

One of the country's most successful businesswomen, the event management entrepreneur Liz



Taylor of the Taylor Lynn Corporation (TLC), delivered a guest lecture to students of Manchester's MMU Business School recently. The topic: how to beat recessions, business disasters and bridezillas to become a successful events planner.

Liz, who is the managing director of the Manchesterbased event management company, spoke to over 100 students about taking her business from humble beginnings with just a few hundred pounds of her own money as start-up capital, to a business that works with the likes of Gary Barlow, Robbie Williams, stars of Coronation Street and leading blue-chip businesses, and now delivers a turnover pushing four million pounds per year. She offered an insight in her busy company, key elements in planning a successful event, anecdotes highlighting the highs and lows of running her own business and advice to the students on how to make planning their own event a success.

“Detail is crucial; I check, double check and all the members of the team have to get someone else to check their figures, numbers, supplier itineraries – all sounds so anal, but it's amazing how many potential disasters are avoided this way. With 601 guests you can't have 600 chairs and 600 napkins! Organisation and logistics are two of the key ingredients to a successful event and they can take weeks of planning.

"There is always a solution and we are there to ensure that anything thrown at us is resolved," explained Liz. The students, who all have to complete an event management unit in their individual courses this year, will have to plan their own event next year and so were keen to glean the key to success from Liz in a Q&A session after the lecture. "I was delighted to have been asked to speak to the students and hope that they can share from some of my experiences and use the advice I offered to achieve great success in planning their own events. I think it's crucially important in business, no matter how busy you are, to take the opportunity to invest some time and experience in the next generation of entrepreneurs and business people," added Liz. Marilena Antoniadou, Department of management at MMU Business School said of the lecture: "Having a wellknown and respected event management entrepreneur, like Liz, as our guest speaker gave the opportunity to convey current, realistic information to the students and give a perspective on a subject that is not available from textbooks. Liz was able to communicate her passion for her work in a way that excited the students." Today TLC works with top corporate and celebrity names to stage spectacular business and private events across Europe.

Liz is a leading wedding and private party organiser to the stars with clients such as X Factor judge Gary Barlow, retail guru Mary Portas, television presenters Eamonn Holmes and Ruth Langford, Manchester United FC & England football star Gary Neville, Manchester City FC player Yaya Toure and a number of Coronation Street stars. Her company's client portfolio also includes leading blue chip, sports and media businesses such as UEFA, Mercedes Benz, BGL, Manchester United FC, Capital FM, Selfridges, Carol Nash Associates, Rothschild Bank, Manchester International Festival, House of Fraser, Minster Law and ITV Granada.