

Event Advantage Solutions (EAS) has appointed Nicky Hale to the newly created role of Senior

Account Director and General Manager UK, based at the company's UK Office in Shoreditch, London. Nicky's primary focus will be to help with the ongoing growth of the company and assist in ensuring EAS continues to offer first class service and ground breaking systems to the industry. Client liaison will be key, as will the efficient implementation of the wide ranging and international projects managed by EAS – as the primary supplier for event accreditation and registration systems.

Her move to EAS sees her step from event management to event supplier side, having previously worked for Seatrade Communications Ltd, publisher and organiser of maritime exhibitions and conferences. In her last role of Middle East Events Manager she was responsible for the running of the company's main exhibitions. Nicky's experience also spans many years working in database and registration system management and brings with her a wealth of knowledge across all facets of events.

Nicky says: "I am certainly joining EAS at an exciting time. The company is growing



internationally with an increasing number of new business wins in South America and Africa and their data management technology is leading the way. I believe my background and skills are a perfect fit with the demands.