

## Emily Herreras-Griffiths

Events Communication Lead  
Transport for London



### **What does your job involve?**

I work with colleagues from across Transport for London (TfL) to gather and coordinate information on events that cause disruption in London. I then make sure we give our customers accurate and timely travel advice and information about the events so that they can change their travel behaviours. This helps them get about without being inconvenienced while helping minimise the impact on our transport network.

### **How did you get into transport?**

It was the autumn of 2006 and it was time for a change from my PR job at the Spanish Tourist Office. I applied for two Press Office jobs – one at Eurostar and the other at TfL. Eurostar never called me for an interview but it's all for the best as I'm not sure I'd have liked to be the Press Officer letting the media know that the, "wrong type of fluffy snow" had trapped 2,000 passengers in the dark back in 2009!

### **What do you like about working in transport?**

I love that everyone can associate to transport and will always have a strong opinion. I've had plenty of heated conversations on the topic and even had a friend storm out from a restaurant as he got very frustrated with me for, "just giving him the press lines and not the truth." The press line was the truth as they always have been!

### **What are you most proud of?**

The successful delivery of the Tour de France in London. To facilitate this we had a number of road closures through north, east and central London from 10am to 6pm. We also had millions of spectators lining the route whilst Londoners, businesses and schools across the Capital tried to get on with their day. Unless road users significantly changed their travel behaviours, the extent of these weekday closures could have brought London to a standstill! The integrated and collaborative approach from a large number of colleagues from across TfL and London made our communications campaign to customers a huge success. We reduced traffic in London by seven per cent before 10am that day, only removed seven parked vehicles from the route and incredibly, only had two customer complaints!

### **What is the most challenging aspect of your job?**

Ensuring I engage with all the key people involved in the events I work on, both internally and externally. Trust me, there are lots and lots of people I need to speak to!

### **Why should people join our industry?**

Transport is much more than planning and engineering, and the challenges we are now facing, such as the ever increasing numbers using our network, make it an exciting and vibrant industry to be in. I think we need to be branching out to all sectors in education to seek the myriad of skills we need to run the incredible logistical operation that we do.