HELEN MCGEE JOINS GHOSTWRITER CONSULTANCY & EVENTS AS HEAD OF VENUES

Monday 17 February, 2025

Ghostwriter Consultancy & Events, a leading business in the events and music industry, is thrilled to announce the appointment of Helen McGee as Head of Venues.

The former Divisional Manager (Operations Lead) at Academy Music Group (AMG) has an extensive background in event management and venue operations and brings a wealth of experience to the company, where she will lead the venues' operational strategy as Ghostwriter expands its venue partnerships, consultancy and promoting business.

With a career spanning more than 30 years in the live entertainment industry, and a stellar track record of venue and area management, Helen has expertly managed the operational success of multiple leading venues throughout the UK, overseeing key areas such as financial planning, performance monitoring, licensing, and liaising with local authorities.

Her ability to develop and implement company policies and best practices, from building maintenance and ticketing to event risk assessments and technical operations, demonstrates her deep understanding of the live events industry.

Helen's strategic thinking has been integral in both maximising existing revenue streams and identifying fresh opportunities for growth. She has proven success in future-proofing businesses by staying ahead of trends and navigating the nuances of different venues and cities. Moreover, her leadership in staff recruitment, training, and development, including mentoring future leaders, highlights her commitment to fostering a collaborative, high-performance team environment. Helen's expertise will be invaluable in driving innovation and operational excellence for Ghostwriter.

Helen worked alongside Bristol City Council in the establishment of the Nighttime Panel prior to the appointment of the Night Time Economy Advisor, and with London's City Hall to support the formation of the Safer Business Network board. She has also worked with Festival Republic, the UK's leading festival and event promoter, renowned for its flagship events, including the Reading and Leeds Festivals. With her analytical foresight, Helen is set to further enhance Ghostwriter's stellar reputation for delivering exceptional events, and as a Trustee of the Music Venue Trust, she shares Ghostwriter's commitment to supporting grassroots music venues.

Carl Bathgate, Ghostwriter Commercial Director, said: "This is an exciting time for Ghostwriter and Helen's appointment is indicative of that. As we expand into new markets and announce additional venue partnerships we are confident that Helen will play a pivotal role in shaping the future of our venue strategy. Having previously worked alongside Helen at AMG I am more than aware of her capabilities, focus, analytical approach and unrelenting passion for venues and delivering fantastic artist and customer experiences. I'm delighted to welcome Helen to the Ghostwriter fold as an invaluable addition to our senior management team."

As Head of Venues, Helen will work closely with the business's clients to identify unique and strategic venues that align with their brand vision, ensuring that every event is a resounding success. She will also oversee venue partnerships, negotiating terms, and implementing innovative solutions to meet the evolving needs of Ghostwriter's clients.

"I'm excited to be joining Ghostwriter Consultancy & Events as their new Head Of Venues." **said Helen.** "I'm looking forward to bringing my expertise in operations and management to enhance the experiences offered to clients, and to be working in such a supportive team environment. Their commitment to supporting grassroots venues and independent businesses within the industry is second to none, and I can't wait to see where we go next."

ABOUT GHOSTWRITER EVENTS & CONSULTANCY LTD

With big business experience and an independent attitude, Ghostwriter's innovative venue partnership model sees us partner with independent operators striving to deliver live music in their venues. Our mission is to offer artists, agents, promoters and management competitive, viable, well-marketed, industry standard and professionally delivered spaces and above all else great experiences for music fans.

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Our team have been fortunate enough to forge careers in the industry and collectively have a breadth of experience across all disciplines required to deliver high-quality events in both indoor and outdoor settings. With a proven track record and an eclectic portfolio of events from intimate small-scale shows to outdoor 25,000 capacity festivals taking great pride in delivering for artists and focusing on customer experience.

Whether acting as a promoter in our own right under our Pink Dot brand and working with artists both within our partner venues and beyond, or as a consultant for one of our many clients, we've successfully delivered a wide range of events from small-scale touring artists to 5 On The Farm Festival, our Live After Racing series and large scale stand-alone headline driven outdoor events.

Our combined experience, collaborative and transparent approach offer our wide range of clients from individual owner-operators and universities to councils and PLCs the support required to assist in the successful delivery of their projects regardless of scale. Our consultancy services range from conception to completion of events and cover elements from licensing to occupancy calculations, crowd dynamics to health and safety documentation, artist and supplier procurement to site design, operational delivery to viability studies and everything in between.

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