

Press information for release 25th March 2011

**Etherlive to present future technologies for the live event sector
The Gathering invites forward thinking industry audience and expert panels**

Etherlive intend to reinforce their reputation as live events' most progressive technology provider by hosting The Gathering at Lord's Cricket Ground on Wednesday 30th March.

The Gathering audience will be presented with a sneak preview of emerging technology trends and discuss the innovations that will characterise the live event sector over the coming months and years, keeping them ahead of the chasing pack.

Attendees to have confirmed include representatives from Jack Morton Worldwide, NESTLÉ, IMG and BBC. Themes to be discussed and debated include 'Ticketing, Scanning and Cashless Payment', a potentially industry changing development which could allow brands to track buying patterns, 'Creating Event Stickiness Through Social Media', 'Apps and Content Delivery' and 'Crucial Communications'.

Speakers will include the brains behind Etherlive; directors Tom McInerney, Chris Green and Mike Lang, alongside industry figures such as Dale Barnes, Director, Advanced Technology at Virgin Media and Paul Pike, Director at Intelligent Venue Solutions.

Lord's state-of-the-art Media Centre will provide an inspiring backdrop as demo zones put the latest devices into practice and there will be networking windows for the audience to make new contacts and swap knowledge.

Paul Pike, Director at Intelligent Venue Solutions said: "There are a number of new innovations that are set to revolutionise live events as we move forward in the 21st Century. I am excited at the opportunity of meeting with peers from the industry to look at the tools and solutions which will become available."

Dale Barnes, Director, Advanced Technology at Virgin Media said: "I work with a whole raft of new technologies and it's great to explore recent innovations and emerging developments with the panel and attendees. Etherlive has put together a fantastic line-up and I'm looking forward to an interesting discussion and an informative event."

Tom McInerney, Director at Etherlive said: "As the live events demands on technology continue to increase many organisers are looking to appreciate how new systems can help them tackle the challenges of communications, connectivity and audience interaction. The topics we discuss during the day will touch on some of the key areas for industry; we look forward to discussing them, as well as considering their potential and possible pitfalls."

RSVP to Richard@triggerfish.co.uk for The Gathering, limited places available

- Ends -

**For further information / pictures, please contact
Triggerfish Communications 020 7233 9700**

Notes to editors

- Etherlive is the UK's leading provider of IT and communications technology for the live event sector.
- Etherlive is a specialist in large-scale outdoor events with multi-faceted communications needs, as well as being a major supplier to the corporate conference and events market.

- Etherlive has partnered with the likes of WOMAD festival, The Green Man Festival, Goodwood Festival of Speed, South West Four, the Sky UK Election Debate, Southampton Boat Show, London World Triathlon, Nokia, Amazon and Sony.
- Etherlive works with industry-leading suppliers such as Axis, Panasonic, Ruckus, Cisco, Microsoft, Intel, Xirrus and Meru.
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