

REFLECTIVE REPORT

Professional Career Development

Prepared by-

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BMSW4005

Introduction:

My name is Maria Luisa Salvagno, and the purpose of this reflective report is to go deep in insights and reflections about my professional developments. I will be demonstrating my experiences, skills and knowledge to work effectively and be fit for work, I will be showing my understanding of strengths and all the areas I must develop myself, and I will also demonstrate my abilities to establish employment aims and advancement of my personal actions in the hope of a brighter future.

As a start for this introduction, I will go back to the lifeline of my life because it will help me shape the past and see where I come from to move forward, acknowledging my future.

For this introduction, I would like to present my prepared lifeline.

I must confess that preparing this Lifeline took me some real guts; it was like digging deep some old and unhealed wounds.

At the same time, it was very satisfactory going back to see how much I have gone through, how much I have achieved in my career and life.

I had the opportunity to see and to reflect in the different chapters of my life, what I could have done differently, what gives a good feeling to work with or not.

My Lifeline is extensive, I have taken all my paperwork, from school, certifications, CV and everything that would add information to every year of my life in detail. I was born in 1982 and created my Lifeline from the year 1998 onwards, where I had the start point of my career development and studies completed along the way.

Before presenting the photos below about my Lifeline, I would like to give a background about my career background. I had pick points where I had positive impacts and moved forward. Still, I have also had periods of inflicted disruption, step-backs and trapped in other profession

fields that I never intended to work with, but had no other options because it was what I had available skills at the time to pay the bills.

I have always dreamed of organising Music parties focused in Trance Music here in London, English was not my first language, and it would be hard to set up a business here and to develop a community of like-minded people.

Took years of my life to develop English speaking, written, writing and good listening skills.

I concluded all of my ESOL English courses, and I learned with real-life experiences.

I started small working as a cleaner, moved to a waitress job, and then when my English got better, I was then able to work fully using my communication skills until I was able to develop my own business.

I created the “Trance Sanctuary” parties from scratch, and I developed my very own brand and a large community of followers, all came together because I had previous experiences in Marketing and knew how to conduct an excellent promotional material from all angles (visual, media, written, storytelling and the most important, knowledge about Trance Music and its variations) I must remind that I have concluded my skills in Music Technology as well.

I have also previously organized another event in my home country, years and years ago. My brand became successful and guests from all over the Europe and UK raved about and joined my parties, but very, unfortunately, I had a series of unfortunate domestic violent events and mind games from my ex-partner. Soon I came to find out that he was also engaged to another woman; he was only using me to become a famous DJ. When I found out about his engagement with another woman, he became scared I would remove him from the business, he then blocked all of my Social Media accounts passwords, I was not able to retrieve, at this point he had already manipulated everything and I had no access to the money.

He would not transfer the online tickets or door money to the Trance Sanctuary bank account. It was a tough time, and I ended up being bought out of my own company for tiny amount, I had to accept; otherwise, I would have nothing left.

My logomark was trademarked, and I lost all my intellectual property rights, my confidence became second to none.

I was embarrassed to tell people, and the news spread and then I would look like a failure after many so many years of hard work and away from precious time away from my family.

I had lost everything and had no idea what I would do.

I had a part-time side job as an Administrator Receptionist in the NHS, and I was developing to become a HealthCare assistant. I never wanted to become a Healthcare assistant, but my ex-

