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Day in the Life: Derek Holland

Interviews and Profiles





Derek Holland

VP & General Counsel

Red Frog Events LLC

Chicago, IL, USA

6:00 am

Roll out of bed and head outside for a run. I try to sneak in before the kids (five, three and one years old) wake up but I'm not successful today.

6:45 am

Eat breakfast and **enjoy the craziness of the morning routine.**

8:00 am

Bike to work — 10 minutes door to door.

8:15 am

Review emails while enjoying the day's first cup of tea.

8:30 am

Meet with our leadership team. We conduct a post-event review of our recent beer festival, **share department updates and explore new business opportunities.**

10:00 am

As I head back to my office, **an events director catches me to ask a few quick permitting and liquor license questions relating to upcoming Warrior Dash events.** I answer one of the questions immediately and jump online to research the other before stopping by her desk with a response.

10:30 am

Respond to emails and **finalize a lease for a parcel of property in Ohio** relating to a recent acquisition.

12:30 pm

Lunch with our sponsorship director. I typically don't eat until mid-afternoon (unless it's Monday, when the whole company has "Family Lunch" in our mess hall at noon), but I never pass up an opportunity to grab a quick bite out of the office with someone from another team. **Over tacos, we chat about pending sponsorship deals and his recent engagement.**

12:50 pm

Before returning to our desks, **we challenge two web developers to a game of foosball.** We quickly lose.

1:00 pm

Meet with the director of EventSprout, our ticketing and registration platform. He shares recent updates and new features so I can assess whether any of our license agreements or online terms need to be amended.

2:15 pm

Attack the growing inbox and respond to the most pressing emails. I take a quick break to discuss event staffing with our VP of people, whose office is next to mine.

3:30 pm

Call with our insurance brokers to discuss a variety of issues, including coverage for upcoming events. **I share details about the Firefly Music Festival and the Big Barrel Country Music Festival** which we're producing for the first time in 2015.

4:30 pm

Time for another cup of tea (I blame it on my British parents!). I try to keep my late afternoons meeting-free so I can work on projects without interruption.

6:45 pm

Bike home.

7:00 pm

Dinner and the bedtime routine with the kids, which ends with me dozing off before they do while reading stories.

9:00 pm

One last cup of tea with my wife while we catch up, **talk logistics for the week and clean up**

LEGOs. We spend the rest of the night on our laptops with the TV on in the background (tonight it's my favorite — hockey).

11:00 pm

Catch up on news and read a few pages from one of the many books piled on my nightstand.

11:30 pm

Lights out.

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