



# Shine a light on Team Pink

Georgie Fairweather, Account Manager

## How long have you worked at Toolbox?

Since September 2022, so 2.5 years now

## What made you choose a career in placemaking?

By creating vibrant and inclusive spaces, I can contribute to the overall wellbeing of a community. Whether it's organising events, supporting tenants, or enhancing the atmosphere of my centres, I love making a positive difference!



**“By creating vibrant and inclusive spaces, I can contribute to the overall wellbeing of a community. I love making a positive difference!”**

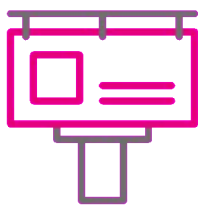


## Tell us about your role and why it is important:

As an Account Manager, I work closely with my clients to develop successful strategies to drive people to their places. Each destination has its unique character and challenges, which makes my role both dynamic and rewarding. My main responsibilities include developing and executing engaging events that resonate with the community, raising brand awareness through targeted and innovative campaigns, and strengthening community partnerships. By tailoring my approach to the needs of each location, I help create thriving, vibrant spaces that attract and retain visitors.



**“Seeing my work on buses, TV adverts, and lightboxes is very surreal - it feels like a pinch me moment every time!”**



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

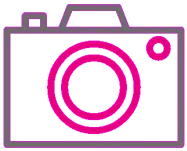
I've had so many amazing experiences at Toolbox, but delivering my first fashion photoshoot was definitely a highlight. The thrill of seeing my work displayed across buses, TV adverts, and lightboxes was incredibly surreal—like a dream brought to life.

It was a powerful reminder of the impact and reach of my efforts. Even now, after completing six brand photoshoots, that sense of wonder hasn't faded. It still feels like a pinch-me moment every time I see our creative work out in the world, making a real difference.



## What's your favourite destination?

I recently took part in the Revo study tour for The Trafford Centre in Manchester which was a great experience. It's a very impressive centre with an excellent team working behind the scenes. I'd love to visit again, and do some shopping this time!



## What fictional place would you like to visit and why?

I'm not sure I have one. The list of real places I'd like to visit is long enough!

## What is your prediction for the next year?

I think we'll see some exciting changes in the retail industry next year, especially with advancements in VR, AR, and machine learning. These technologies are really starting to transform how we shop by offering more immersive and engaging experiences. As these tools continue to improve, I expect this trend to gain even more momentum.

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

Most definitely DINE!



**“Technology is really starting to transform how we shop by offering more immersive and engaging experiences.”**

It's just their team members going about their day-to-day lives, sharing genuine experiences that resonate with audiences.

