

## PEOPLE IN PROFILE



## David Martin Unlimited

**D**AVID Martin's specialist event management company, Unlimited recently underwent a metamorphosis changing its name from Corporate Events Unlimited and changing the company's direction to focus more heavily on the event management side of his business.

With more than 20 years experience in tourism and event management, David began his career as an airline graduate, working his way up through management positions within the airline and hotel sectors. He spent some seven years in Europe developing his dynamic group management skills running daily group tourist programs. It is a skill that has given him an understanding of how to implement and manage groups of people and ground operations in a seamless manner, something he now instils in his production team at Unlimited.

Pitching his business as a boutique event management company, David is quick to point out that boutique in his words does not mean small or specialised. The definition, he said is more in the approach to the business. "Boutique is more reflective of our approach than of our sheer size," says David. "Our whole philosophy is that we do not offer the standard formula approach on events, we insist on becoming part of the client's business so that we know and understand what they want as an outcome. An event does not work for us unless the clients get their end result – no matter how creative or fantastic the event – the measurement of any event can only be in how well it got the desired result.

"And the only way to do that is to become part of the client's business – to know them inside out, to develop a relationship with them. As a small business we can do that – as well as us knowing the client, the client knows us. From the initial pitch, to the event setup and management, the client knows and deals with our whole team – from top to bottom."

David is sitting with his boots up on the table, leaning back as far as possible in his chair – looking confident and



*"And conservative is certainly not what we are about – our business is all about being Unlimited."*

in control of his realm. Only his rapid-fire speech and quick movement of his hands shows his passion for his work – and the fact that he wishes this interview was over! "I'm not good at talking about myself," says David, "it makes me a bit uncomfortable, but ask me about some of my favourite projects and I could go on for hours!"

David tells of how he credits his success to his business and marketing experience, and through this sees a possible issue for the future of the industry. "Event management is a fast growing industry and there is a plethora of courses out there that are teaching the basics of event management which is great. But I strongly believe that there is a huge chunk of knowledge missing. Event managers today need to have a sound knowledge of business, of the basics of marketing and buyer behaviour. They need to be able to understand their client's business and their client's people before they can truly provide an event that works." By achieving this he believes Unlimited has the ability to truly become more of a team member with their clients and from this position has more than once convinced the client to try something outside of the box that will work.

"A good event manager needs to understand group dynamics – how a group of people is going to react under any given circumstance or external influence. In that way they can more effectively plan for any unforeseen or unplanned reaction. After seven years of handling groups of young people on coach tours and everything that goes along with that, I think I could handle just about any group dynamic that is thrown at me!"