

Access All Areas.

100

The List

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influential
index



“Over the last six months, the team and I here at *Access All Areas* have been identifying the most influential and engaged industry professionals who have led the way within the live events sector. I'm therefore now delighted to present the full AAA100!”

Steve Thievendrarah
Portfolio Director
Access All Areas



Freddie Fellowes

**Founder
Secret Garden Party**

Freddie Fellowes is the founder of the Secret Garden Party, a unique and celebrated music and arts festival held annually in the UK. Known for its immersive and creative atmosphere, the festival began in 2004 as a small gathering and has since grown into a renowned event attracting thousands. Fellowes, with a background in events and a passion for community-driven experiences, has cultivated a culture of creativity, self-expression, and inclusivity at the festival.



Melvin Benn

**Managing Director
Festival Republic**

Melvin Benn is a prominent figure in the UK festival scene, best known as the managing director of Festival Republic, an influential company behind major music festivals like Reading and Leeds, Latitude, and many more. With a career spanning over three decades, Benn has played a pivotal role in shaping the festival landscape, emphasising sustainability and community engagement.



Robert Gorham

**Founder
Bestival**

Robert Gorham, known professionally as Rob da Bank, is a notable British DJ, music promoter, and festival organiser, best recognised as the founder of the acclaimed Bestival and Camp Bestival. With a career in music spanning over two decades, he has established himself as a significant figure in the UK festival circuit, known for his eclectic musical tastes and commitment to creating inclusive, family-friendly environments.



Chris Smith

**Director
WOMAD**

Chris Smith is the director of WOMAD (World of Music, Arts and Dance), a renowned international festival celebrating diverse music and arts. With a background in music promotion and festival management, he has played a crucial role in curating lineups that highlight global talent and cultural exchange. Under his leadership, WOMAD has expanded its reach and influence, emphasising sustainability and community engagement.





Claire O'Neill

CEO

A Greener Future

Claire O'Neill, CEO of A Greener Future, is a sustainability consultant specialising in the live events sector. As a speaker, presenter, and moderator, Claire leads workshops on environmental topics. Her expertise also spans creative production, show management, and aerial performance.



Liam Boylan

CEO

Academy Music Group

Liam Boylan is a dynamic leader in the music and events industry, currently serving as the CEO of Academy Music Group. With over two decades of experience, Liam has held various leadership roles, including Stadium Director at Wembley National Stadium, where he managed major sporting events and concerts, welcoming over 2 million guests annually. Previously, he led event management for renowned concerts and festivals at SJM Concerts and Manchester Arena.



Sam Booth

Sustainability Director

AEG Europe

Sam began his career in experiential event production, working on international projects for brands as diverse as Samsung, adidas and Google. However, following a course at the Cambridge Institute of Sustainable Leadership, he decided to refocus his efforts on fighting the climate crisis. After helping the likes of Pernod Ricard and Booking.com to create sustainability strategies at the consultancy Futerra, he secured his current role at AEG Europe to oversee all of the company's sustainability strategy and initiatives across its venues, festivals and tours.



Anna Mittler

Senior Digital Manager, Partnerships

AEG Europe

Anna has a keen interest in the sponsorship, music & entertainment, and technology and a track record of building strong relationships with top tier partners, delivering a high standard of work across multiple workstreams and the ability to execute multi-channel marketing campaigns for leading brands. Her current role as Senior Digital Manager for AEG Europe involves the delivery of contractual digital sponsorship rights, campaign management and digital projects with a strategic lens for partners across The O2 and AEG Europe Festivals (American Express presents BST Hyde Park and Uber One presents All Points East).





John Langford
Chief Operating Officer
AEG Europe

John Langford, COO at AEG Europe, is an accomplished leader with over 25 years in the entertainment industry. He oversees arena operations across Europe, including content programming, commercial strategy, marketing, and event operations. He previously held leadership roles at The O2 arena.



Lucky Thompson
Senior Director, Events and Operations
AEG Presents

A passionate and driven professional with over 15 years' experience in the live music industry specialising in the organisation and logistics of producing live events across the globe. A positive and effective manager with excellent communication skills, whom excels in mediating both internally and externally across multiple divisions of a large organisation to meet and exceed business goals.



Marcus Weedon
Director
Brockwell Live

Marcus Weedon is a Director specialising in events and festivals, leading projects like the Brockwell Live series in Brixton (Mighty Hoopla, Wide Awake, Cross The Tracks) and the South Facing Festival at Crystal Palace Bowl. He co-founded Between The Bridges on London's Southbank and previously directed Field Day and Winterville. Marcus has been pivotal in creating innovative, large-scale cultural experiences across the UK, showcasing his expertise in event management and creative direction.



Kara Harris
Promoter
AEG Presents

Kara Harris, Promoter at AEG Presents, is a versatile professional with a history in live music events and content creation. She thrives in dynamic environments and focuses on culture and creativity, driving innovative and impactful experiences in the music industry.





Jim King

CEO

AEG Presents

Jim King is the Chief Executive Officer of European Festivals at AEG Presents. He leads the strategy and execution of major live music events like BST Hyde Park and All Points East. With over 30 years of experience, Jim delivers world-class festivals for top artists and nurtures emerging talent.



Lynsey Woolaston

VP & GM European Festivals

AEG Presents

Lynsey Wollaston is the Vice President and General Manager for European Festivals at AEG Europe. She brings over 17 years of commercial and operations experience to oversee the European Festival team's day-to-day operations and play a key role in developing and supporting the strategic vision for the division alongside the US AEG Presents Senior Leadership Team. Lynsey works across AEG's renowned roster of festivals, including American Express Presents BST Hyde Park and Luno Presents All Points East in London, Rock en Seine in Paris, and AEG's newest festival, Bristol-based Forwards.



