

# Event

## My Event World – Chantelle Fraser



*Chantelle Fraser, founder and chief executive of Flawless Entertainment & Promotions, on big egos, the Playboy Mansion and traveling the globe.*

I got into the event industry because I like how dynamic it is. It can take you all over the world, and offers a gateway to meeting all sorts of interesting people. I also get to do what I am best at and what I enjoy most, which is casting models, talented entertainers and DJ's for events.

I have worked here since I founded Flawless Entertainment & Promotions in 2006.

I was attracted to this particular role because it is a dream job. I get to bring beauty and rhythm to events from securing dazzling aerial artists for a product launch, to booking the hottest DJ's to help the runway rock at fashion shows.

Not many people know that we once did an event at the Playboy Mansion, where we hired dancers for entertainment. During the event, I snuck out and took a quick dip in the infamous grotto. That was a good laugh.

My worst experience at an event was when we had to replace two aerial artists for a big event at the last minute. The new ones didn't know the routine and did a poor job at improvising. It was rather embarrassing because it made us look anything but flawless. We learnt our lesson.

If there's one thing I've learnt it's to always have a plan B and C, because if things go wrong, clients won't want to hear excuses. They just want results.

The best event I've been involved in was fifth Chukker, a charity polo tournament in Africa, at which we provided the models for a fashion show. It was amazing to travel to Africa, meet the diverse international attendees, watch a week of polo, and help out for a good cause.

If I could do it all over again I would not change much. I think I have carved my own little niche in the events world. If anything, I probably would have started our DJ division four years earlier. Music is instrumental to shaping the mood of any event, whether private or corporate. It's a great feeling to deliver the rhythm and heighten the overall success of an event.

The one thing I can't stand is a big ego. There are so many in the event industry. People can get very stressed during an event, and sometimes this manifests itself as meanness – I can't stand that.

Outside of work I spend my time at the gym, travelling and spending time with friends and family. As the chief executive of Flawless, it is important for me to represent my brand well, so I put my best self forward, which includes looking and feeling my best.

If money were no object I would probably open up Flawless offices all over the world. I would love to provide premier staffing and entertainment to events in every major city in Europe and America.

The one thing I can't do my job without is my talent casting team, headed by lead casting director, Daniel Hamm. Our clients have all sorts of unique requests for their events – from Mongolian speaking model hostesses to elegant ballet dancing waitresses.

If I could switch places with anyone else in the industry it would be a writer for an event magazine, preferably an international one, where I got to travel all over the world reviewing different events.

If I ruled the event industry I would make everyone check their egos in at the door.