

behind the scenes with VICTORIA TORTORICI

A solid business plan, lot of hard work and patience together with a great deal of support from her husband and extended family helped Victoria Tortorici, managing director of Escape Event Management, to start her own business.

When and why did you decide to start your own business?

I first decided to open Escape Event Management after we had been living in Dubai for approximately three years. Dubai is a very dynamic city with an exciting business community, and I wanted to be part of that. I had previously run a modeling agency and organised events in my home city of Prague, and so was excited to embrace the challenge of doing the same here in Dubai. Given that Dubai is such a luxurious city, and is a city in which fashion is so important, it has been exciting to work with top international and Czech fashion models here in promoting high-end fashion, sporting and other events. We have worked with the Ferrari Owners Club on organising several of their annual gala dinners over the years, and have also worked closely with Al Tayer Ferrari which is our main partner for our Beauty & Golf Tour event here in Dubai. In fact the Beauty & Golf Tour final was successfully launched in Dubai back in 2013 and we have since branched out to other prestigious locations.



How do you plan to develop Escape Event Management's projects?

As I noted above, we are taking the Beauty & Golf Tour, which is really Escape's signature event, to new and exciting locations. We have already made plans to hold the event in Sweden, St. Tropez and the Czech Republic, and may in fact end up seeing the tour in such exotic locations as Bali! In addition to this unique fashion and sporting event, we also work with clients on events such as gala dinners, fashion shows, and exclusive promotional parties. We are also able to work with restaurants to help them develop marketing concepts, events, including graphic design, packaging design, and everything that goes along with that. In fact, we are currently in discussions with a large Saudi company to help them develop an exciting new restaurant concept.

As a mother of two how difficult is it to combine work and family life? I won't kid you, it is very difficult at times. In order to do it well you have to be really well organised and when you make a family commitment you absolutely have to keep it. Nothing is harder than when you're traveling on business and one of your children calls you to say she misses you and wants you back home now. When I am very busy with work I always try to have a very good plan of activities for my children so that they are active and occupied. I also do get a great deal of support from my husband and our extended family.



What would you say to all the women out there who are also thinking of starting their own businesses?

Go for it! Dubai is an exciting city that offers lots of opportunity. Make sure you have a solid business plan, but it's a great feeling once you have your own company up and running! It takes a lot of hard work and patience, but I believe it is well worth it!