Lucy Noble

Artistic Director

AEG Presents

Lucy Noble is a highly regarded Artistic Director at AEG Presents UK, bringing extensive experience in arts management and event programming. She previously held significant roles at the Royal Albert Hall, where she contributed to artistic planning and community engagement for over two decades. Lucy is also a trustee for organisations like London Youth Choirs and Nordoff and Robbins, showcasing her commitment to music education and charitable governance. She has been recognised in the Pollstar Women of Live list for 2024, highlighting her impact in the industry.



John Rostron

CEO

AIF

John Rostron is the Chief Executive of the Association of Independent Festivals, the UK's festival representative body. AIF membership has grown rapidly in recent years and now supports 145 of the leading independent music festivals in the UK. Amongst other things John also Chairs the LIVE Expert Group for festivals and sits on the Advisory Board for Vision:2025 supporting a more sustainable outdoor events sector. In 2023 John was appointed to the Board of Creative Wales - the Welsh Govt department for the Creative Industries. He advises on the Music Sector in Wales.





Lucy Fenner
Commercial Director
Alexandra Palace

Over 25 years' experience working within the events industry. Commercial Director at Alexandra Palace, part of the Executive team overseeing programming, client sales, ticketing, catering, partnerships & marketing. For 18 Years Lucy has played a pivotal role in the commercial growth of Ally Pally, one of London's most iconic independent venues, while also ensuring the delivery of the Charity's objectives.



Naomi Smith
Event Manager
Alexandra Palace & Park

Naomi Smith, Event Manager at Alexandra Palace & Park, is an experienced professional in logistics, operations, and event management. Skilled in handling large-scale events, Naomi excels at problem-solving and communicating with diverse teams to deliver seamless events.



Chris Bray
President Europe
ASM Global

Chris Bray is the President of ASM Global - Europe, having recently transitioned from Executive Vice President. With a strong background in the events industry, he previously served as CEO of Sodexo Live! UK&I for over six years. Chris has played a pivotal role in expanding ASM Global's partnerships, notably with Sheffield City Council, enhancing its presence in the UK and Yorkshire. He is recognised for his leadership and passion for events, music, culture, and sport.



Josh Cherrington
Event Manager
ASM Global / First Direct Arena

Josh is an experienced Event Manager working predominantly within the live music space across arenas and open-air events in the UK.

With over 10 years' experience delivering world-class experiences for audiences and clients alike, he brings a wealth of knowledge and an undeniable passion for the industry.





Finlay Johnson

COO

Association For Electronic Music

COO of AFEM; Finlay Johnson spent ten years in multiple venue production, artist liaison and curatorial roles at the world's largest arts festival, the Edinburgh International Festival Fringe. He then moved to WME's London office initially working on arena tours before becoming a responsible agent at WME representing DJs and live acts from underground clubs to festivals to arena tours. Now leading AFEM he is seeking to amplify the best of the electronic music culture, and reduce the barriers to education and commerce within the industry.



Dr Charisse Beaumont

CEO

Black Lives in Music

Charisse Beaumont, CEO at Black Lives in Music, has 18+ years of experience in brand creation and market innovation within the music industry. She is a leader in promoting diversity, having produced the report "Being Black in the UK Music Industry" and championed equality.



Gill Tee

Festival Director

Blackdeer Festival

Gill Started her music career at Capital Radio, during which time she was responsible for putting together the first 100,000 capacity Party in the Park at Hyde Park. She then went on to start her own company entertee, producing many high-profile events, with some great artists. This included Prince's first and only UK festival appearance at the Hop Farm Festival. Gill also co-founded entertee hire, supplying quality fencing solutions to the industry.

Gill is co-founder and Festival Director of the multi award winning Black Deer Festival. In Gill's words, 'Black Deer encapsulates everything I learned over the many years in the industry and everything I love.'



Lana Elworthy

Head of Production

Boomtown Fair

Lana Elworthy, Head of Production at Boomtown Fair, oversees the production of the 65,000-capacity festival. She expertly blends operational knowledge with artistic vision, and is a mentor in NOWIE's 2024 Mentorship Scheme.





Dodge Woodall

Founder & CEO

Bournemouth 7s Festival

Dodge Woodall, Founder & CEO of Bournemouth 7s Festival, has over 25 years of experience. He has created 1,500 club nights and 17 music and sports festivals, selling over one million tickets. Dodge is also a podcast host, YouTuber, and public speaker.



Paul Traynor

Stage Manager

Coldplay

Paul Traynor is an experienced Stage Manager and Electrician who has worked with major artists, including Coldplay, Muse, and Metallica. He has also been involved in major events like the Olympics, F1 GP, and Eurovision, shaping the live event landscape.



Chris Macmeikan

Director

Continental Drifts

Chris Macmeikan MBE, also known as DJ Chris Tofu, has dedicated over 35 years to the world of festivals, bringing extensive experience in programming and producing events across all formats. Driven by a deep passion for festivals and an understanding of what it takes to make them successful, Chris has worked both globally and within the UK, celebrating its rich and diverse cultural landscape. As part of the team behind Glastonbury's iconic Shangri-La area and a programmer for numerous other events, Chris continues to play a pivotal role in shaping unforgettable festival experiences.



Rebecca Kane Burton

CEO

Co-Op Live / OVG

Rebecca Kane Burton is the Interim General Manager at Co-op Live in Manchester, where she leverages her extensive experience in the live entertainment industry. Previously the CEO of Sodexo Live! and CEO of LW Theatres, she is an experienced board member and non-executive director. Passionate about live events, Rebecca actively participates in cultural initiatives, currently chairing the carols committee for Nordoff and Robbins and contributing to Manchester's cultural strategy for the next decade.





Geoff Ellis

CEO

DF Concerts

Geoff Ellis is the CEO of DF Concerts & Events, a role he has held since 1992. He is committed to enhancing accessibility in live music, exemplified by TRNSMT festival achieving Platinum status from Attitude is Everything. Geoff also serves as a Beatson Business Ambassador, supporting cancer charity initiatives. With a background in artist booking and event management, he is a prominent figure in the Scottish music industry.



