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elephant communications appoints Head of Events

Nicky Brooke has joined elephant communications as Head of Events. The newly created role responds to the firm's increasing work in event management. In addition to supporting Elephant Parade events around the world, the elephant team is also managing events and supporting conferences in the retail and financial services sector.

Nicky draws on a 27-year track record working with some of the best names in the events and hospitality industry. Her experience balances a range of consulting roles for UK and international organisations with high profile in-house roles with a number of five-star brands including: Duke's Hotel, The

Four Seasons London, Mosimann's Party Service, the Churchill Intercontinental, GP Associates and society / celebrity event management for Aynhoe Park, Oxfordshire. Nicky has lead hospitality planning on events such as the Bjorn Borg and John McEnroe Tennis re-match at Buckingham Palace, Cartier Polo and the Louis Vuitton Classic at the Hurlingham Club.

Guy Bellamy, elephant communications Founder commented: "Nicky has been with us in spirit from day one. She has always been on our shopping list and I'm delighted she is joining us at an important growth phase for the firm. We don't follow a sector or channel model at elephant, our service lines are based on key skill areas that clients may call on to support their in-house team. Events have not do date been a formal service line, but it's now a natural move for us and Nicky will develop a series of services here that fit our firm's culture and approach to doing things differently."

Nicky's arrival completes a quartet of senior hires by elephant over the summer months.

Fresh thinking in a changed world

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