

ELIZABETH NICHOLS

Elizabeth Nichols has over 15 years experience in the events and marketing industry, creating and co-ordinating a wide range of projects, from major international sporting competitions to regional festivals and promotions.

During her three years as Promotions Co-ordinator for the Daily Telegraph and then the 36 publication Cumberland Newspaper Group, Elizabeth created and co-ordinated over 300 promotions and events, including Motor Shows, Expos, cultural festivals, sporting festivals, shopping centre openings, the Small Business Awards, street parades and more.

Elizabeth created Campaign Marketing and her first project was the introduction of KLM Airline flights into Sydney, including a media stunt which saw a KLM jumbo jet 'fly' under the Harbour Bridge. She also helped negotiate the KLM sponsorship of Tulip Time.

Elizabeth also co-ordinated the launch of British Telecom in Australia plus the national roadshow for Cisco Systems and the launch of Street Hockey into Australia.

Between 1996 and 1999 Elizabeth was the event co-ordinator for the Hudson Timber and Hardware National Roadshows, held at every branch around Australia and included developing a theme, liaising with suppliers, sourcing a sponsor (Nine's Wide World of Sport) PR and celebrity management.

In 1999 Elizabeth was approached by Senator Shayne Murphy to become the International Organiser for the World Fly Fishing Championships to be held in Jindabyne in NSW. The previous events company had been working on the project for three years and no significant results had been achieved. Elizabeth had 5 months to pull together the event which included liaising and accommodating participants and guests from 25 countries, raising sponsorship (\$250,000), creating a celebrity tournament, media and PR, opening and closing ceremonies, liaising with state and federal government departments and co-ordinating up to 300 volunteers.

With the 1999 Fly Fishing Championships deemed to be "the best ever" by the International body (FIPS Mouche), Elizabeth was then invited to England to co-ordinate the next World Championships in May 2000. She was the first woman to be invited into the prestigious Houghton Club on the Queen Mother's river Test.

Elizabeth was part of the team that co-ordinated the massive Millennium New Years Eve event for Canberra – "The Big One". Campaign Marketing also created the concept, wrote the jingle, produced and managed all PR and media.

In 2001 Elizabeth was asked to co-ordinate the national tour of UK Fly Fishing Captains. The leading captains from England, Wales and Scotland conducted five-day coaching clinics around Australia over three months. Elizabeth was responsible for all publicity, bookings, travel, accommodation, merchandise, course structure & materials and closing dinners.

Elizabeth then took up the role of Marketing, Promotions and PR Manager with Australia's Wonderland. During her time there she sourced, negotiated and managed \$5million sponsorship agreements, communicated regularly with existing sponsors, co-ordinated all promotional activities including the international launch of the "Popstars" television show, liaised with media, liaised with local, national and international tourism groups and operators, restructured her department and managed a team of 5 people.

Elizabeth is the founder and creator of the "Australian Festival of Cricket" – the only event of its kind anywhere in the world. She is the sole manager and co-ordinator for the event which was adopted by the England and Wales Cricket Board and run in selected English Counties.

In 2009 Elizabeth also created the Next Real Model concept - an online modeling competition that is open to anyone over 16 years - it is not dependent on size, shape or height. In its inaugural year the competition received over 5000 entrants and 1 million online votes.

As part of her role as Events and Marketing Manager, Elizabeth is responsible to all online marketing, project management, design, event creation and co-ordination and PR that is required for the events she manages.