Sam Joynes

Head of Production

DHP Family

Sam has over 17 years experience in Live Music, starting his journey working in bars and venues in Melbourne. As the Head of Production at DHP Family, he oversees the planning, delivery, and execution of live events across the UK, working with a diverse range of artists, venues, and partners. Sam currently works on DHP Family's festivals including Bearded Theory and Splendour as well as heading up their venue teams of production and technical staff.



James Penfold

Commercial Director

Dreamland Margate

James Penfold, Commercial Director at Dreamland Margate, has over 15 years of experience in programming, event production, and operational management. He has worked with major artists and led teams to deliver high-profile events.



Kate Carter

Director of Audiences

Edinburgh International Festival

Kate Carter, Director of Audiences at the Edinburgh International Festival, is a marketing professional with over a decade of experience. She excels at building teams, stakeholder relationships, and enhancing audience engagement for impactful cultural experiences.





Festivals, Nightlife & Live Experience Director

Kate Osler

Kate Osler is a seasoned leader in live events, currently serving as a Board Director at The Collab and previously holding roles such as Festival Director at El Dorado Festival and Interim Managing Director at AEI Group. With expertise in creative branding, marketing, and commercial strategies, she has a proven track record of driving business growth and shaping industry-leading events. Kate has also contributed as a Non-Executive Board Member for the Association of Independent Festivals, championing the independent festival sector.



Cat Kevern

Founder

Electric Cat Productions

For the past nine years, Cat Kevern's presence has been synonymous with the global live events scene. Her journey leaves an impactful mark on legendary events and venues worldwide. From large-scale sporting events to vibrant live events in Costa Rica, New Zealand, and even Morocco, she's embraced her nomadic spirit, leveraging her fluency in French and Spanish to travel the world. More recently, Cat has started a new chapter of her career, focusing her attention on her business venture: Electric Cat Productions. Through this endeavour, the team offer B2B marketing strategies, specialising in planning and delivering exceptional events.



Katie Vine
Managing Director
Engine No.4

Katie Vine is the Managing Director at Engine No 4, a role she has held since October 2023. She previously served as the Director of Programme & Production at the Royal Exchange Theatre for three years. With extensive experience in festival and event production, Katie has contributed significantly to the Manchester International Festival in various capacities over nearly a decade.



Jessica Shields

Director

Far and Beyond

Jess Shields is the Founder and Managing Director of Far and Beyond, a production and creative agency specializing in large-scale live events. With over a decade of experience in the events industry, she has held key roles at Live Nation Entertainment, including Head of Events for the Middle East and Festival Manager for major festivals like Download and Creamfields.





Talia Andrea

Founder

FEMMESTIVAL & Strand Magazine

Talia Andrea is a freelance events professional and the founder of FEMMESTIVAL, a live music festival with an all-female lineup and team. She is also the current Editor in Chief at Strand Magazine, and a host of the weekly 'Music Industry Mondays' panel series at the London College of Contemporary Music. Her work in London's music scene has been commended both regionally and nationally over the past year. In March 2023, she was Highly Commended at the SPA National Awards for 'Best Project or Initiative' for her work on the Strand Magazine's live music showcases, and in June, she was awarded Youth Music's NextGen Grant. In October, FEMMESTIVAL was named a Finalist in the Access All Areas Awards for Best Launch Event / One To Watch.



James Cassidy

President

FKP Scorpio Entertainment

James Cassidy, President of FKP Scorpio Entertainment, promotes exhibitions and family entertainment across the UK and Europe. He co-owns 7Hz Productions and co-founded JABA Music, managing iconic artists and producers. He is a seasoned producer and music executive with over 20 years of experience.



Jeff Dodds

CEO

Formula E

Jeff Dodds is the CEO of Formula E, leading the global electric racing series focused on sustainability. With extensive leadership experience, he is committed to advancing clean energy through motorsport and has championed innovation and environmental responsibility across various industries.



Roxy Robinson

Event Director

From the Fields

Roxy Robinson is an Event Director at From the Fields Ltd, the company behind the multi award-winning Kendal Calling, Bluedot, Christmas at Bute Park, Arts by the Sea and Northern Lights. Roxy leads on new business development at From the Fields, overseeing the company's immersive and winter event portfolio. Roxy is also an author, guest speaker and academic, having published her book Music Festivals and the Politics of Participation with Routledge in 2015. Roxy's book is an adaptation of her PhD thesis, which explored the influence of Burning Man on British festival culture.





Fran Martin

**Head of Live
FRUKT**

Fran Martin, Head of Live at FRUKT, is a specialist in activating global brands in the Music, Entertainment, Sport, and Lifestyle sectors. Known for her strategic and tactical execution of live events, she brings a blend of creativity and accountability to every project.



Zoë Snow

**Executive Producer & Partner
GBA**

Zoe is an executive producer with extensive experience in international events, ceremonies, theatre, and broadcast. She is a partner at Gary Beestone Associates. Career highlights include executive producing the Eurovision Song Contest for BBC Studios in 2023, producing the Birmingham 2022 Commonwealth Games Ceremonies, and the Great North Run One Million Opening Ceremony. Zoe has also led international openings for Secret Cinema (London, L.A., Shanghai) and produced events for Waltham Forest's Borough of Culture and Hull's City of Culture.



Katie Tyler

**Marketing and Communications Consultant
Katie Tyler Communications Limited**

Katie Tyler is a 'hands-on' PR professional with extensive experience and a unique network in the motorsport and attractions industry. Possessing a widely-respected reputation built on integrity and reliability, coupled with the drive and vision to deliver on challenging objectives – both internal and external. She currently works with Silverstone, Silverstone Museum and the Motorsport Industry Association.



Nancy Skipper

**Director
Ginger Owl Productions**

Co-founder and Director of Ginger Owl Productions, started in 2013, Nancy has over 25 years live event experience; from promoting with Harvey Goldsmith in her early career to freelancing at festivals, award shows and tours. Nancy is also General Manager of the National Arenas Association and currently oversees Ginger Owl's international team who work predominantly in Saudi Arabia. In 2022 GO provided staff for 86 different events across the UK, Europe, the Middle East and Asia.





