

# #BehindtheSelfie with... Glenn van Eck

 By [Leigh Andrews](#)

7 Sep 2016

This week, we find out what's really going on behind the selfie with Glenn van Eck, event professional and CEO of Magnetic Storm.



Glenn van Eck with two of his crew at Magnetic Storm, Bongani Nurwana and Mbulelo Skaka.

## 1. Where do you live, work and play?

**Van Eck :** Newton Park - Port Elizabeth... I get to play at work!

## 2. What's your claim to fame?

**Van Eck :** Being at the helm of Magnetic Storm for 35 years.

## 3. Describe your career so far.

**Van Eck :** Ever-changing. Exciting. Diverse. Inspiring.

## 4. Tell us a few of your favourite things.

**Van Eck :** Sleeping. Reading. Travelling. Braai with friends. Seeing people's reactions when they attend an event and the 'magic moment' is revealed.

## 5. What do you love about your industry?

**Van Eck :** You're always working on something different and the industry is always changing. And there's always a diverse range of people, and the team spirit on an event is always incredible.

## 6. What are a few pain points your industry can improve on?

**Van Eck :** It has to be the short lead times, and still delivering the wow. Plus, our crews often have to work loooooong

hours.

## 7. Describe your average workday, if such a thing exists.

**Van Eck :** Ops meetings, discussions with clients to establish what they want to achieve (and not what they *think* the event is), HR management, strategising, budgeting, co-ordinating suppliers to achieve a common goal. Fire-fighting – something in events always goes wrong.

## 8. What are the tools of your trade?

**Van Eck :** Experience, a calm demeanour, logical thinking, my cell phone, my iPad and sunscreen.

## 9. Who is getting it right in your industry?

**Van Eck :** Us.

## 10. What are you working on right now?

**Van Eck :** An exciting new project about to hit Port Elizabeth. And UB40. Plus an array of corporate events.

## 11. Tell us some of the buzzwords floating around in your industry at the moment, and some of the catchphrases you utter yourself.

**Van Eck :** Guest experience, Pokémon Go, apps, integration.

## 12. Where and when do you have your best ideas?

**Van Eck :** Just before bed and in the shower.

## 13. What's your secret talent/party trick?

**Van Eck :** It's still a secret!

## 14. What would we find if we scrolled through your phone?

**Van Eck :** Work conversations, Candy Crush, SAA and BA's apps, Uber.

## 15. What advice would you give to newbies hoping to crack into the industry?

**Van Eck :** Books can't teach you everything, and don't be scared to get your hands dirty.

Simple as that. Visit the [Magnetic Storm](#) website, follow them on [Facebook](#), [Instagram](#) and [Twitter](#) for more.

*\*Interviewed by [Leigh Andrews](#).*

## ABOUT LEIGH ANDREWS

Leigh Andrews AKA the #MilkshakeQueen, is former Editor-in-Chief: Marketing & Media at Bizcommunity.com, with a passion for issues of diversity, inclusion and equality, and of course, gourmet food and drinks! She can be reached on Twitter at @Leigh\_Andrews.  
• #Loeries2020: Behavioural economics as creativity, but not as we know it... - 24 Nov 2020  
• #D2020: Ignite your inner activist - representation through illustration - 27 Feb 2020  
• #D2020: How Sho Madjozi brought traditional Tsonga *xibelani* into 2020 - 27 Feb 2020  
• #D2020: Silver jubilee shines with Department of Audacious Projects launch - 26 Feb 2020  
• #BehindtheSelfie with... Qingile 'WingWing' Mdlulwa, COO at The Whole Idea - 26 Feb 2020

[View my profile and articles...](#)

For more, visit: <https://www.bizcommunity.com>