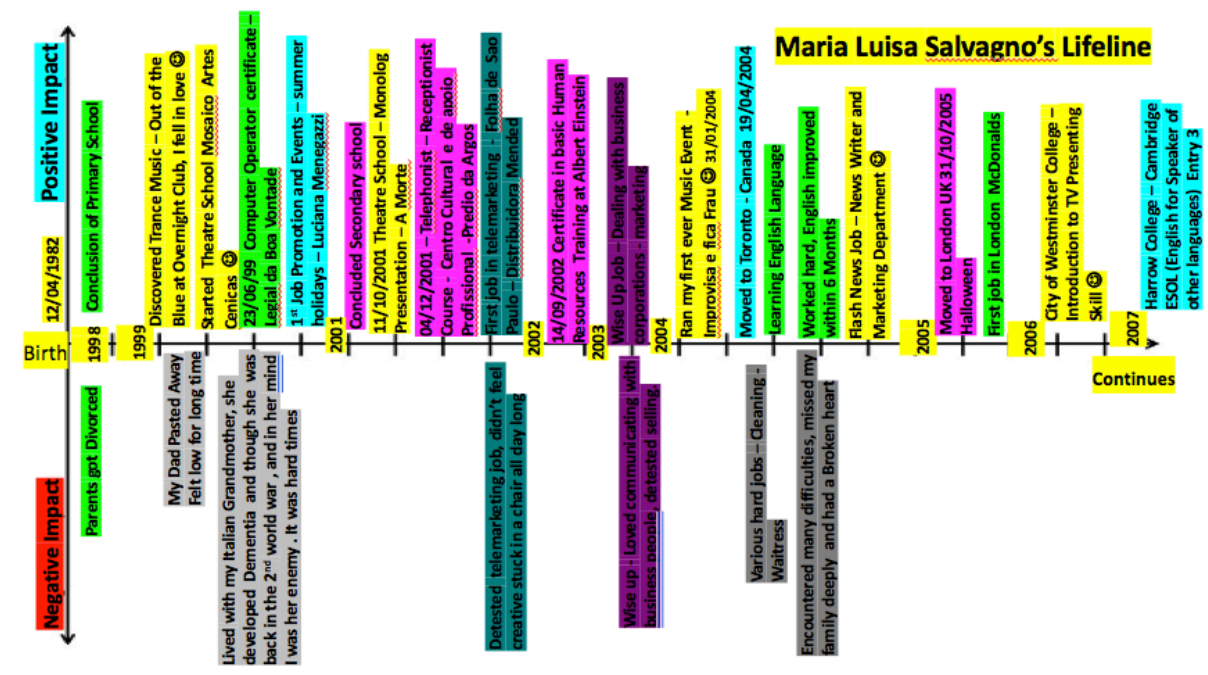
boyfriend during our relationship times always pursued me to take onboard those skills, in a way, he was right. Otherwise, I would have been left without a job after my business loss. For a long time, I struggled to watch my business continuously growing from the outside, through Social Media. Eventually, I said enough is enough and firmly decided to bounce back, I only have one life.

I really dedicated my time to create an exceptional Lifeline, and I will monitor and review it forever, I was stuck in life, now I can see all that I am capable of.

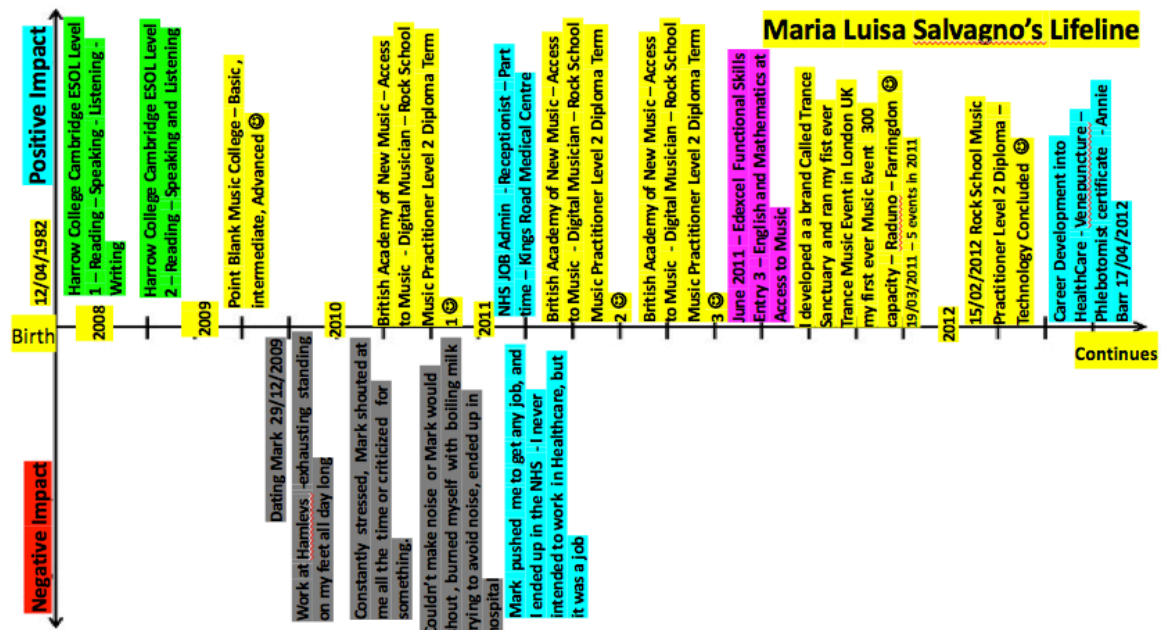
I no longer work in Healthcare, that's not where I belong, although I enjoyed taking care of people and enjoyed performing all sorts of clinics, (detailed in my Lifeline). Still, hospitals, wards, and GP Surgeries are not where I shine, but I was good at what I did and worked with the best of my abilities.

Events Organisation and communication and Trance Music is what makes my heart beats faster.

