



The Imperial Issue

November 2016



Conference Times



Communication and listening skills was a very strong theme at this year's Jam on Top Conference. Speakers from HRH Countess of Wessex to members of the England Blind football team stressed the importance of listening skills when working as part of a team to put on events.

Hear! Hear!



Jam on Top education project interviewed Listen2Win who are a unique group of speakers invited to 'Jam on Top' to be an important communication exercise for delegates at the conference.

But this turned out to be relevant to the conference as a whole as the team caught up with Keryn Seale and Robin Williams who are both blind.

Do you go to these sort of events very often?

"Not to this type of event but we have done events for conferences as icebreakers, we've been doing this sort of thing for four years now."

How did the activities go?

"Yes it went really well, it threw them but people seemed to have a good laugh and have good fun. It was quite intense, it was more difficult for the participants than us, but it's good because it challenges and tests their communication and listening skills. Not having your eyesight is not something you really consider until it is taken away from you really."



Delegates try their hand at activities without the use of their eyes - ***It was harder than they thought!***

Diana Walton, Doreen Smillie-Gray and Jenna Gove were delegates who were interviewed by the JOT education project team and were asked why they came to the event.

"We came to this event as we normally do every year and cover many different sectors.

The best part about this event is that we get to talk to the other business people face to face which makes the whole transaction more personal and meaningful, it's also great as we don't get to talk to these people normally."

JOT education team interviewed delegate Rose Chanin, Mid Devon Show Director after a syndicate session and asked her what she learnt.

“I am hoping to learn something that will improve my own show and to keep it safe for our visitors.

The syndicate sessions were good and I have taken away ideas for great practice at my events.

I have also offered my tips for great practice. The best part that I learnt about was advertising and social media.

I learnt that I do need social media for my business which I have tried avoiding for years but is actually an essential part.”



Sponsors

JOT Education Team spoke with conference sponsor John Dave, Field Operation Manager at Personal Parking Limited.

What has made you support ASAO/Jam On Top?

“Well I think that the ASAO conference is really an important tool for not only show secretaries but also for small bands of contractors such as ourselves that have supported the show over last 30 years.

How long have you been doing this for?

This is my 38th year.

What do you think shows need to do to make it easy for companies to sponsor them in the future?

At the end of the day it comes to a good product, good advertising and costs for the company to sponsor them or those that want to be sponsored. It is a difficult balance as it is costing us money to be here this week, whilst there is no guarantee we are going to make profit. It's a gamble we are willing to take as we support the show community.

The JOT Education Team asked shows and programmes director of the Royal Norfolk Agricultural Association Mark Nicholas why he attended this event.

“I attended this event to meet colleagues from the same industry who were also involved in running and delivering shows. The most important thing that I learnt today was the changes in legislation and rules. I would recommend other businesses to attend next year so that they don't miss any information. The best attraction from this event was the talk that was done by Nick Brooks-Ward yesterday about organising the Queen's 90th Birthday Celebration, which was not to be missed. New features from my show were the '2 Day butchery competition' and a 'Sports Zone.’”

Friday's speaker Nicks Brooks-Ward, Project Director for Her Majesty the Queen's 90th Birthday Celebration and Operations Director for The Royal Windsor Horse Show, stressed the importance of the media message, how to reach the public and also the correct planning and delivery of events.



Education Inspiration

Students from South Devon College became part of the education agenda by covering the conference and producing this newsletter. Second year creative media students Sophie, Emilia, Troy, Oscar and Marek attended the events and interviewed people throughout the day.

“I’ve had a stressful day, but I’ve enjoyed every minute of it!! It’s been a real experience of the journalism industry.” Emilia Pavely

“I am aspiring to be a journalist, so its been good to gain some real life experience rather than being stuck in the classroom.” Sophie Fisher

“Today was a great opportunity to use a lot of technical equipment and meet a lot of

successful people. Ice creams were cool.”

Marek Kawula

“Today I have learnt to work well under pressure and work in a team, it also gave me experience of publishing work.” Troy S

“I have had an experience in photo journalism and I have learnt that I need to improve my photographic skills.” Oscar Roberts

Education is embedded in show societies. And it’s importance was reiterated throughout the day.



Next Generation

Most delegates agreed that it was crucial for our industry to encourage and grow the next generation.

The inspiring Tomorrows People Panel, made up of HRH The Countess of Wessex GCVO and Patron of the ASAO, Aled Jones - Chief CEO, Royal Welsh Show, James Cox - Royal Bath & West Show and Denis Dooley - New Forest Show Secretary suggested ways to engage younger people to be involved in shows for the future.

Denis Dooley said, ‘You can’t run a show without the whole family, its a question of balance.’

When asked about how to bring in young people, Aled Jones said that it was essential to allow them to make a low level commitment to begin with and also to make their experience of show life social fun and with purpose.

HRH The Countess of Wessex felt it was important for older members to allow younger members to bring in the younger generation. She said people should open their eyes and minds and were not in competition but here to support each other’



Editor in Chief, Conference the Moose, was riding high throughout the event.