



WINLPG

Women in LPG



Alison Abbott

**Communications Director
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“I WAS HONoured TO BE ASKED TO SET UP THE WINLPG AND IT HAS BEEN FASCINATING TO SEE THE NETWORK GROW FROM ZERO TO WHERE WE ARE TODAY. WE ENJOY AMAZING SUPPORT FROM THE INDUSTRY AND TODAY WE HAVE VERY DEFINED GOALS WHICH WE ARE CONFIDENT WILL LEAD TO THIS NETWORK DEVELOPING SIGNIFICANTLY DURING 2017.”

Alison Abbott

Meet the Role Models

WINLPG Role Models introduce successful individuals in the LPG industry and gives an insight into their career path, their challenges and their advice to fellow WINLPG members.

I was brought up in Sheffield in the UK and studied for my degree, in French, at Nottingham Trent University. This included a year spent in Tours, France where I must have developed my love of all things French. My first job was working as a PA to a tax consultant in Cambridge, UK, which taught me the basics of office management, business and organisation. I moved back to my home town of Sheffield where I had a great career break and moved into marketing working for a highly successful computer graphics start-up. I stayed there for seven years and managed their global trade show programme. In 2000, I was approached by an American exhibition designer agency who invited me to open an office in Paris where I moved in January 2001. The move to Paris was more by accident than design but I soon realised this was where I wanted to stay, at least for the immediate future.

I very much enjoy my role at WLPGA, as the global association we are in a unique position and each year we are given some exceptional opportunities, visiting members and representing our industry at events around the world.

When I'm not working I try to get to the gym which really helps clear the mind. I still visit my home town as often as possible but Paris is my home today, it is a beautiful city full of opportunity just waiting to be seized.

“ With the role I hold within the WLPGA I attend all our industry council meetings, usually numbering some 30-40 industry leaders. It is rare to see another women and I look forward to the day when there is a more equal mix. No doubt this will take time but having launched WINLPG in 2015, we have now put the wheels in motion to address this and literally start to change the face of our industry.”

Alison Abbott

SIX KEY QUESTIONS

What is your goal today?

My goal today is to do the best I can in my career not only just for WINLPG but as Communications Director of this association. I would love to see WINLPG develop into a significant global network with a suite of national chapters. I would be very proud of that.

Did you have a mentor and how did this help?

Whilst I have never had an official mentor, I have a very good friend who I worked with at one of my first jobs after leaving university. She led our team and I watched her career soar. Even though this was 20 years ago, I still often think 'What Would Caroline Do!'. Just stepping outside and putting yourself in someone else's shoes can help look at things from a fresh perspective and give clarity, or even an idea for a different approach.

Describe your Pathway?

I had a somewhat zig-zag path to the LPG world. After university I started working as a marketing manager in the software industry and after I moved to Paris I gradually shifted into more pure communications which is where I was aiming to shift. However I did enjoy a stint as a PA to a royal prince which was a unique experience, but once you have had to call your boss 'Your Highness' you will never be intimidated by anyone again!

What does leadership mean to you?

Leadership is really the ability, maybe a gift, to inspire and influence other people. A good leader must listen but also not be afraid to act on his or her own convictions. A good leader should act with confidence and instil a sense of engagement and pride in their teams and colleagues.

Did you face any specific challenges?

Whilst the LPG world is a very male dominated industry, I have also found it to be an exceptionally friendly industry. I often speak at conferences and any early nerves were soon eradicated with the support from colleagues and our members.

What three pieces of advice would you give to someone embarking on their career with LPG?

Never stop learning.

You are only as good as the last piece of work you produce so everything must be as good as possible.

It's never too late to change career for something you really want to do and there are always opportunities.



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Women in LPG Global Network

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