

10 May 2007

Nigel Nathan is new EIA Chairman

Nigel Nathan (Group Commercial Director, EC&O Venues) has become the new Chair of the Events Industry Alliance (EIA). Nathan accepted the Board's nomination at the EIA Board Meeting on Tuesday 1st May, and takes on the role following Brenda Daly's (Executive Vice President Consumer, dmg world media UK) time as Chair. Nathan becomes the third EIA Chair, after Daly and David Metcalfe (Group Managing Director, Emap Communications).

On accepting the position, Nathan conveyed his appreciation of the job undertaken by Daly and Metcalfe to date, before outlining the EIA's targets under his Chairmanship:

"I am delighted to take on the role of EIA Chair, and would like to thank my industry peers for their support, and my predecessors Brenda Daly and David Metcalfe for the commitment they have shown to this important position. It is a tremendously exciting time for EIA, and I am looking forward to progressing our vision - to place live events at the heart of modern marketing, and our objective - to grow the market for live events. In year one, EIA has successfully raised awareness of events among its key stakeholders, generating impressive press coverage for the industry and achieving positive engagement with clients/agencies, a host of academic institutions and Government (culminating in February's event at the House of Commons).

"Brenda and David guided EIA to a significant start", continued Nathan, "and we must build upon the momentum achieved. The EIA research committee is making progress towards creating effectiveness measurements for live events compared with other forms of marketing. This will help us to articulate our value to the wider marketing community in order to grow our market share. The EIA will work tirelessly to achieve our goals and I look forward to working with the AEO, AEC and AEV to drive this forward."

On handing over the EIA Chair, Daly said:

"I am delighted to pass the baton of EIA Chair to Nigel Nathan, and I am confident that the organisation is in excellent hands. Nigel has a vast amount of experience, having been AEV Chairman for over two-and-a-half years, and is the right person to drive the EIA forward to its next level. The EIA is now focused and beginning to get momentum. I will remain very much involved with the organisation, and look forward to working with Nigel to support EIA's success."

Trevor Foley (EIA Group Chief Executive) expressed his gratitude to Daly and Metcalfe for their commitment to EIA in its infancy, before looking ahead to the future under Nathan:

"The support shown by Brenda, and David before her, during EIA's first year has been fantastic. I know the EIA to be in equally excellent and experienced hands, as it moves forward with new Chair Nigel Nathan. His appointment will greatly assist the extensive efforts being made by the team at EIA HQ in gaining increased recognition and usage of our medium."

===ENDS, EIA DETAILS BELOW===

**The EIA is supported by marketing partners Dubai World Trade Centre, IELA and
getmemedia.com**

---NOTES TO EDITORS---

About the EIA: www.eventsindustryalliance.com

The EIA seeks to communicate the huge opportunities for business growth via the medium of live event marketing, to place live events at the heart of modern marketing, and increase the medium's market share.

EIA will deliver its vision via:

1. Promotion - influencing key target groups (see below)
2. Measurement - conveying effectiveness of live events / improving industry evaluation
3. Participation - broadening EIA involvement among all live sectors and client companies
4. Expertise - promoting greater skills among users by sharing knowledge and best practice

EIA target groups:

- a) Client organisations and their marketing/brand managers
- b) Agencies
- c) National and marketing media
- d) Government lobbying and support
- e) Academia

For more information, visit the website at www.eventsindustryalliance.com

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