Laura Pierce
Head of Major Sports Events
GLA

Laura Pierce, Head of Major Sports Events at GLA, leads the team that oversees London's global sports events. She has a proven track record of successful high-profile event delivery and serves as a trustee of the Surrey Cricket Foundation, showcasing her commitment to sports and community development.



Jackie Slade
Site Manager
Glastonbury/Event Site Design

Jackie Slade, a senior Site Manager with over 15 years of experience, specialises in large-scale events like Glastonbury. She excels in site operations and design, managing complex builds and overseeing large crews. Her expertise includes crowd safety and risk analysis.



Christopher Johnson
Live Events Industry Sustainability Consultant
Green Events

Christopher Johnson, co-founder of Shambala Festival and a sustainability consultant, has led projects like Powerful Thinking and Vision:2025. He is a pioneer in environmental sustainability within the live events industry and is the recipient of the P.E.A Green Pioneer Award.



Lukas Howell
Director
Hope Solutions

Lukas Howell, Director at Hope Solutions, specialises in environmental sustainability for the events and renewable energy sectors. He has helped develop award-winning projects and festivals that achieve the highest standards of environmentally sound practices while ensuring operational excellence.





Milo Gabric, Project Delivery Director at Identity Group, has led impactful global events and campaigns for brands like Rolls-Royce, Microsoft, and LEGO. He combines agency and client-side experience to drive year-on-year growth, enhance project efficiency, and improve profitability across programs.

Milo Gabric
Project Delivery Director
Identity Group



Natasha Mortimer
Managing Creative Director
Imagineerium

Natasha Mortimer, founder and Managing Creative Director of Imagineerium, specialises in designing immersive brand experiences. Her projects include collaborations with Red Bull and iconic festivals like Boomtown Fair. Natasha blends architectural insight with theatrical flair in her work.



Sybil Bell, Founder and CEO of Independent Venue Week and Independent Venue Community, champions the value of independent music venues. She has over two decades of experience in the music industry, promoting local, creative, and diverse experiences and speaking at global events like SXSW.

Sybil Bell
Founder & CEO
Independent Venue Week



Stuart Galbraith
CEO
Kilimanjaro Live Ltd

Stuart Galbraith, CEO of Kilimanjaro Live, has over four decades of experience in the live music industry. He founded Kilimanjaro Live and expanded with KMJ Entertainment, covering ticketing, festivals, and theatrical productions, shaping the live event landscape in the UK and beyond.





Jon Collins is the Chief Executive of LIVE, representing the UK's £4.5 billion live music sector, employing over 200,000 people. Established in response to the COVID-19 pandemic, LIVE unites the industry's trade associations. With a commitment to sustainability, he leads initiatives like the 2030 climate transition plan for festivals. Jon's extensive experience includes roles as Senior Consultant and Patron at various organisations, and he is dedicated to advocating for the live events industry and its future.

Jon Collins

CEO

LIVE



Victoria Chapman

Head of Sustainability for UK and Ireland
Live Nation



Victoria Chapman, Head of Sustainability for UK and Ireland at Live Nation, has made sustainability a core focus throughout her career across charity, private, and public sectors. With 15 years in the events and cultural industries, Victoria has worked with National Portfolio Organisation East Street Arts and led sustainability efforts at Festival Republic and Live Nation. She played a key role in developing Live Nation's global sustainability charter, Green Nation. Additionally, she served as Sustainability Manager at the Eden Project, driving impactful changes. Victoria now leads the implementation of Green Nation across Live Nation's festivals, venues, and offices in the UK and Ireland.



Sian Morse, Sales & Marketing Manager at Live Nation, has over 20 years of experience leading successful sales teams and building long-lasting business relationships. Her core expertise lies within the corporate and events sector, with a focus on sporting and non-traditional venues. Sian's role encompasses B2B sales, project management, developing new revenue streams, and finance management. Currently, she oversees the sales and marketing for a major live events venue in Cardiff, ensuring the growth of hospitality sales opportunities and fostering new partnerships.

Sian Morse

Sales & Marketing Manager
Live Nation



Rik Weightman

Production Director
Live Nation



Previously a freelancer, Rik held senior production roles at Green Man Festival and stage-managed at Glastonbury and other major UK festivals. He joined Live Nation as a freelance promoter rep in 2012, becoming a full-time employee in 2018. Rik has delivered UK and Ireland tours for global superstars such as Beyoncé, Madonna, Taylor Swift, Lady Gaga, U2, Dua Lipa, Bruce Springsteen, and Eminem, as well as European tours with Harry Styles, Jeff Lynne's ELO, and Neil Diamond.





James Massing

SVP

Live Nation

James Massing is a commercially driven executive and Senior Vice President at Live Nation with extensive experience in music, sports, and entertainment. He has overseen equity and structured credit transactions across live music production, concert promotion, film entertainment, livestreaming, corporate partnerships, ticketing, and international sports events. James is recognised for his leadership in challenging shareholder environments, particularly in the recapitalisation and restructuring of entertainment companies. With a broad range of expertise, he advises boards and steers high-profile deals, driving growth and innovation within the global entertainment sector.



Matthew Phillip

CEO

Notting Hill Carnival

Matthew Phillip serves as the CEO of Carnival Village Trust, overseeing Notting Hill Carnival and the Tabernacle W11. With a passion for celebrating culture and community, he has played a vital role in coordinating the largest street event in Europe, which gathers nearly 2 million attendees annually. Matthew's commitment to safety and unity has made a significant impact in the community, ensuring the carnival reflects the richness of Caribbean culture while promoting public safety and collaboration among various stakeholders.



