



Shine a light on Team Pink

Laura Wilson, Account Manager

How long have you worked at Toolbox?

1 year 8 months



What made you choose a career in placemaking?

I was looking for something more fun than what I was doing before, which was marketing for the energy industry! Placemaking definitely fit the bill - so here I am, and still enjoying it almost 2 years later.

“My job is to get people to places and come up with creative solutions to make that happen.”



Tell us about your role and why it is important:

As an Account Manager, it's my job to help my clients get people to their places and come up with creative solutions to make that happen. I serve as the bridge between our clients and our talented team, ensuring that all the moving parts come together seamlessly. It's about tying together the strategy, creativity, and execution needed to bring a successful campaign to life. My role is important because it ensures that everyone is aligned, goals are met, and our clients can deliver real impact. Ultimately, it's incredibly rewarding to see the results of a well-executed campaign and know I played a part in making it happen!

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What has been your most memorable moment at Toolbox so far?

My most memorable moment at Toolbox so far has to be arc's Summer Show 2024. These events are always intense to organise, with so many moving parts and details to coordinate, but this one was particularly special as it was the first time I got to attend in person! The atmosphere was incredible, with such a vibrant sense of community and connection. It was heartwarming to see everyone not only enjoying the event but also coming together to support a very deserving local charity. It was a long and challenging day, but the sense of accomplishment and the positive energy made it incredibly rewarding - definitely a moment I'll always treasure!"



What's your favourite destination?

Other than my client's centres 😊, I absolutely love the Trafford Centre! Even before I worked at Toolbox, the shopping centre has been one of my favourite places to visit with its unique look and great range of tenants.



What fictional place would you like to visit and why?

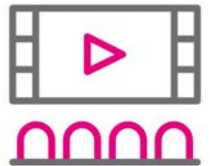
Hogwarts, especially from the first Harry Potter film where it's all cosy and twinkly! Or maybe Hogsmeade (at Christmas in the snow, of course!).

What is your prediction for the next year?

I'm interested to see how the retail space competes with online secondhand marketplaces like Vinted which have exploded in popularity. I know my colleagues have had success with Vintage Kilo Markets at their places, so I'm wondering if companies like Vinted will traverse the virtual space into reality (retailty?!) in 2025!

Which do you prefer to do: Shop, Dine, Watch, Play or Experience

Watch - I have been enjoying solo trips to the cinema a lot this year!



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