LIVE MUSIC BUSINESS ANNOUNCES SENIOR APPOINTMENTS TO BOLSTER ITS EXPANDING VENUE & EVENT PARTNERSHIPS

Wednesday 6 April, 2022

Ghostwriter Consultancy & Events are delighted to announce the appointment of an additional Director and three further positions to support the companies growth across its Venue, Events and Consultancy business.

Gemma Shamah has been promoted to Operations Director following two years with the company as its Head of Operations. **Craig McVeigh** joins the company's promoting department moving across from **I Love Live Events**. **Lee Welsh** has been appointed as Venues Operations Manager with responsibility for **Marble Factory** (1,350) in Bristol and **The Point** (1,250) in Sunderland. **Molly Doyle** joins the company as Ticketing & Promoters Assistant.

About Gemma Shamah

Director of Events Richard Maides said "Gemma has been integral to the growth of the business since joining us in 2019 and due to her wide and varied experience in the industry is ideally placed to become our **Operations Director**. Her past positions have included management of both **The Forum** and **The Garage** in London, **Operations & Event Manager** at the classic rock festival **Ramblin' Man Fair** and **Southern Operations Manager** overseeing **ULU** and **Norwich UEA LCR** along with large scale outdoor events across the UK.

Since joining Ghostwriter Gemma and has been responsible for operations at our partner venues as well as leading on key outdoor projects such **5 on the Farm** festival produced with **Viacom CBS / Channel 5** and **Royal Holloway Summer Celebrations**. Maides added "Gemma is a crucial part of the team and joins the board of Directors as a **Shareholder** in the company. We are extremely excited to work alongside her as we guide the business forward together."

About Craig McVeigh

Carl Bathgate, Ghostwriter Commercial Director, commented on the appointment of Craig McVeigh as Promoter "We are extremely excited to announce that Craig will be joining the business from **I Love Live Events**. He has an excellent reputation in the industry and has clearly demonstrated across the last 10 years, working both locally in Liverpool and other territories, a great ability to work with local, national, and international talent. I look forward to working closely with Craig to deliver our **Live After Racing** events, stand?alone outdoor shows and concerts both within our partner venue estate and beyond."

Craig has already played a key role in development of several artists who are now household names, including **Catfish & The Bottlemen**, establishing them in Liverpool through shows at multiple venues, including two sold?out nights at the **M&S Bank Arena**. Recent successes include his sold out **K.S.I.** show at Liverpool's Mountford Hall (2,500).

From 2017 to 2022 McVeigh was the head booker for **Liverpool Sound City**, where working alongside the festival team to remodel the event from a greenfield site to one the best independent metro showcases in the UK. Whilst in this role Craig worked with artists including **Loyle Carner**, **Sam Fender**, **Dermot Kennedy, The Snuts**, **The Murder Capital**, **Self Esteem** and many more.

About Lee Welsh

Lee Welsh joins Ghostwriter to take the day?to?day operational lead of the live events programme at Bristol's **Marble Factory** (1,350) & Sunderland's **The Point** (1,250).

Welsh's past positions include Venues Manager for **London ULU** (828), **Exeter Lemon Grove** (1,000) and Entertainments & Events Manager at **The Forum** University of Hertfordshire Students Union (1,100 / 2,250). Lee has also previously worked as Site Manager for **Slam Dunk Festival** and Health & Safety advisor for **Back of Beyond Festival**.

Commenting on his appointment **Gemma Shamah, Operations Director** said "Lee has spent over 20

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years within the music industry successfully overseeing concert venues, large scale clubs, festivals and other outdoor events. He brings great experience and skills to our delivery of a key partnership in Bristol and will ensure continuity across the operation of live events in what is a fantastic venue space."

About Molly Doyle

Having joined Ghostwriter in October 2021 in a part time ticketing role we are delighted to welcome Molly onboard on a full?time basis as Ticketing & Promoters Assistant. She has proven to be a valuable asset to the business building on a wealth of experience from previous positions outside the industry. Molly will work alongside Craig and Carl in the promoting department delivering shows across the UK for both our clients and in our own right. This new role will also be key to supporting the company's growing ticketing operation which despite the pandemic has exceeded 100,000 matured sales over the last 12 months.

About Ghostwriter Consultancy & Events

OUTDOOR:
Ghostwriter Consultancy & Events works with partners and acts as a promoter in their own right to deliver in excess of 30 large scale outdoor events per year.

INDOOR:
We support our Independent venue partners in their event procurement and delivery ensuring operational standards are maintained across all locations.

AND BEYOND:
Our consultancy operates to advise and support our clients in every aspect of their business working in partnership to achieve their goals.

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