Craig Mathie

Managing Partner

Project 30

Craig Mathie is the Managing Partner of Project 30, an event management consultancy providing professional event and project management services to festivals, sporting events and corporate clients. Their clients include Glastonbury Festival, London Marathon, We Out Here Festival, Vodafone, HSBC UK, Fuse International, Tramlines Festival and more. Formerly MD of the multi-award-winning Bournemouth 7s Festival, Craig is a regular contributor to events industry press, awards & campaigns. He founded the South Coast Events Forum and has represented the events industry on the Power of Events, Vision:2025, the National Outdoor Events Association, Association of Festival Organisers and now as Director of the Events Industry Forum.



Adem Holness

Head of Music

SXSW London

Adem Holness, Head of Music at SXSW London, is a senior creative strategist specialising in enabling the ambitions of music artists and creatives. Adem has led talent development programs and live music festivals across genres such as UK Jazz, Afrobeats, Grime, Reggae, and Electronic music. His work focuses on creating opportunities for underrepresented voices in the music industry, and he has been a key figure in shaping the cultural landscape through festivals, tours, and gigs.





Alexandra Ampofo

Employee Resource Group leader Live Nation UK

Alexandra Ampofo, a Live Music Promoter at Metropolis Music, Live Nation UK, combines her expertise in business management and leadership with a deep commitment to advancing racial equality. She spearheaded EMBRACE Nation, Live Nation UK's Diversity Employee Resource Group, creating a cultural hub dedicated to promoting equality. Alexandra's work spans acclaimed platforms such as The Ends Festival and Somerset House, and she's collaborated with artists like Ms. Lauryn Hill and Janelle Monae. Additionally, she founded Acoustic Live and Women Connect, championing acoustic talent and fostering safer, inclusive spaces for women and non-binary individuals in the creative industries.



Michael Kill

CEO NTIA

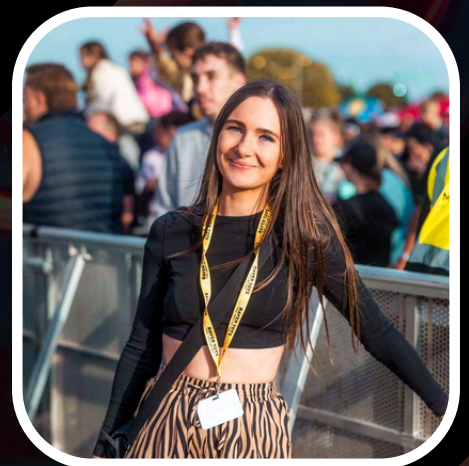
Michael Kill, CEO at NTIA, serves as a national figurehead for the UK's nighttime industries, a position that became especially prominent during the COVID-19 pandemic. With decades of experience across independent, corporate, and public sectors, Michael has successfully advocated for the night economy, pushing for governmental recognition and long-term reforms. His leadership in late-night leisure operations and business development has driven industry-wide change. Recognised as an early adopter and shaper of the future of nightlife, Michael is committed to securing the industry's innovation and resilience.



Saiorse Holland

Event Director Raver Tots

Saiorse Holland is the Event Director at Raver Tots, an innovative concept that combines family-friendly raves with top DJs, allowing parents to enjoy music with their children while raising funds for various charities. With a focus on high production values and accessibility, Saiorse is dedicated to creating memorable experiences for families in the UK festival scene.



Selina Donald

Founder The Bulb

Selina Donald, Founder at The Bulb, had a transformative moment while working on the London 2012 Opening and Closing Ceremonies, the most sustainable Games to date. Since then, she has led sustainability strategies for high-profile events, including the Birmingham Commonwealth Games. Selina founded The Bulb in 2015 to champion sustainability within the events industry. Her consultancy has worked globally with brands like Microsoft, Sky, and Walmart, implementing ISO-certified sustainability strategies. Selina's mission is to create events with environmental and social causes at their core.





Joanna Wales

Event Experience Director

London Marathon Events

Joanna Wales, Event Experience Director at London Marathon Events, is a solution-driven operational problem solver with a passion for placing the customer at the heart of everything. Joanna leads the development of outstanding brand, design, and build concepts, constantly challenging herself and her team to raise the bar. Known for her innovative and creative approach, she is dedicated to delivering the best customer experience while staying within budget. With direct responsibility for site operations, event builds, and the in-venue experience, Joanna works strategically across departments to ensure seamless event delivery for stakeholders and commercial partners.



Rupert Bassadone

Managing Director

Ops people/Event Site Design

Rupert is managing director of Ops People, specialising in system-centric event production for events like WOMAD Festival, Red Bull Soapbox Race, and Kilimanjaro concerts. He is also the founder of Event Site Design, leading event surveying and site mapping for events such as the King's Coronation, London Bridge, and Sail GP. Additionally, Rupert is an educator, offering an online course for event professionals to create site plans, with a focus on mental health and personal development.



James Ainscough OBE

CEO

Royal Albert Hall

James Ainscough OBE is the Chief Executive of the Royal Albert Hall, a position he has held since May 2023. Previously, he served as CEO of Help Musicians UK for five years, where he focused on supporting the mental health and well-being of musicians. With extensive experience in finance and operations, James has held various leadership roles at the Royal Albert Hall, including Chief Operating Officer and Director of Finance and Administration.



Chris Bryant

Director of tournaments and Events

The FA/Wembley Stadium

Chris Bryant, Director of Tournaments and Events at The FA/Wembley Stadium, is a seasoned sports and events professional with experience managing major events like the Rugby World Cup 2015 and the London 2012 Olympics. Currently at The FA, Chris oversees tournaments and events at Wembley Stadium. His work in the industry has earned him an MBE in 2024 for his contributions to sport, further solidifying his reputation as a key leader in major sports event management.





Hugh Brasher

Director

London Marathon Events

Hugh Brasher is the Race Director at London Marathon Ltd, a position he has held since May 2012. With a strong passion for outdoor activities, Hugh has been instrumental in organising major running events and fostering partnerships, such as the collaboration with Maverick Race.