Lifeline Year 1998 - 2007

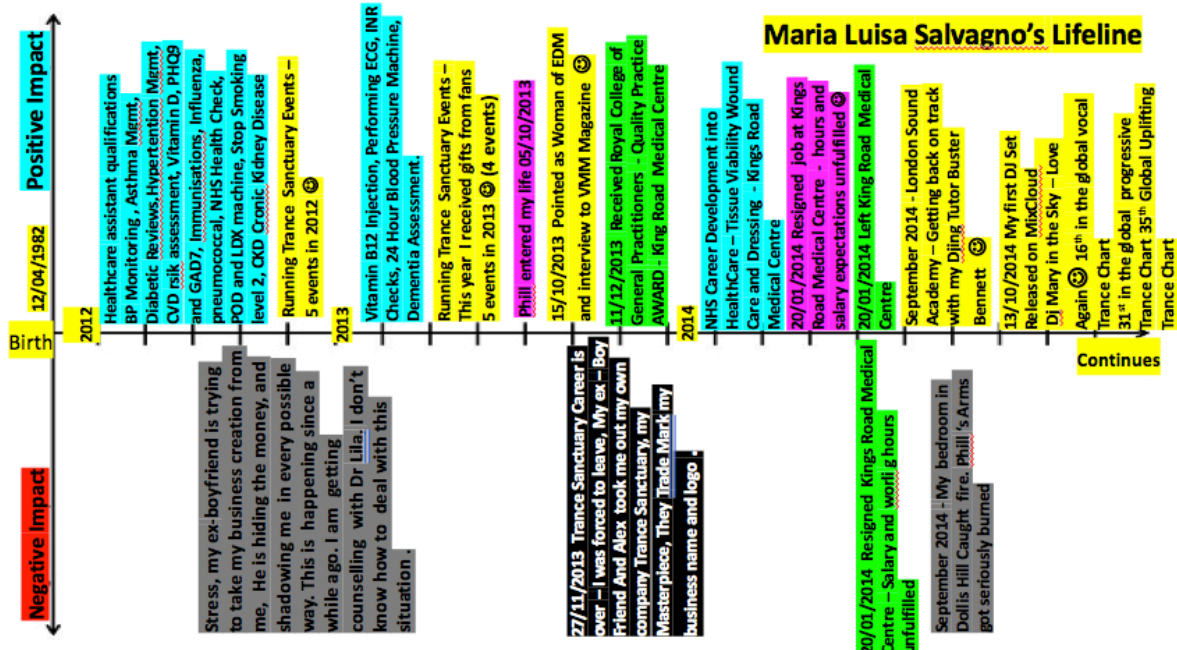


Lifeline Year 2008 - 2012



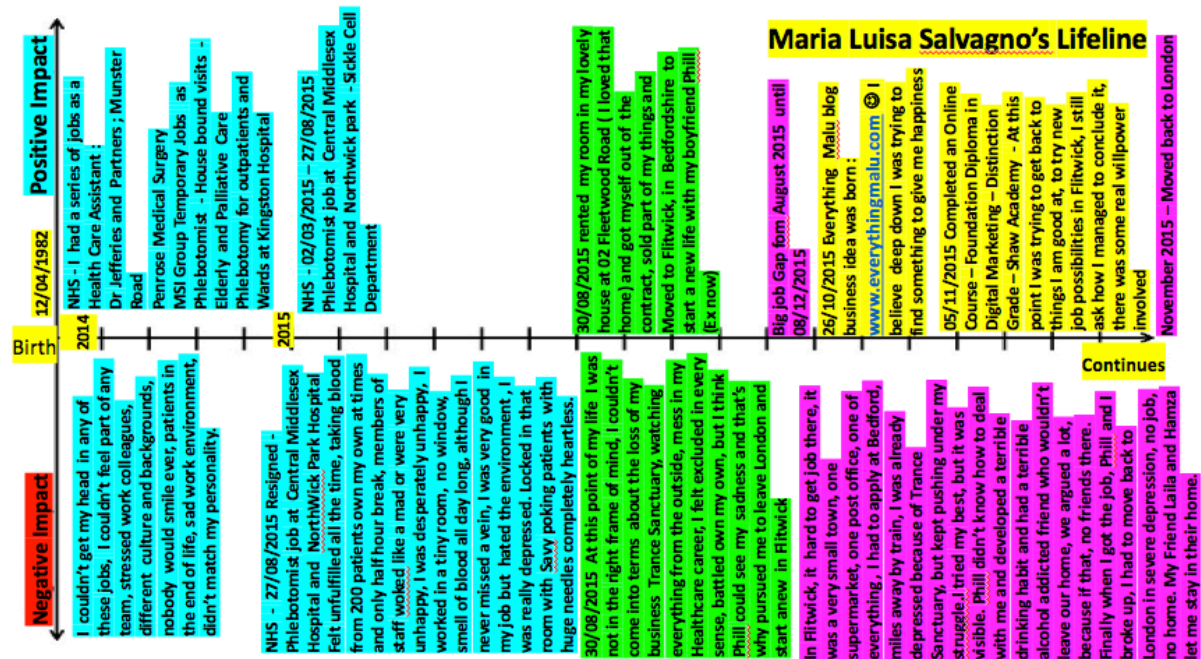
Year 2012 - 2014

Lifeline

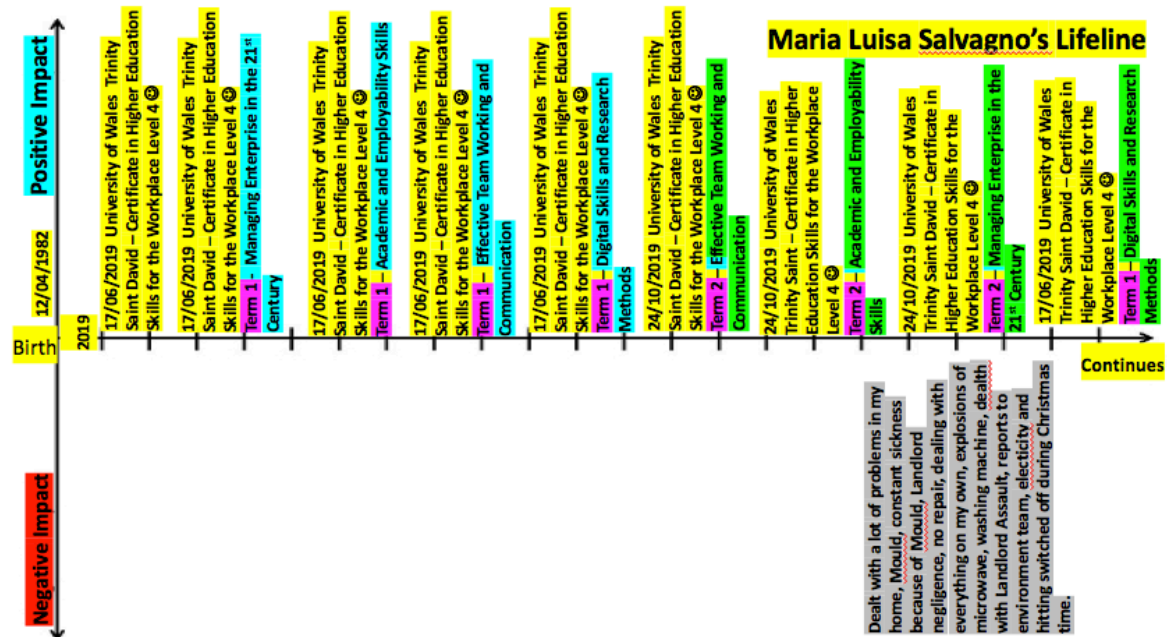


