



## FOREWORD

*Liz Taylor, star of the Channel 4 TV show The Millionaire Party Planner, has worked with some of the most well-known celebrity names in the country and organised events for clients from the royals to Premier League footballers. Her company, the Taylor Lynn Corporation (TLC), is one of the most successful event management companies in Europe, and her ethos is to be bold, ambitious and to push back the boundaries of the impossible.*

**I**t all started 30 years ago, when I was invited to organise a corporate client party for one of Manchester's leading hotels. As I look back, I would never have anticipated starring in a TV show about my own company, sitting on the Business and Enterprise Advisory Board at MMU Business School, or being the recipient of a Legend of Industry Award; all of which I am very proud.

My management skills, developed on the M&S Management Training Programme, stood me in good stead with planning the party, and the event, as with all TLC events, was a huge success. Nothing is better than word of mouth, and news of my success spread. I soon realised that by building an invaluable network of contacts, both suppliers and clients, I could capitalise on the niche in this emerging market – events management was in its infancy then. Bold as ever, I decided to form my first events company and set to work.

I was a divorced mother of two with £200 start-up investment, so this was a challenging time in my life and I worked tirelessly to build this TLC beast! Irrespective of the era, being a woman in business had its advantages and

drawbacks – and in this fledgling industry I really had my work cut out. However, hard work doesn't kill you. I was determined to build a solid corporate and private portfolio of contacts, which has reaped rewards over the years. Opportunities to work with high-end private clients, television stars, pop stars, music royalty and some of the world's leading blue-chip companies has, for me, been a testament of my professional reputation – which I don't take for granted and work hard to maintain.

Quality, consistency and creativity are the vital ingredient to successful events, and TLC has always been about producing unique, innovative, jaw-dropping occasions. Our incredible success attracted media attention, and the TV programme *The Millionaire Party Planner* came about when a production company wanted to provide an insight into the events world. Having considered a number of TV offers, I agreed to take part – hoping that it would lead to further media opportunities. The show was broadcast in December 2015 and it's proved to be hugely successful. The rest of my story? It's a work in progress.

[www.tlc-ltd.co.uk](http://www.tlc-ltd.co.uk)