Debbie McWilliams

SEC director of Live

OVO Hydro

Debbie McWilliams serves as the Managing Director of Strategy and People at the Scottish Event Campus (SEC), where she has dedicated over 35 years to enhancing live entertainment experiences. Her notable roles include Director of Live Entertainment since March 2019 and Head of Live Entertainment Sales & Ticketing. Debbie is recognised for her leadership in securing long-term partnerships, such as the recent seven-year extension with OVO, and her commitment to empowering her team.



Paul Dunstan

Ryder Cup Operations Director

Ryder Cup

Paul Dunstan, Ryder Cup Operations Director, has been working within the professional sport events industry for over 18 years delivering golf events on the DP World Tour in the UK & Ireland, across Europe and in the Middle East. For the last eight years Paul's full time role has been to lead the operational delivery of the Ryder Cup when it has been played in Europe – played on the outskirts of Paris in 2018, Rome in 2023 and currently planning for the 2027 Ryder Cup which will take place in Ireland.



Steve Sayer

Senior Vice President and GM

The O2 and AEG Europe

Steve Sayer is the Senior Vice President and General Manager of The O2 and AEG Europe, where he has established a reputation as a results-oriented leader in event and venue management. With a commercially astute approach and a growth mindset, Steve has successfully led cross-functional teams to deliver major event projects. His ability to bring together diverse talents and foster collaboration has earned him multiple industry accolades. Driven by positivity and a passion for discovery, Steve continues to innovate within one of the world's most iconic entertainment venues.





Laura Armstrong

Senior Event Director

LS Events

Laura Armstrong, Senior Event Director at LS Events, is a versatile and passionate Events Producer with extensive experience across agency, in-house, and client-side roles. Laura has a strong background in technical production and creative brief delivery, consistently recognised for her ability to manage multiple projects and budgets under tight deadlines. Her client portfolio includes top brands such as NFL, NBA, ATP Tennis, Vodafone, Sky, Virgin Media, and Diageo. In addition to working with major corporate clients, Laura has also contributed to the production of high-profile festivals like Secret Garden Party, Wireless, Bestival, and British Summertime in Hyde Park.



John Drury

VP & GM

OVO Wembley Arena – National Arenas Association chair

John Drury, VP & GM at OVO Wembley Arena, also serves as Chair of the National Arenas Association. With a wealth of experience managing one of the UK's most iconic venues, John is a leader in arena operations and event management, playing a key role in delivering major events.



Chris Jammer

Head of Partnerships

S&C Productions

Chris Jammer, Head of Partnerships at S&C Productions, co-founded Strawberries & Cream Festival while studying at the University of Cambridge. With a focus on business development, brand partnerships, and artist relations, Chris has grown an extensive network in the Music and Entertainment industries. He is also a Charity Ambassador for Grief Encounter and a He For She Ambassador for UN Women UK. Chris is dedicated to fostering partnerships that bring lasting cultural and social impact to the festival landscape.



Courtney Clarke

Event Manager

The Royal Parks

Courtney's journey in live events started at The Royal Parks over three years ago, working across their diverse event calendar. Her first major event role was the funeral of Her Majesty Queen Elizabeth II, which led to her joining the planning team for The Coronation of King Charles III – a once in a lifetime opportunity. Courtney loves the broad spectrum of events she works on at The Royal Parks and has a particular passion for the sports events hosted in the parks such as Swim Serpentine and the London Marathon.





Steve Reynolds

CEO

LS Events

Starting in crowd management, Steve became Regional Manager of Showsec in 2010, leading events like the Queen's Diamond Jubilee, Hyde Park Concert Series, QE Olympic Park and Stadium Events, Tour de France, and major music festivals. Since joining LS Events in 2016, Steve has expanded the portfolio to include sports, public sector, and ceremonial events. Notably, he played a key role in Operation London Bridge, Queen Elizabeth II's funeral, where LS Events was the central management agency. In 2024 Steve was Event Director for the UEFA Champions League Final Champions Festival and Fan Meeting Points in London, as well as his ongoing role as Event Director at BST Hyde Park and Local Operator Lead at Formula E London.



Rob Wicks

Managing Director

P&J Live

Rob has 20 years of experience in sports and events, having worked extensively with rights holders, brands, host venues, governing bodies and agencies. He has a proven track record of implementing transformational change, developing successful marketing and commercial strategies, results-based innovation, and strategic alliances. He has worked extensively with international cities to develop and execute long-term sport and major event strategies, delivering projects in 25 countries. Prior to joining P&J Live as MD, Rob was Commercial Director for Aberdeen FC and previously worked in international powerboat and motorcycle racing.



Sean Murray

Head of Marketing

SEC & OVO Hydro

Sean Murray, Head of Marketing at SEC & OVO Hydro, is an award-winning international marketing and branding leader with over 25 years of experience in destination branding, festival creation, and major venue marketing. Sean has managed a £5 million budget, increased B2C databases by 750%, and overseen a turnover of £29 million in 2017/18. Leading a large team across digital marketing, content creation, and event management, Sean is a Fellow of the Chartered Institute of Marketing with extensive experience in brand direction, rebranding, and city dressing. His innovative approach continues to shape major live entertainment and sport events



Sarah Slater

Senior Vice President – Music and Festivals

Ticketmaster UK

Sarah is Senior Vice President of Music and Festivals at Ticketmaster UK. She oversees the company's strategy and client relationships for both the music and festival genres. Sarah's clients include the UK's largest festivals and promoters such as Live Nation and SJM, Reading and Leeds, Creamfields, and Parklife Festivals.





Liz Madden

Director

NoNonsense Group

Liz Madden is co-owner of international award-winning staging and temporary structures company NoNonsense Group. A well-known figure in the live events industry who has more than thirty years of experience developing relationships with clients and brands whilst ensuring the smooth delivery of projects from the initial interaction with the client to the final sign-off of the project. Her hands-on approach has ensured a good working knowledge of many aspects of the industry. She is Co-chair of the PSA and Production Manager for Production Futures to help give back to the industry that she is so passionate about.



