

Unité Conference

Edinburgh

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Stephen Manion

Placemaker Consulting Ltd

Making the Most of Opportunities

My Curriculum Vitae

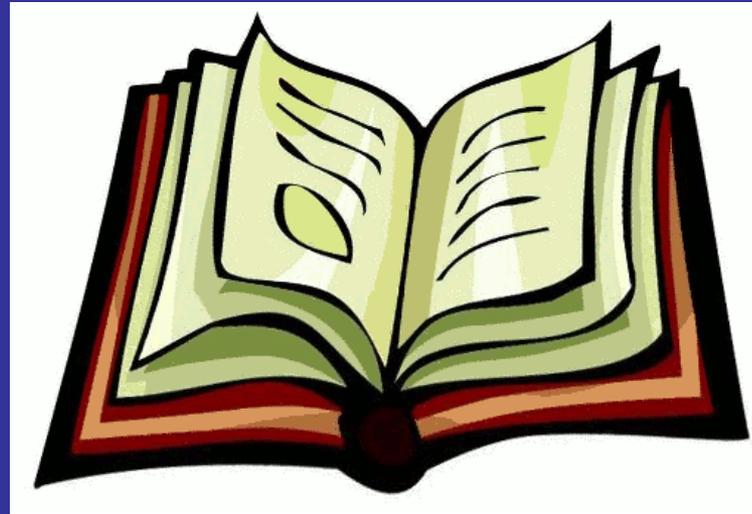
- Liverpool Museums
- Whitley Bay High School
- Beamish Museum
- Alnwick Castle
- The Northumberland Academy
- Drumlanrig Castle
- Woburn Abbey
- Placemaker Consulting Ltd



Back to the topic of opportunities...

- It is *you* who can take advantage of the opportunities that come along. This can bring benefits to you, both professionally and personally.
- Here is how I took advantage of an opportunity which brought benefits for me professionally and personally.

Let's start with a little story...are you sitting comfortably? Then I will begin...



Once upon a time there was a manager standing in his castle tower. He heard a tinkling noise and at first thought little David was playing with his balls in the bath again. But no, it was the telephone.

He strode across the room, grasped the receiver with a firm, but gentle, hand. 'HELLO!' he bellowed into the mouthpiece 'WHAT DO YOU WANT?' he shouted

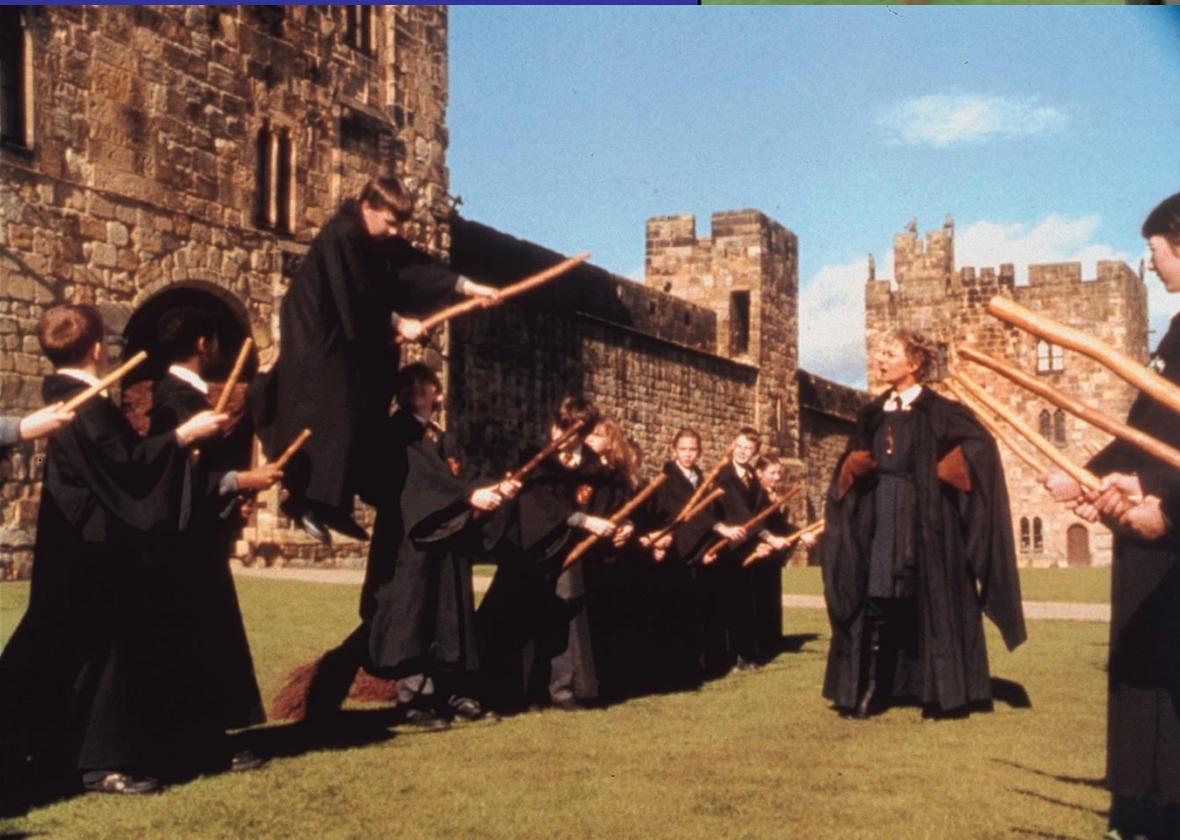
...and that's the end of that story...let's try again.

