A DAY IN THE LIFE

For 26 years Liz Taylor has headed up the events business the Taylor Lynn Corporation, one of the country's leading event management companies

6am
I need an early start every morning as I like to get the endorphins going so I can get on with my day. Half-an-hour on the treadmill in my home gym with my geriatric iPod really wakes me up. The self-discipline of an hour's training gives me time to plan out in my head and decide how everything needs to piece together in the day.

8.30am
Training allows me the luxury of breakfast so I tend to organise a business meeting with a client and kill two birds with one stone. It's refreshing and we talk through venue options over smoked salmon and scrambled eggs before heading off to our various destinations.

10am
My second appointment of the day is at the Marriott – though by now I've moved onto a green tea! Next up is a new wave DJ arrived on the red eye from Paris to talk about two line-ups he's booked for us. Keeping up-to-date with what's 'fresh' in the music industry is key to our clients and really sets the entertainment at our events apart.

12pm
While in the area I take a short drive to a client's house in Hale, Cheshire to outline styles and ideas for their daughter's wedding, which they intend to host entirely in their own grounds; a wedding planner's dream!

1.30pm
I head to the office for a couple of hours. We manage a swift briefing session of the whole team to keep me abreast of the day's developments, before I draft event proposals for new clients and catch up with my emails.

3.00pm
Manchester has some impressive

venues, but often it's the hidden gems that can wow a client. Next stop then is the fabulous roof terrace at the Great John Street Hotel, a possible option for a product launch we are working on, and a tasting of the proposed canapés menu covers my late lunch at the same time.

A conference call in the car with the office team and my events director, who is on-site setting up tonight's gala dinner, and once I know we are on track with the build-up to the event, I head to my next appointment.

4.30pm
Late afternoon and I'm at a city centre contemporary gallery that we are considering for a Christmas party for our client LVMH Watch & Jewellery. We talk through creative concepts for dressing the room, along with ideas for a specially-crafted cocktail for the event.

6pm
The final stop for the day is Rocco Forte's five-star Lowry Hotel; a favourite with many of my clients. It's a glass of Champagne with a celebrity client to talk through ideas for their annual charity fund-raising ball. The day now done I dream of Jo Malone and a long hot bath at home!