Paul Duhaney

Director

Africa Oye

Paul Duhaney, Hon DMus, is the Artistic Director of Africa Oyé, the UK's largest celebration of African music and culture. With over 25 years of experience at Africa Oyé, Paul has been instrumental in developing the festival into a major international event held in Liverpool. His role encompasses organising the annual festival, fostering community engagement, and promoting African arts. In recognition of his work, Paul was awarded an Honorary Doctorate of Music from the University of Liverpool in 2023.



Pauline Bourdon

Director

Soliphilia

Pauline Bourdon, Director at Soliphilia, has spent 16 years in live events, with sustainability at the core of her ethos. Pauline has worked in artist logistics and tour management for renowned festivals like Glastonbury and Boomtown Fair. In 2021, she launched Soliphilia, a sustainability and green touring consultancy, and continues her work as a sustainability coordinator for Team Love, while also lecturing on event sustainability at Bimm Bristol and USW.



Terry Smith

Managing Director – Global Seating

Arena Group

Terry Smith is the Managing Director of Global Seating at Arena Group, where he oversees seating solutions for high-profile events like the Olympics and Royal Jubilees. With nearly 40 years of experience at Arena, Terry has progressed through various roles, including Site Manager and Operations Director.





Sian Bennett
Strategy Director
Mustard Media

Sian is Strategy Director and Partner of Mustard Media, Europe's leading marketing agency for festivals & events. Sian's role is to drive forward the brand's direction while focusing on developing innovative strategies, technologies, thought leadership, and inspiring outstanding client results. Sian and her team have strategised marketing campaigns for sell-out events worldwide, including Afro Nation, Ibiza Rocks, Hideout Festival, Aston Villa Women and Visit Liverpool. In 2024 alone, Mustard Media drove 2 million tickets for festivals and events, helping to drive £108 million in ticket revenue.



Tim Benson
CTO

Showpower Global

Tim is the CTO at Showpower Global, designing and managing Coldplay's Music of the Spheres touring battery system, a world-first 100% battery-powered system for a major stadium tour. As Technical Director at ZAP Concepts UK & Ireland, Tim provides sustainable energy solutions for festivals, sports events, and international tours, with clients like the BBC, Sony Pictures, and Coldplay. Tim is also Founder and Production Director of SMART Power Ltd, delivering low-impact power solutions, including hybrid systems, solar, and biofuel generators.



Lewis Darling
Strategy & Operations
Superstruct Entertainment

Lewis Darling is a Strategy & Operations Associate at Superstruct Entertainment, where he has been contributing since April 2023. Before this role, he worked as a Turnaround & Restructuring Consultant at AlixPartners for over two years. With a strong background in operational strategy, Lewis is dedicated to driving efficiency and effectiveness in the entertainment sector.



Tiffany Gaskell
Head Of Operations and Infrastructure
Victorious Festival

Tiffany Gaskell serves as the Head of Operations and Infrastructure at Victorious Events UK, a role she has held since October 2019. Previously, she was an Event Executive at Victorious Festivals Limited for over four years. With extensive experience in event management and operational strategy, Tiffany is dedicated to ensuring successful event execution and infrastructure development.





Joe Barnett

MD

New Bohemia Music

Joe Barnett is the Managing Director of New Bohemia Music and has been instrumental in shaping the landscape of music events in the UK. He serves as the Festival Director for both the We Out Here Festival and Dimensions Festival. With a background from the University of Sussex, Joe has over 16 years of experience in the music industry, focusing on creating immersive festival experiences.



Sam Watkins

Director of operations

Vision Nine

Samuel Watkins is the Director of Operations at Vision Nine, where he has been leading since March 2020. He has extensive experience in the events and entertainment sector, previously holding various operational roles at IMG. Samuel is an expert in site management and financial literacy, and he is committed to enhancing operational efficiency within the industry.



Paul Bush OBE

Director

Sporting Initiatives

Paul Bush OBE is the Director of Sporting Initiatives, having taken on this role in August 2024. He previously served as the Director of Events for VisitScotland for over 20 years, where he honed his skills in event management and planning. Paul is also the Chair of British Curling since March 2023, contributing his expertise to promote and develop the sport.



Graham MacVoy

Co-Founder & Managing Director

Wake The Tiger

Graham MacVoy, Co-Founder & Managing Director at Wake The Tiger, is passionate about purpose-driven projects that align with sustainability and social equity. His leadership in immersive, artistic events reflects his commitment to creating experiences that not only entertain but also inspire change. Graham's goal is to build a more harmonious relationship between business, nature, and society by incorporating sustainability into every aspect of event management.





Nick Morgan

Founder & CEO We Group

Nick Morgan is CEO of We Group which is made up of three agencies: The Fair, We Are Placemaking and We Are OPS. Nick has over 25 years of experience working across event production, licensing and health & safety for large-scale events and festivals and within the public realm. Nick sits as the Vice-Chair of AIF (Association of Independent Festivals), and sits on the Advisory Board of NOWIE (Network Of Women In Events). He is also a member of the Festival DCMS (Department for Digital, Culture, Media & Sport) Live Workforce, the SAGE (Safety Advisors Group for Events) committee, and the ESA (Event Safety Alliance) – working with organisations to continuously lobby government and encourage more support across the sector.



Paul Smyth

General Manager

Wembley National Stadium at The Football Association



Paul Smyth is the General Manager at Wembley National Stadium, a position he has held since November 2023. He has extensive experience in event and ticketing operations, serving as Head of Ticketing for The FA Group since March 2014 and previously as Head of Event Operations at Wembley Stadium. With a career spanning over two decades, he has played a pivotal role in managing ticketing and event logistics for major sporting events.



