

Female leadership bring innovation and boosts results in the events sector

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The female presence in activities previously considered exclusively male has already become a reality. In the trade show and events sector, for example, female participation has not only grown over the years, but is also present in leadership positions. A recent survey made by the UFI, Global Association of the Exhibition Industry, with over 200 people in the whole chain, confirmed that 61% of the professionals believe that their companies actively support female leadership. Women are heading the great transformations in this segment, which becomes more qualified, competitive and innovative every day.

Historically multidisciplinary, for assuming several social roles at the same time, women have fundamental characteristics for change and expansion processes, which have been occurring in the events area. This natural and intuitive resilience that women have makes them persistent in their objectives, able to look at challenges and situations with different perspectives and makes it easier for them to deal with problems and frustrations, reinventing themselves rapidly when necessary.

In an environment of extreme pressure that requires maximum outcomes, as found in that of trade shows, these skills are essential, especially in leadership positions, responsible for instructing teams and managing and coordinating processes. According to the UFI research, it is exactly in the behavioral skills and those related to communication that women excel. Empathy, organization, multitasking, flexibility and patience are capabilities attributed to women while men have assertiveness, self-confidence, power of decision, networking and technical knowledge as their strong points.

Success lies in this diversity and set of skills. At Informa Exhibitions, for example, 70% of the staff is composed of women, while leadership positions have reached 54%. However, it is the balance between male and female skills and mainly our ability to potentialize each employee's talent, respecting their characteristics and individualities that makes us unique. This equality brings much more innovation and creativity to our daily lives.

We are proof that diversity in the events segment is not a trend anymore, it has become a requirement. Only respectful environments and a more inclusive chain will

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make us more relevant. Proposing innovative ideas, seeking differentiated solutions and helping the industry to thrive.

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