Answering the telephone...or having an opportunity



- You never know who is going to be on the other end...or what they are going to say.
- Always listen carefully and start by thinking that your answer will be **'yes!'** or **'oui!'** or **'ja!'** – have a positive attitude
- You never know what might fly in later...

Harry Potter



Flew into
Alnwick
Castle

Alnwick Castle

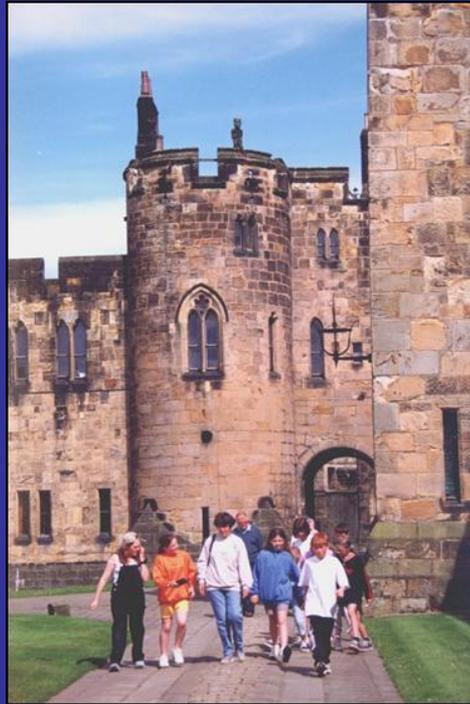


Where is Alnwick Castle?



Annual Visitor Numbers

52,000



Before Harry Potter films

Year 1

Year 2

Year 3

257,420,000



This gave us

- More ticket sales
- Increased media coverage
- Weddings, functions and corporate entertaining more popular
- Which all leads to more...

