



**Sarah Byrne**

Mosaic Events  
York, North Yorkshire

Member since: 2010



*Real Members. Real Results.*

“Once you experience the power of a TAB Board meeting, you discover that it’s definitely worth the investment.”



**As an outgoing person with lots of energy, Sarah Byrne has never struggled with motivation.** Only 25 when she founded Mosaic Events, Sarah saw an opportunity to capitalise on the events management market in York by providing better service than the competition. She was extremely keen that people trust her to deliver on her promise of well-run events, and she leveraged her successful track record of in-house event management to boost her credibility.

Now eight years later, Mosaic Events offers a full complement of bespoke services including event and conference management for both government and private businesses, themed dinners, award ceremonies and team building outings. With only four other employees, Sarah remains very much involved in the day-to-day operations, as well as sales and event delivery.

She also keeps customer service top of mind, not only practising the golden rule (“treat people as you would like to be treated yourself” is her number one advice), but also striving to save clients time and money through the use of current technology. For example, Mosaic uses project management soft ware so clients can stay on top of event costs and easily track what they are paying for.

Sustainability is another way Mosaic helps clients feel good about their events. The company is currently working toward BS 8901 certification, a British standard developed specifically for the events industry. Bearing this standard enables Mosaic to be socially and environmentally responsible regarding



everything from the printing of invitations to the choice of venue.

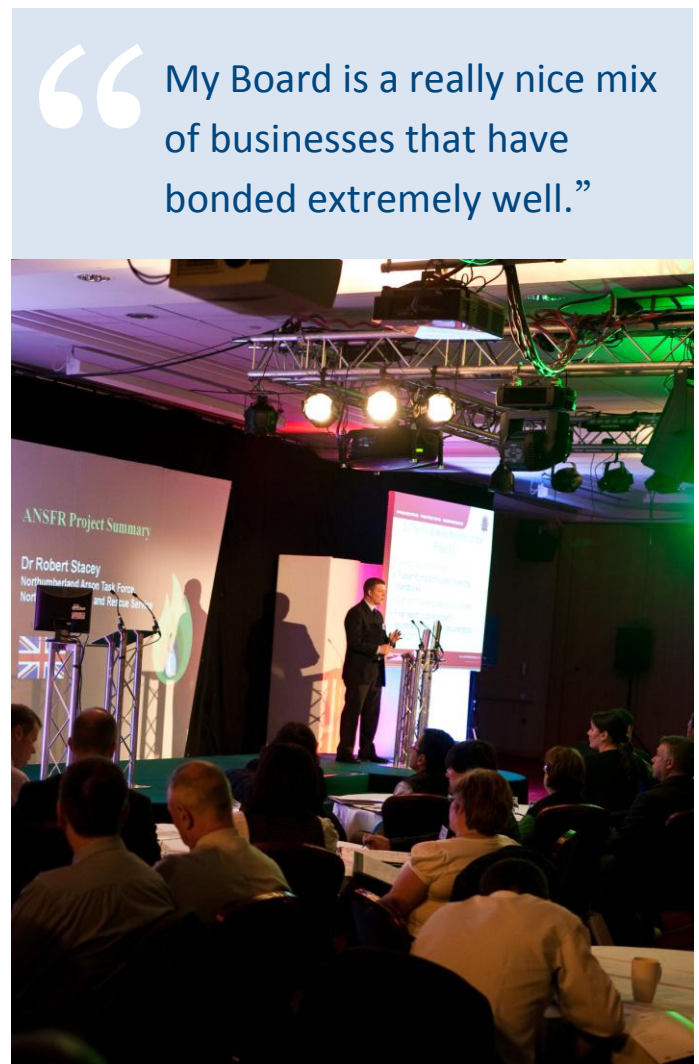
Running her own business has given Sarah the challenge she was looking for, although the current economic climate in Britain has been extremely hard on business. "We had a lot of contracts with government agencies that we lost during the budget cutbacks of 2010," she explains. "I saw the changes coming, but I didn't fully anticipate the impact they would have on the business."

Despite the difficult times, Sarah kept her team positive and challenged them to expand their search for new customers in the private sector. She also sought advice from fellow business owners by joining TAB. "Everyone else is going through the same thing, so they're a great sounding board."

Sarah says her Board gave her tips for better managing her time, an issue she had struggled with for awhile, as well as new business development ideas. "I often find that I pick up things from other people's challenges too," she relays. "I got a great tip about paying VAT which has made a difference to my cash flow."

Although Sarah is the youngest person on her Board, she feels comfortable sharing her own expertise in event management and social media marketing. "My Board is a really nice mix of businesses that have bonded extremely well," she says.

"For a small business, TAB can be viewed as quite an investment," Sarah admits. "But once you experience the power of a Board meeting, you discover that it's definitely worth the investment



### About The Alternative Board

The Alternative Board (TAB) brings together owners of privately held businesses to overcome challenges and seize new opportunities with a combination of peer advice and business coaching. Board members meet monthly to learn from one another's successes and mistakes to grow their businesses.