Year 2014 - 2015

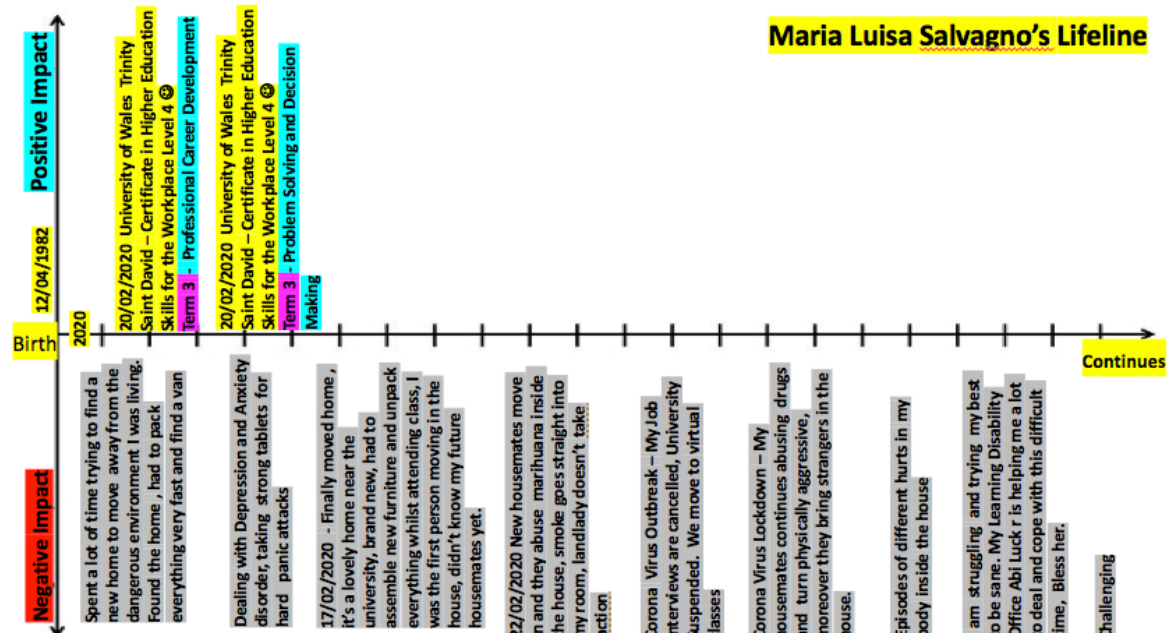
Year 2015 – 2019



Year 2019

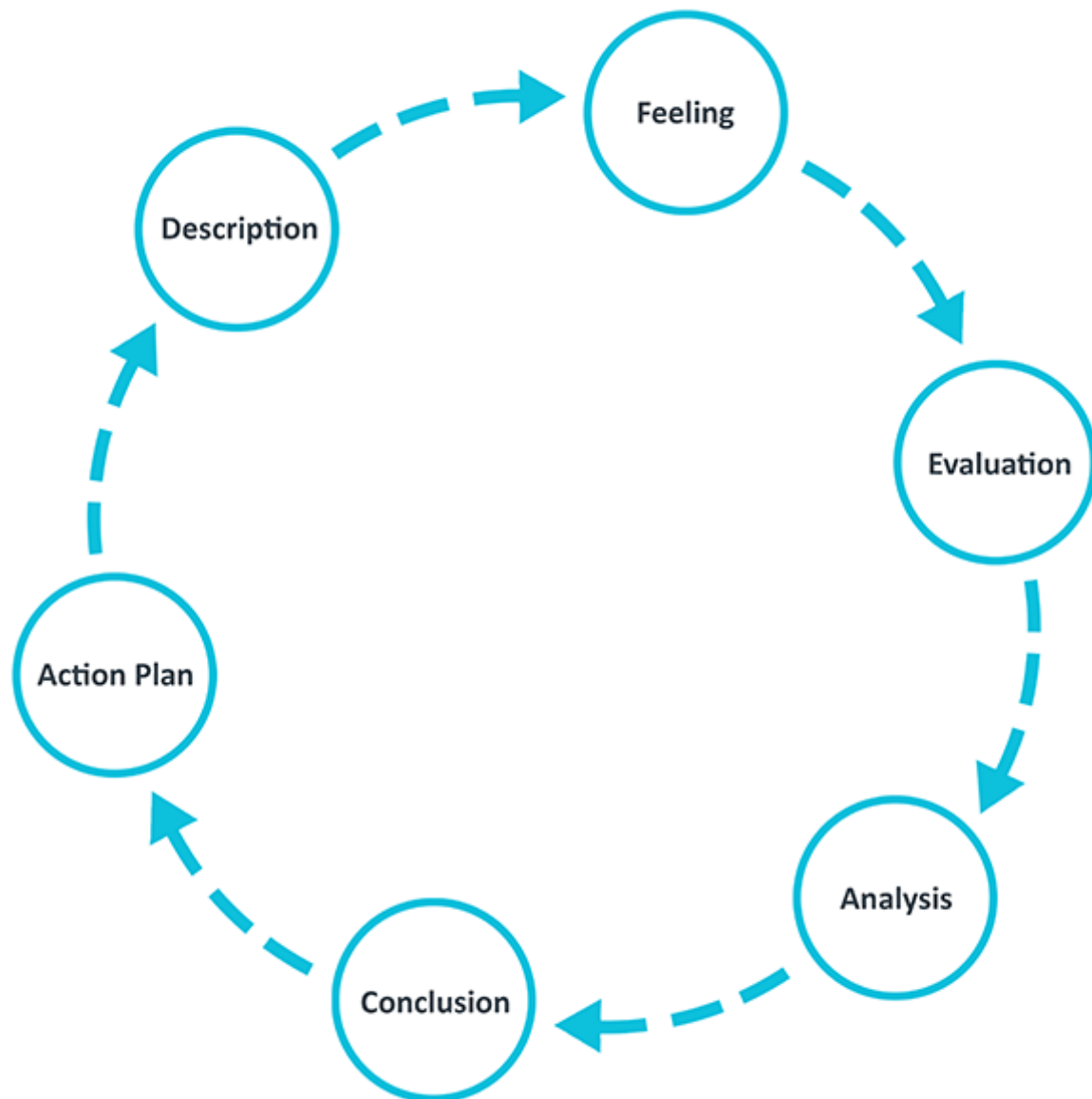


Year 2020



Gibbs Reflective Cycle

According to the University of Edinburgh (2019), Gibbs' Reflective Cycle was produced to provide the foundation and to learn from past experiences using a cyclic mode to reoccurring experiences.