Michelle Dite

Operations Director Wimbledon

Michelle Dite, Operations Director at Wimbledon, boasts over 20 years of experience in the major events industry. Michelle has worked with some of the most prestigious rights holders, venues, and governing bodies. Key projects include the operational delivery of the Invictus Games London 2014, MLB London Series, and the UK School Games. Now leading operations at Wimbledon, she continues to bring excellence and innovation to one of the world's most iconic sporting events.



George Fleming

Founder Save Our Scene UK



George Fleming is the Founder of Save Our Scene UK, an organisation initially formed during the pandemic to support the live music sector. He led the Freedom to Dance event, which saw 50,000 attendees, and transformed Save Our Scene into an experiential events and media organisation. George has worked with artists like Fatboy Slim and Becky Hill, and has raised over £40,000 for charity. He has been recognised with several awards, including "London's Hero" at the AIM X BBC Music awards and for campaigns like the Save Brixton Academy initiative.





Clare Goodchild

Director

We Organise Chaos

Clare is the Founder/Director of We Organise Chaos and a Consultant Event Operations Manager with over 15 years of experience in outdoor mass gatherings and live events. A TechIOSH safety manager and MSc graduate in Crowded Places & Public Safety Management, Clare contributed to the Purple Guide (2021 reopening guidance). She excels in operational delivery, project management, crowd management, health & safety, licensing, budgets, team leadership, and stakeholder communication. Clare has led large teams, is a qualified trainer, and manages relationships with stakeholders ranging from volunteers to local authorities.



Ben Street

Director

Wild Paths & Wild Fields Festival

Ben spent his early years touring with the Warner-signed alt-indie band Coasts, performing at prestigious events like Coachella and Glastonbury and achieving a top 20 album. After the band split in October 2018, Ben transitioned into event management, promotions, and festivals. In 2019, Ben organised the first Wild Paths Festival, a city-wide event across 23 venues with over 230 acts. The 2020 festival was postponed due to COVID, but Ben and his team successfully hosted Wild Fields, a socially-distanced outdoor festival with 30 acts and 'festival pods'. Since 2021, Wild Paths has continued to thrive featuring acts such as Ezra Collective, Kae Tempest and SBTRKT.



Sam Joss

Senior Production Manager Mainstage

Sam Joss is a Senior Production Manager at Mainstage Festivals, overseeing events like Snowboxx, XXL On Snow, Kala, and Anjunadeep Explorations. With a background spanning music, sports, theatre, corporate, and brand activation, he excels in production management, CAD design, and event coordination. Former roles include Festival Director for FLY Open Air and Otherlands Music & Arts Festival.



Zac Fox

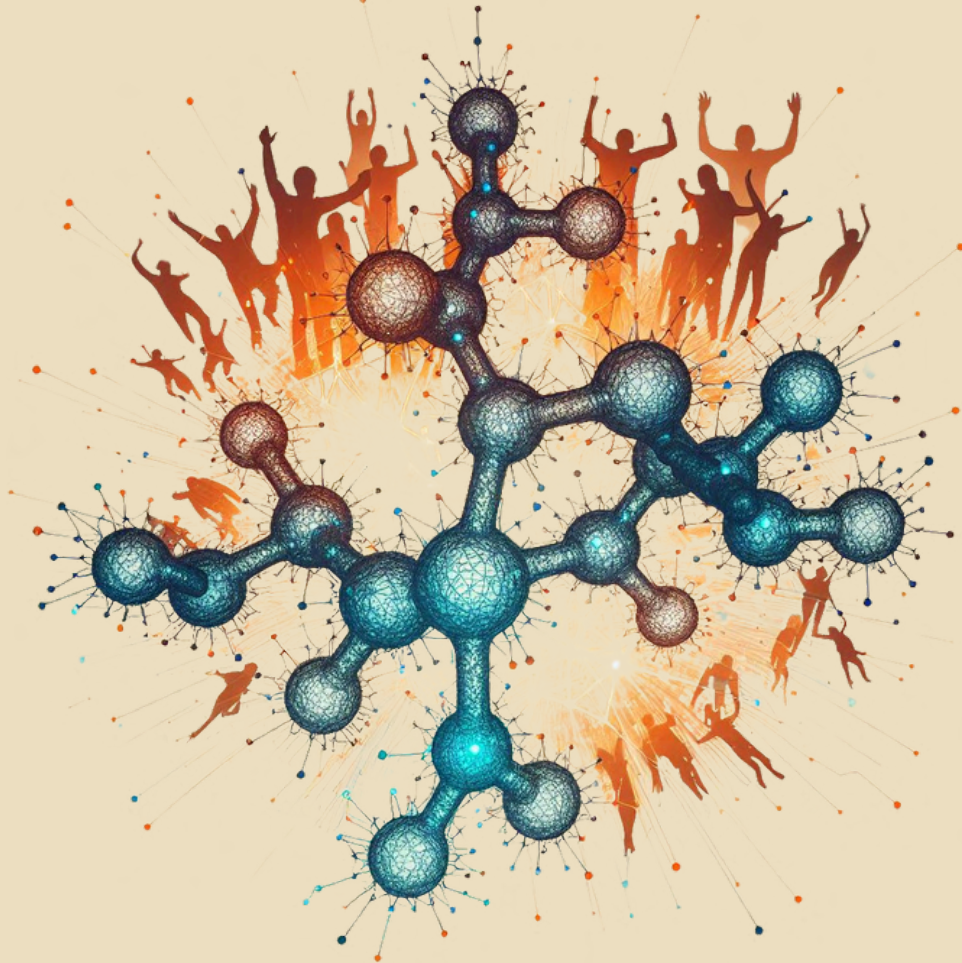
COO

Kilimanjaro Live

Zac Fox is the Group Chief Operating Officer at Kilimanjaro Live Ltd, where she has worked for over 16 years. Since March 2020, she has been responsible for overseeing operations across the company, which includes managing major concerts and events. Zac is also the founder and Chair of NOWIE (Network of Women in Events), an initiative aimed at promoting women in the events industry.



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