizza if Dave Holman (Abraxys) is buying! He did once, in Geneva!

### What are the top 5 things that you have learnt since joining The Ops Nest?

1. Everyone can add value to a conversation
2. There's a wealth of knowledge to be shared out there
3. Collaboration with peers is fun and enlightening
4. Don't fear working with competitors for the greater good
5. Lou Kiwanuka is a Superwoman. I have no clue when she sleeps!

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

 <https://www.linkedin.com/in/ashley-head-efi/>

The Ops Nest