Following the Gibbs Reflective Cycle guidelines, and based on my Lifeline, I will go back in the major events that occurred throughout, and I will go straight to the point about to reflect about my experiences, thoughts about the experiences I had. My evaluations, good and bad too, I will then analyse it all to make sense of those situations. From there, I will write what I learned and what I could have made differently, and I will write an action plan, in case I have to deal with similar experiences in future.

Description of my experiences:

1999 - Theatre School

I have always loved to talk and express myself and to write strange poems as well. The theatre school gave me the ability to develop my writing skills and storytelling, I even wrote down a monologue and presented myself in a competition representing my town.

Also in 1999, communication skills granted me a job in Promotion and Events for Luciana Menegazzi, which still a well reputable company in events management till the actual days. I learned a lot about marketing there.

2002 – I worked for Wise – up English School for business - people.

It was, an specialised method of learning so that they could communicate internationally with a better in business language. I had to book appointment visits and go to these companies to talk about the course, offer and I had to close deals; otherwise, I would not earn my commissions.

2004- My first ever music event.

I organised my first ever event from scratch. I discovered that I could be resourceful, I managed to bring back to life business from a friend of mine, which was about to close down.

I gathered sponsors in exchange of promoting their brands in my event, I developed the event plan and done the promotional advertisement all over the city with the use of flyers, wich one of my sponsors prepared in his graphic designer shop. I brought two music bands I made money from tickets and the bar that was about to close made money from drinks, the location became a new hot point in town, and the business was raise again and didn't close down.

Feelings and thoughts about my experiences:

1999 The Theatre School

My presentations, including the Monolog I presented, gave me a sense of achievement, for being part of something.

I could speak up my mind; I felt more creative daily, it was a hobby that helped me to excel my reading and writing skills, I felt my vocabulary increased and got better, I felt more confident in my skin.

1999 - Luciana Menegazzi – Promotions and Events job:

I loved working there because I was always in a different place, dealing with different sorts of events; it helped me to develop the confidence to approach people.

2002 – At Wise- up English School

My thoughts are that I like to work in a way that I am in a different environment, communicating with like-minded business - people.

2004 - My first ever music event

I felt accomplished for the fact that I was able to raise a business from scratch, gather sponsors and clients who enjoyed themselves at the event and kept asking for more, I saved a bar from getting bankrupt. I had doubts of failure, but when I did set up all my power, communicating with stakeholders, guests and showing my interest, discipline and action plan, I convinced myself that it was going to be a success. It became a success in the end. I feel that if I had been slow, nothing would move forward. I think that setting the mind into it is a crucial element. I felt good at organizing the decoration and making the place look beautiful as well, I used a lot of foliage from a nearby field and made the bar look like a tropical beach, friends loved the energy and came together to help me out decorating.

Evaluations of the experiences, both good and bad:

1999 – The Theatre School,

The Theatre school made me feel good about myself; every time I left the stage, I felt more reliable for the fact that I was not afraid to show up.

The bad side of the things was, more regarded to the butterflies in the tummy before stepping the stage and facing the unknown crowd.

1999 - Luciana Menegazzi - promotions and Events job:

The good experiences are that I was able to be myself and expose a product without a script as far as I knew about it. The bad side was the climate, on hot days and open fields standing all day long doing the same thing over and over during the day. Gladly, every day we did something new.

2002 – Wise – up English School Job - I evaluate that I am a person who loves communicating with Business-minded people. However, I don't particularly appreciate selling or trying to convince a person to buy a particular thing.

2004 - My first ever music event

My evaluations are about time management.

As it was my first ever event I did not have much knowledge about how long it would take me to decorate, I gave a reasonable amount of time for that task. Still, I felt I could have done much better if I had allowed myself more time for the smallest details in the end, even though friends helped to speed up the time. Not always, things go according to the plan and allowing extra time at times is crucial.

Analysis to make sense of the situation:

1999 - Luciana Menegazzi – promotions and Events job:

Events and promotions went well, although, the uniforms we had to use, was not suitable for the climate, or I would feel it was too hot or too cold, it didn't look very professional the sweat or chilly appearance in front of the clients.

1999 – The Theatre School

I come to analysis that I like to have an individual pace, and I prefer to know what I am going to do and have discipline. In theatre school, it's important to be spontaneous and also disciplined.

2002 Wise – Up - English School job

My analysis is that selling makes me feel like a pushy, I loved demonstrating about the service, and it's benefits, although when it came to getting clients to sign contracts, I felt dreadful. Selling jobs makes me unhappy and takes away all my creativity.

