

## Women in Business Networking



*Interview with Lin Favour  
Global Event Management, LLC*

**WiBN:** In launching Global Event Management, what prompted to you to start your own business?

**Lin:** My business partner Carm Crawford and I worked for an international trade association and as that organization closed, the board of directors asked that we assist them in closing the business. In addition we were approached by a Brazilian trade association who asked us to develop their trade shows in the *United States*. So, to make everything official, we decided to create our own business. The outcome of that was *Global Event Management*.

**WiBN:** What advice did you receive that either spurred on your entrepreneurial spirit or made the journey easier?

**Lin:** *One piece of advice I was given when we began and is still true, to seek out those individuals and business that have been successful and see what sets them apart.*

**WiBN:** How can a small firm compete with the larger firms?

**Lin:** *While providing a great service or product will set you apart from the larger firms, one of the areas that make you stand out from others is how well you work with your customers. We feel outstanding, personal, one-on-one customer service is one of the areas that allows Global Event Management, LLC to compete.*

**WiBN:** What is the biggest challenge facing an entrepreneur running a business today?

**Lin:** *As you just mentioned, being able to compete with larger often more experienced firms. As you are just starting, developing your credibility and you niche in your industry, the competition of the larger firms can sometimes seem like that brick wall you may never get through.*

**WiBN:** What is more important: investing in people or in technology?

**Lin:** *Without a doubt, people. Surrounding yourself with qualified, competent people who have the same passion you have about growing a successful business.*

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**WiBN: What kind of advisers/mentors do you have?**

**Lin:** *Our husbands were our biggest cheerleaders, mentors, and advisors when we created our business. We also have a great business coach, Bill McAdory, Growth Innovations, who truly enjoys helping his customers succeed. In addition to our event management and administrative services business, we also created an international School and Office Products Network. This business was established at the same time as our event management business and was modeled after our previous employer, an international trade association. This was a major undertaking because it is international so we established an advisory board who has offered suggestions, opinions and advise along the way.*

**WiBN: What encouraging words would you like to leave with our readers?**

**Lin:** *As a new business and a woman-owned business, we've learned a number of lessons in our 2 ½ short years. The biggest and most important lesson we've learned is that we are bound by our integrity and keeping our word is the essence of integrity. As Stephen Covey points out, "honesty is making your words conform to reality. Integrity is making reality confirm to your words." It is essential to our company. It may sometimes be difficult, expensive, and inconvenient, but the cost of not doing so is even more expensive.*

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