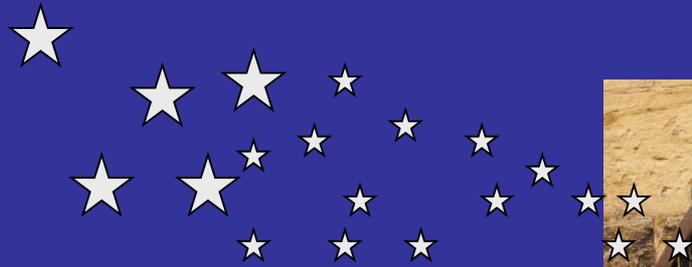


This allowed us to invest in new attractions, restaurant and shop

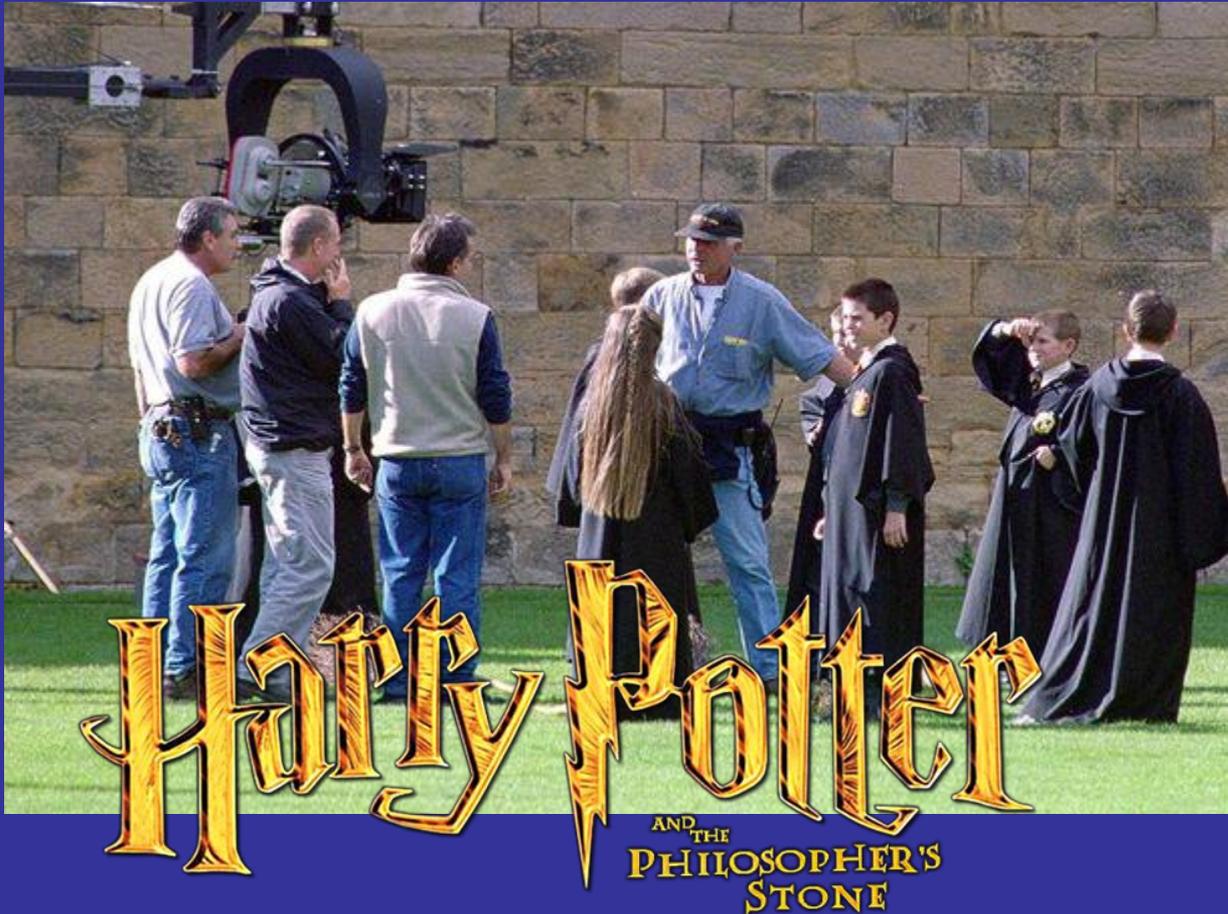


How did this happen?

It was not magic...



It was because I answered a telephone and said 'yes' to the people in this photograph



How does this apply to you?

- You have:
 - Skills
 - Knowledge
 - Experience
 - Positive attitude
 - Willingness to take a risk

These are all transferable to new opportunities.

You also have the motivation to want an interesting, challenging and rewarding career, and perhaps some fun and enjoyment.



Significant opportunities I made the most of in my personal career path

...or rolling the dice...

