



MSL GLOBAL

42 years since MSL was founded and to mark this big milestone (our 40th birthday was overshadowed by Covid) we have launched a new logo and asked Mike Tasker, Managing Director, to share some personal insight into the business and future plans.

How has MSL weathered the storm over the past 2 years?

Everyone knows the event industry was hit hard, but we saw this as an opportunity to focus on what we could control, to make internal improvements and to reset our longer term goals. We moved our entire business to bigger premises with a 40,000sqft warehouse - not easy when lockdown rules were changing on a regular basis, but we did it!

What changes have you seen over the past 40 years?

Hang fire, I've only been here for 25 years! Apart from AA maps and Nokia phones in the tool kits, I've seen how event specialists have the unique ability to adapt to the constant change.

What has been your biggest highlight?

Arriving at MSL as a student and working across many roles, always pushing the boundaries. I know the business inside out and feel a sense of achievement watching it constantly evolve. Forming relationships with our clients and seeing their success first-hand makes it all worthwhile.

What is your biggest fear?

Apart from both the office dogs chewing the phone cable? Time! Time to get everything done.

What has been your biggest learning since joining MSL?

You can't under estimate the value of people and the team around you. Camaraderie is essential to the success of any event. The pressure can be intense and the days long, but with an average length of service of 12 years at MSL, we really do know and trust each other. I believe this makes all the difference for our clients and the brands that we work with.

What about the next two years?

Keep developing the business with a growing team, which is already happening thanks to new recruits starting this year, helping to widen our in-house skills. We are also looking at our existing equipment, focussing on sustainability as a key strategy going forward, including some large investments in modular and reuseable display assets. New event support vehicles have expanded our fleet in 2022. There is a lot going on!

What are you looking forward to most?

Being challenged with the next exciting, large scale project and travelling with the crew again. To watch the public engage with our brands face to face, is what I have really missed! The buzz of live events.

What helps you switch off from MSL?

Work/life balance has always been an important part of our culture at MSL. When not at events, I know how important it is for me personally to spend time with the family. Long dog walks and swimming are also escapes in my daily and weekly routines.

A new logo is always exciting, but why now?

We wanted to not only celebrate the milestone of reaching our 40s, but also show the industry that we have come through the pandemic stronger. MSL may now have a new look externally, but our core values and morals remain the same. We are proud of our new logo - we feel it's modern, clear and strong, which we hope sums us up nicely!

What does the future hold for MSL?

Growth and evolution! It's an exciting time for us, with plenty still left to aim for. Our new logo is a symbol of a new era for MSL. Not only is our team expanding, but we have also made ongoing investments, not to mention our new expanding roadshow unit, due to arrive in June and already booked for its first outing of the summer, so watch this space.



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