

**\*\*Press information for release XX June 2011\*\***

## **Etherlive widens net in response to growing demand.**

UK's leading technology provider to live events pushes ahead with recruitment drive.

Etherlive Ltd. has appointed three new faces in response to growing business demands.

Recognised as one of the UK's leading IT companies dedicated to the live event sector, Etherlive has a prestigious portfolio of clients including Southampton Boat Show, the Goodwood Estate and Sky.

Following Etherlive's appointment by the Greater London Authority, Emma Campbell joins the Chippenham based company as Project Manager for the London Media Centre, which will facilitate reports from thousands of journalists during the London 2012 Olympic and Paralympic Games. Emma will be involved in the careful planning process of making sure the site - at One Great George Street - and four outside broadcast centres meet the requirements of today's tech-savvy press pack.

Emma joins with a particular project management focus having previously held roles with Learn Direct, the Atomic Energy Association and Marks & Spencer. Aside from the London Media Centre project, Emma will also be responsible for logistics and planning around Etherlive's major events including the Masterpiece Art Fair and Goodwood Festival of Speed.

John Storey also joins as a technical engineer to help with Etherlive's offerings to corporate, festival and trade events. John moves to Etherlive from the IT team at medical supplier Lifestyle Aesthetics and will take immediate technical management responsibility for Etherlive appointments at South West Four and In the Night Garden, a roadshow bringing to life the hit BBC children's programme.

Reinforcing Etherlive's commitment to attracting the country's most promising graduates, Matt Crawford has been added to the team after studying computing at the University of West England. Matt's role as technical engineer has already included preparations for the Goodwood Festival of Speed and an Arctic Monkeys gig in Sheffield.

The company has a busy summer lined up continuing their relationship with WOMAD, Green Man Festival, Goodwood and the Southampton Boat Show amongst others as well as with new customers including the Cornbury Festival, Tall Ships Greenock and Laugh in the Park.

Tom McInerney, Director at Etherlive said: "We are delighted to welcome Emma, Matthew and John to the team. They have been quick to grasp our business proposition and uncompromising service standards; an attribute that has helped us to gain market share and new opportunities".

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

### **Notes to editors**

- Etherlive is one of the UK's leading providers of IT and communications technology for the live event sector.
- Etherlive is a specialist in large-scale indoor & outdoor events with multi-faceted communications needs, as well as being a major supplier to the corporate conference and events market.
- Etherlive partners to provide services for WOMAD festival, The Green Man Festival, Goodwood Festival of Speed, South West Four, Cornbury Festival, Southampton Boat Show, London World Triathlon, Nokia, Amazon and Sony.
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