2004 - My first ever music event

Things went well because I was creative, resourceful and had a vision.

My communication skills took a big part in this job, my confidence acquired in the theatre school and the marketing job allowed me to spread the word about the event more efficiently and to liaise with sponsors effectively.

Conclusion about what I learned and what I could have done differently:

- 1999 – The Theatre School
- At the theatre school, I wish I would have rehearsed more times in front of my friends, the more practice before a presentation, the better it gets.
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- 1999 - Luciana Menegazzi – promotions and Events job:
- I would not work in an outdoor sunny hot or cold environment standing on my feet all day long; it made me sick a few times, I like to be fit for work and not miss a day.
- I was very young and afraid to lose my job, nowadays, I would have stood up myself and told her about the uniform conditions, I think it would have helped her business to look more professional.
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- 2002 – Wise up English School job:
- If I could run back in time, I would never put myself again in a job where I have to sell things, it doesn't match my personality traits, although marketing jobs suits me when there is not signing contracts to delivering for people to sign.
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- 2004 - My first ever Music Event
- Running my first ever event gave me other ideas to implement in the next ones, I would have looked for more like-minded sponsors and would have guests who work in the media industry to attend and review my event.
- I would also have invited the local newspaper to register the opening, since, in those days, social media like Facebook, Twitter, Instagram didn't even exist.

Action plan for future similar situations:

- I am not looking for a job where I have to sell
- I will look for a position where I can talk about a product or service solely, and I will have a better sense of achievement
- I will not apply for a job where I have to stand all day long, promoting the same thing over and over under the sun or cold weather.

- I will apply for jobs where I can work from different locations instead of an office-based job.
- I will be careful to not put my employees in the risk of becoming sick because of the weather; there will be uniforms for every season of the year, in case they need one.
- Work in an environment where the work is brainstormed for better time management, and it's disciplined.
- In future, when organizing events again, I will invest in a lot of media material to raise awareness of the business widely.

Career Plans

My career plan is to be established and confident during the development of my career progression, eventually running my own events company. Still, initially changing from Healthcare to ideally, Administration jobs, organizing corporate events or something similar. At the moment, I am gathering all the confidence that I have lost in the past years.

When organizing events again, I will invest in a lot of media material to raise awareness of the business widely.

I plan to become a leader in my Trance Music Events organization field again, if I did twice before, I can do it again, although the times changed, and I must learn a lot in the business field.

I plan to achieve these plans by doing volunteering jobs in my spare times and looking to take onboard apprenticeships programs, I have already commenced my investigations on how to achieve these goals.

I have already worked on a new CV and used my transferrable skills from previous jobs and skills obtained to give a better foundation for possible opportunities to understand where I come from because I am changing career from HealthCare, into the Business-oriented field.

I looked into many resources to help me push forward this plan:

National Career advice:

<https://nationalcareers.service.gov.uk/explore-careers>

www.prospects.ac.uk

<https://nationalcareers.service.gov.uk/job-profiles/events-manager>

<https://www.prospects.ac.uk/job-profiles/event-manager>

For the Volunteer jobs, I have been researching at these sites to help me build voluntary opportunities to build experience and confidence. I have in mind local opportunities so that I have more time to study and not feel overloaded.

<https://www.london.gov.uk/what-we-do/volunteering/search/>

<https://do-it.org>,

www.vso.org.uk

<https://www.ncvo.org.uk/>

I will continue exploring every possible option when the Corona Virus lockdown is over; I intend to go to the Job Centre and find out if there are any other ideas.

What Employers want in Event Management?

To be able to work in the Events Management industry, it is essential to have a University Degree.

Foundation Degree in Business Administration, Marketing and Communication

They will give more attention to a candidate that has previous experience in the Marketing department, with a good understanding of Social media Marketing and public relations.

Employers look for people who also ran their events in the past and have a piece of proper knowledge in time management and how to allocate tasks to work colleagues accordingly to their expertise.

Having looked back in my Lifeline created, I can see that

I can demonstrate a wide range of examples such as:

2009 - I developed a Brand Called "Trance Sanctuary" it is a daytime music party.

A part of my brand development, I learned how to write proposals to clubs and artists management. How to set up a good line up for the music progression throughout the event, in a way that BPM (Beats per minute) would start slower and increase little by little according to the Trance genre, it would create a progression, enjoyment to the crowd. It would keep healthy and safety at bay because if people listen to banging tunes (Higher beats per minutes) straight away, they tend to drink a lot faster. I avoided that situation at any costs, and would never put my customers in a position where they would push the drinks to follow the beat. Maintaining the tempo is a technical form of Music and time Management, I did learn in technologic Music School and Djing courses.

