



Liz Hobbs Group (LHG) has named **Svetlana Scheck** as its new head of marketing. Scheck joins from AEG Live, where she was marketing director for seven years.

She is responsible for setting up and managing the marketing budgets and promotion of all LHG events. Scheck has held roles at Emap and Wembley Arena, working with artistes such as Prince and Justin Timberlake.



Maynineteen has recruited two new account managers: **Rosie Tams** and **Mikie Lockwood** (left). Tams joins the team after six years

freelancing in corporate events for brands such as Uefa, Manchester United and Sony. Lockwood joins the team from TRO Group, where he worked as an account executive in experiential marketing for three years, delivering projects for clients including Xbox Kinect, Ribena and Jose Cuervo.



David Gurney has joined production group Icon to lead its golf events team. He will be responsible for the management, delivery and development of Icon's golf

event business, with particular focus on events such as the Open Championship and the 2014 Ryder Cup. During the London 2012 Olympics, Gurney directed the delivery of the sailing spectator facility in Weymouth for Locog.



W&O has appointed **James Thomson** as an account director from Universal World Events. Thomson has worked in the event management

industry for more than 17 years, predominantly in the healthcare sector, and has international experience having worked for Universal in the United States and Asia. Using this experience he will be helping W&O to focus on business plans within the Asia Pacific region.



Martin Clarke has been appointed venue marketing director at the NEC. In this newly created role, Clarke will be responsible for the NEC's marketing, communications and venue sales strategies.

He joined the NEC in October 2012 as interim marketing and communications manager for the venue, working on the development of the new NEC brand. Before that Clarke worked as global head of sales and marketing for an international schools company.

Stepladder Worldwide, which helps young people enter the creative industries, has recruited **Lucy Watson** as its new project manager. Watson, 22, was previously a project manager for the Alternative Escape Festival and Rhythms of the World. She has also worked as a creative co-ordinator at Ministry of Sound. Last month, Watson launched Stepladder's new monthly networking showcase, Step Out.

Move of the month

Jason Megson
Founder and
managing partner,
We Few



Where did the agency's name come from?

It's from the St Crispin's Day speech in Shakespeare's *Henry V*. It's a rousing pre-battle monologue from Henry to his troops, who were heavily outnumbered, before the battle of Agincourt. We Few represents not only this underdog spirit, but also embodies the notion that a small and tight-knit team can achieve great things.

Tell us about the inspiration you got from start-ups and why the agency is focusing on them initially?

Start-ups are the lifeblood of any growing economy and we believe the entrepreneurs of today will drag the UK economy towards recovery. We want to be part of that recovery as both active supporters of start-up enterprises and a fledgling business ourselves.

Where do you see We Few in relation to the agency market? We probably have more in common in terms of our approach with the new breed of digital agency than a traditional experiential one. The creative idea is central to everything we do. We follow human-centered design principles and weave in a narrative that carries through to our digital expression of the experience.

[Megson was previously head of experiential at OgilvyAction]

Making headlines

The five most-read stories on eventmagazine.co.uk in February/March

25 February

Agency RPM devised a UK-wide roadshow to help Cadbury search for its first dedicated chocolate taster. The sampling tour, which ran for five weeks from 25 February, re-created Cadbury's magical Joyville world through live canvas billboards hiding costumed actors intent on finding the 'Honorary Cadbury Taster'.

Unique views: 1,121

26 February

The organiser of Surrey festival GuilFest, which went into administration last year, is disappointed that a replacement event will be held by promoter Live Nation. GuilFest was held for 21 years at Stoke Park, but Live Nation will now hold Magic Summer Live from 13-14 July, with Bryan Adams and Jamiroquai headlining.

Unique views: 1,002



Cadbury: UK roadshow by RPM

28 February

Ex-OgilvyAction heads Jason Megson and Aiden Howes have launched experiential agency We Few. Megson will be managing partner, while Howes will take on the creative partner role. The pair believe there are opportunities for a "nimble agency that offers senior-level creative and strategic resources", and are already working with start-up food and drinks brands on a consultancy basis.

Unique views: 941

4 March

Nike showcased its newest footwear at Somerset House, as it

brought its FlyKnit Experience to the capital. For three days from 4 March, the brand allowed runners to try its Flyknit Lunar 1+ running shoe. Visitors could also learn about Flyknit's revolutionary construction in the East Wing Galleries and join a Nike Flyknit Run Club.

Unique views: 834

4 February

Brand Events sold its subsidiary Taste Festivals, which runs Taste of London and The Big Feastival, to entertainment company IMG Arts & Entertainment. Taste, which organises food festivals in 17 cities around the world, was sold for £4.97m on 1 Feb. Brand Events first held Taste in 2004 at Somerset House.

Unique views: 773

Unique views = number of people who read the story once. Source: Omniture

What's happening @Eventmagazine



@thegreenarena

@Eventmagazine @WRAP_UK
YES we're in!!! Eco-Friendly recycled and recyclable exhibition and events materials is what we do;

@calmerkarma

@rpm ltd @Eventmagazine
Chocolate? Purple? Theatrical? you bet! -our dream job #joyvilletaster

@lemoyne_events

MT @Eventmagazine: To all you amazing #WomenInEvents on International Women's Day - we salute you!

@clemihardie

The first industry tweet up of the year looks like it was great - need to find out about next one!
Via @eventmagazine

STATS - FEB/MAR

Unique users
54,193

Busiest day
25 February with 2,583 unique visitors

Page views on iPhone
16,318

Twitter referrals
2,919 unique visitors

Average dwell time on site
4.95 minutes per visit

PICK OF THE BLOGS

Lord JASON SCOTT

View from No.1 Leicester Square



Why fundraising is important "In our current climate, as purse strings are tightened, giving can become less of a priority..."

TOM MCINERNEY

Digital Guru



When the lights go out "Power outages can happen to the biggest and best events, no matter what the location, and with everything relying on power..."

ADAM STERNBERG

Entertainment guru



The five commandments of awards ceremony hosting "For the past couple of years, I have used the Oscars as an excuse to talk about movie themes in entertainment..."

The full blogs are at eventmagazine.co.uk