



Name: Peter Bambridge
Occupation: Vice President, Client Services
Planner or Supplier: Planner and Supplier
Current Employer: Jet Set Sports

How did you get your start in the industry? After graduating from Centennial College's Hospitality Administration Program in Toronto, with a Major in Travel & Tourism, I did an internship with a company that offered me my start in the industry.

How many years have you been in the industry? 32 years

What is your favorite thing about our industry? Our industry allows us to "bring things to life" and in the process, build stronger relationships with key clients and stakeholders.

What is the best career advice you've received? Preparing to deliver a major pitch for a potential client back in 1997, the team presenting went through hours and hours of rehearsals. On the day of the presentation at the final run through, the Senior Business Leader on our team asked if he could see my talking points. After I handed them to him, he told me that he was going to hold on to them and encouraged me to speak from the heart and not rely on the notes. Even though I was terrified at the thought of not having the notes, I took his advice and delivered in a way that was very personal and relatable. In the end, we won the business, while competing with several other contenders. Afterwards, once the complex planning phase had started, a member of the Clients Executive team pulled me aside at the end of the meeting and told me that they have decided to award the business to the company that I was working for at the time, because they felt confident that I would be sure to deliver what they envisioned to be their best possible event...as a result of the passionate way that I had presented.

If you were not in this industry, what would you be doing right now? If I were not in this industry, I would want to be an Educator in the Hospitality and Tourism sector. The thought of being able to share what I have learned and excite and shape the minds of the next generation of Industry leaders would be an important legacy and a tribute to all the people along the way that took the time to teach me and nurture me during my career.

What is your favorite city to travel to and why? Torino, Italy—a remarkable city in the North of Italy that combines culture, history, art, and culinary excellence.

What is your favorite book? "Tuesdays With Morrie" by Mitch Albom

What is your all-time favorite movie? Serendipity