I have also acquired experience in customer service, since I replied to many emails daily, dealing with all sorts of queries, such as dealing with:

Guest lists, stockholders, Dj Managers, Suppliers, employers Club Managers, my communication skills and Public Relations had to be impeccable.

I used Music Magazines to promote party agenda and location.

I made use of Social Medias such as Facebook, Twitter, Instagram to promote the events. I always had at least two photographers and videographers capturing the best moments. I would edit lovely videos Youtube in which they were used to promote the next events as Marketing material.

These videos were also spread throughout social media platforms together with photos and storytelling about how amazing and successful the party, I would do it gradually to create a real buzz.

I am developing my skills Higher Education for the Workplace Level 4. I have chosen this course because it gives me all the knowledge I need to gain confidence again pursue my dreams. I am very excited to progress to level 5 and 6, because in the deep of my heart, I know I am a real leader, I need to awake the giant within.

I now understand why studying at university is so important.

Moreover, looking through the eyes of employees, I believe they wish an individual can integrate quickly, be honest, be able to listen to others, work safely and be punctual. When I ran my events, I looked for traits when hiring friends who would help me set up the venue.

Self - Motivation

I am very motivated when I can work creatively and communicate effectively with like-minded colleagues, working in an organised environment it allows me to think clearly and spread my books and research the best move for the tasks I must complete.

Making notes and keeping diaries motivates me because I can always look back and take old ideas to implement in my projects. Learning and reading books in business and about self – help helps me to keep motivated and focused on my goals and developments as an employee, company - person and individual.

I have now discovered the Lifeline, and it is already motivating me always to look back and see what I can do to get better.

Learning Styles – Kinesthetic

After working on my VAK Style and concluding, I concluded that I am a Kinesthetic Learner, I tend to learn best when I am physically active during the learning process. I love learning while practising at the same time to make sure I understood what I am doing. Although I believe I am a good listener, and I also like to watch things to learn, but that's only my personal opinion.

After figuring out that I am a Kinesthetic, I came to research what Kinesthetic strategies and here is what I found:

According to Mindtools (2019), Kinesthetic students succeed on activity, so a proper technique is to combine group work or performance into your training. Getting students out of the training room and into an atmosphere where they can try something out, students fancy a dynamic, hands-on methods.

SWOT ANALYSIS



Here is my personal SWOT Analysis

I have pointed my Strengths, Weakness, Opportunities and Threats.

Strength:

I possess excellent communication and interpersonal personal Skill, and I am a good listener, I am a very organised and creative person.

Communication Skill enables me to share information with other people effectively and understand what others said to us, be that verbally or written.

My interpersonal skills involve active listening, teamwork, responsibility with my duties, leadership and self-motivation and patience with others. Moreover am very creative and resourceful, I am capable to figure out different methods of problem solving and decision making.

Weakness:

My weakness in the lack of experience in a large corporation, I fear this could be a barrier.

I feel that it could be challenging for me during the interview.

I have a lot of experience and skills in organising events. To solve this matter, I will be sorting out volunteering work and apprenticeships to help me get confidence and sense of how is the work pace, when working for these big companies other than my own business in events management.

Opportunities:

This reflective report opened my mind about plans of action and gave me the understanding that I can find opportunities to develop my skills further in external environments.

Opportunities I can take advantage to move are, dedicating to my university course, reading materials, concluding in-class exercises and for future possibilities from volunteering and apprenticeships will make me move forward in the real world.

As I have mentioned in my career plan goals, I am already investigating how to set up myself to enter those opportunities

Threats:

I have pointed out only one aspect of threat, which is the "competition".

I have to make sure I become excellent to avoid competitors to take over, be that in a job selection interview or when I come to develop my own business.

From past experiences, I fell for the trap of not doing the Trademark registration of my own company (Trance Sanctuary) then my brand logomark was taken together with all my hard work. I won't let it happen again, sometimes we learn with pain and loss.

I also must stay up to date to remain competitive, one of the biggest reasons I am studying the development of my skills further.

In Conclusion:

In conclusion I would like to cite important information to support what I have written about my skills in my reflective report:

According to Princetown University (2020), effective time management consists in having a great set up of committed schedule, prioritising essential tasks, resolve one mission per time and have an organised environment space.

I have demonstrated to have these skills.

Marketing promotion consists in having a business to advertise goods or service. A promotional communication can be shared via different vehicles, such as TV commercials, magazine article and advertisement and social media networking. The idea is to set up in the mind of a consumer, that they must have that product or service. (Business Dictionary, 2020).

According to the Entrepreneur handbook (2019), communication is the ability to use verbal and non- verbal communication to share a message, be that in person or via written methods.

A good communication skill will give help an employee to succeed in the completion of tasks when working as a team delivering and decoding essential duties.

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