

Alison McDougall - Biography

Alison is the Managing Director and owner of Relevant Risk Limited, an organisation that works with individuals and businesses that plan or are actively involved with events. She assists in ensuring that compliance and legislation that is directly relevant to events is known and understood, not only by employers but, importantly, by actively involved employees.

1982-1986	Mann Wardle/Saatchi	1990-1995	RS Alliance/Lopex
1986-1989	Elliott McDougall	1995-2006	TigerRed/GHMC
1989-1990	MHG/Dorlands	2006-2010	Logical Soul

From 2010 - Relevant Risk

Alison is using the skills gained as a business owner and event manager. She provides relevant expertise and advice to the event management industry and its' employees on compliance and legislation. Following an intensive training programme, including CIEH and IOSH courses, her website provides a tool to assess event managers knowledge of legislation. She also provides a direct audit service for those businesses who need a thorough overview. Satisfied customers include AXA and the Duke of York Young Champions Trophy. For further details check out her profile.



 www.linkedin.com/in/relevantrisk



Mann Wardle/Saatchi

1982-1986

Alison's event management career started with the organisation of the Johnnie Walker National Golf Championships. More than 2500 golf clubs participated in one of the biggest and most successful amateur golf events in the UK culminating with a celebrity endorsed national final. Alison's first golf lesson was with Bernard Gallagher and Peter Allis !

She was also involved with product sampling for Just Juice and Kerrygold and started developing an event management programme for Renault and their 300+ dealerships.

Elliott McDougall

1986-1989

She became a company Director and was responsible for a team that handled almost every event that Renault was involved in – from public and press product launch activity, dealer support at shows and in dealerships, sports sponsorship, and national and regional conference and seminars. The most high profile being Renault's participation at the British Grand Prix – from driver entertainment to corporate hospitality and product displays. An annual jaunt of 10 days of little sleep and excessive noise !

A whizz around Donington Park race circuit with a racing driver and the newly launched Renault 21 Turbo proved that Alison could indeed hold her breath for more minutes than was medically advisable!

MHG/Dorlands

1989-1990

A Chairman's invitation meant a quick flit to London working out of Westbourne Terrace. Telewest and News International joined the list of clients but the draw of the west country proved too much !

She watched in horror as the storms of January 1990 tore down the front of an adjacent building!

RS Alliance/Lopex

1990 – 1995

Back to Bristol and hello to Honda. Alison set up an events division. She also developed the Honda dealership events programme that is still going strong today. In addition, she created events activity for Hewlett Packard, Smith & Nephew, Scottish & Newcastle, Unilever, Norwich Union, Taunton Cider and many other brands.

Her most rewarding activity was the development of the Cow & Gate Baby Centre providing a free service to show organisers and a much-loved rest and recuperation venue for mothers. It helped that her client was the handsome soon-to-be England Rugby Captain, Phil de Glanville !

TigerRed/GHMC

1995 - 2006

In 1995 Alison broke away and started her own successful marketing and events business – TigerRed Partnership Limited - selling it to the Geoff Howe group and moving on again in 2006. With 30 employees and an abundance of knowledge about venues and event planning, she maintained a hands-on relationship with Honda (cars, marine, lawn & garden and generators) seeing it through to a 15-year association. In addition, more big name brands took to the road with events and experiential activity including Jamaica Tourist Board, Simple, Finish, B&Q, Wilkinson Sword, Daewoo, Kia, Cartier and Niceday.

The Honda Formula 4Stroke Powerboat Racing series started with TigerRed. In 10 years of the series, Alison navigated one race circuit in a very fast powerboat. Once was enough!

Logical Soul

2006 - 2010

The pre-cursor to Relevant Risk. Alison provided consultancy services to agencies and clients, and attended training programmes on legislation.

Alison also took time out and travelled extensively. She is an okay golfer and shocking tennis player!