- Training as a teacher
- Going to manage Alnwick Castle
- Leading the Northumberland Academy project
- Becoming a consultant

Some of it was a gamble – but it makes life more exciting

Latest opportunity

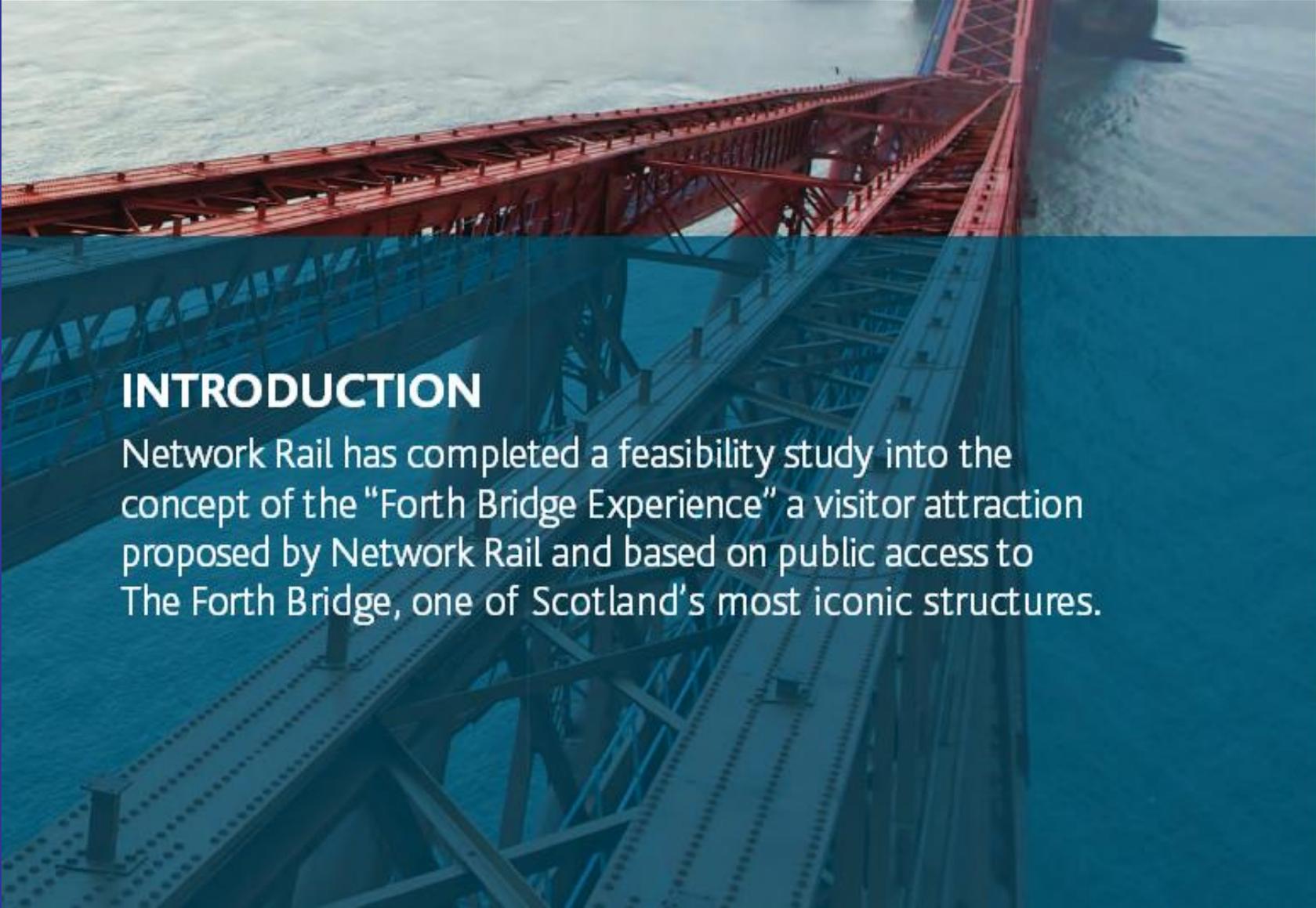
Placemakers win the contract to develop and manage a new visitor attraction in Scotland



Work started in 1882,
opened in 1890

In July 2015 it was awarded
World Heritage Site status





INTRODUCTION

Network Rail has completed a feasibility study into the concept of the “Forth Bridge Experience” a visitor attraction proposed by Network Rail and based on public access to The Forth Bridge, one of Scotland’s most iconic structures.



THE FORTH BRIDGE

EXPERIENCE



But now it all depends on *you*...

...to make the most of
your opportunities for success

Good luck to you all

Thank you