

Meet the EventScotland Team

[Paul Bush OBE \(Chief Operating Officer\)](#)



In August 2007 Paul was appointed Chief Operating Officer of EventScotland and is responsible for the delivery of Scotland's Major Events Strategy and managing relationships with a diverse range of public and private sector partners and international federations. Prior to this role Paul was Deputy Chief Executive of EventScotland since 2004.

Career highlights:

2007 – Awarded OBE in the New Years Honours List
2006 – Chef de Mission, Scottish Commonwealth Games Team
2002 – General Team Manager, Scottish Commonwealth Games Team
1998 – Chief Executive, Scottish Swimming
1992 – Team Manager, Great Britain Swimming Team
1990 & 1994 – Team Manager, England Swimming Team

[Alison Chapman \(PA to Paul Bush\)](#)



Alison joined EventScotland in March 2006 and is PA to the Chief Operating Officer, Paul Bush. Alison manages Paul's diary and compiles and produces a range of reports on behalf of both Paul and the Senior Management Team.

Experience:

Prior to joining EventScotland, Alison worked in a range of roles PA for organisations such as John Menzies (UK) Limited, Glenmorangie Plc and British Linen Advisers.

[Barbara Absolon \(International Events Director – Culture\)](#)



Barbara is in her second spell with EventScotland, returning as International Events Director for Culture in 2006, having previously been with the agency during its inception in 2003. In August 2007, following the appointment of Paul Bush as Chief Operating Officer, she became Deputy Chief Operating Officer.

Experience:

Barbara's experience in the major events industry stretches back to 1990 where she managed one of the world's first events agencies in Queensland, Australia. Previously Barbara has worked as a journalist and producer in both television and radio.

[Stuart Turner \(International Events Director – Sport\)](#)



Stuart is responsible for EventScotland's major sporting events portfolio and joined in December 2007. He has responsibility for managing the work of the events team, in relation to all sports events, and also of leading the agency's strategic approach to sports events.

Experience:

Prior to EventScotland, Stuart was Performance Director with the Scottish Golf Union. In addition he has also worked with the Commonwealth Games Council for Scotland on the last three Commonwealth Games, with the British Curling Association in the build-up to the 2002 Salt Lake City Winter Olympics and was part of the Great Britain Holding Camp team for the 2000 Sydney Olympics.

[Robbie Clyde \(Project Director, Ryder Cup 2014\)](#)



Robbie is the Project Director for Scotland's preparations for hosting the Ryder Cup at Gleneagles in 2014 and focuses on supporting and developing the significant portfolio of major golf events which take place in the country.

Experience:

Prior to joining EventScotland, Robbie worked in the Scottish Government as a Policy Analyst, having gained his MBA at Edinburgh University.

[Karen Taylor \(Project Manager\)](#)



Karen is responsible for managing EventScotland's considerable portfolio of major rugby events which includes the IRB 7s and the Golden Oldies World Rugby Festival, as well as developing feasibility studies for other potential major events for Scotland.

Experience:

Karen has more than 10 years major events experience having worked on major international events including, 2006 Doha Asian Games, 2000 & 2006 Commonwealth Games and 2002 Olympic Games.

[Julie Pearson \(Events Manager\)](#)



Julie, along with Rebecca Edser, works across EventScotland's international sporting and cultural event portfolios and is the day-to-day contact with event organisers and other partners involved in the bidding for and staging of events in Scotland.

Experience:

Joining EventScotland from the Scottish Swimming, Julie has more than six years experience within the sports communications and marketing industry, and has also previously worked with Scottish Swimming.

[Rebecca Edser \(Events Manager\)](#)



Rebecca, along with Julie Pearson, works across EventScotland's international sporting and cultural event portfolios and is the day-to-day contact with event organisers and other partners involved in the bidding for and staging of major events in Scotland.

Experience:

Rebecca previously worked for the Scottish Rugby Union as an Account Manager for a number of high profile sponsors. Prior to this she worked for Sodexo Prestige, co-ordinating event hospitality at major events.

[Rhona Corscadden \(Events Manager\)](#)



Having joined EventScotland in 2006, Rhona has since taken on responsibility for the management of the Regional Events Programme. Working closely with event organisers and key partners across the country, the Regional Events Programme supports the development of Scotland's events and festivals.

Experience:

Previous to joining EventScotland, Rhona worked in a project management role on a number of outdoor festivals including Big in Falkirk, Glasgow's Merchant City Festival and Edinburgh's Hogmanay.

[Karen Weir \(Events Executive\)](#)



Karen supports the international events team in assessing the viability and potential of events and works across the sporting and cultural portfolio which makes up EventScotland's International Events Programme. Karen is also managing the delivery of the 2008 Robert Burns Humanitarian Award.

Experience:

Karen has more than six years extreme/urban sports events experience with key roles in a number of major events including the 2007 UCI Mountain Bike World Championships and 2004 World Youth Climbing Championships.

[Leon Thompson \(Corporate Communications Manager\)](#)



Leon manages and delivers the communications strategy for EventScotland and is responsible for building and maintaining strong and effective relations with external partners, including the media in order in order to do so.

Experience:

Prior to joining EventScotland, Leon was at Audit Scotland, building on previous experience in roles with the Scottish Council for Voluntary Organisations and as a PR Officer with Leonard Cheshire.

[Alan Grant \(Marketing Executive\)](#)



Alan works within the communications team at EventScotland and has responsibility for the management and development of EventScotland's web presence, marketing communication materials and EventScotland brand.

Experience:

Alan was a Market Co-ordinator at SCA Packaging, with responsibility for the development of marketing communication materials and market sector analysis, prior to joining EventScotland. Alan holds an MSc in Marketing from the Robert Gordon University.

[Sarah Richards \(Administrator\)](#)



Sarah joined EventScotland in 2007 and provides administrative support across the organisation and more specifically to the Business Manager, Communications team and the Strategic Development Manager.

Experience:

Prior to joining EventScotland, Sarah worked as Events Assistant for the Education Trust in Reading and Marketing Assistant at Lafarge. She graduated from Exeter University with a BSc Psychology degree.

Meet the Homecoming Scotland 2009 Team on the next page...

HOMECOMING SCOTLAND 2009 TEAM

[Marie Christie \(Project Director, Homecoming Scotland\)](#)



Marie is leading the delivery of Homecoming Scotland - a year long celebration of Scotland culture and heritage which aims to motivate Scots to come home in 2009 – which is to be delivered by EventScotland and VisitScotland.

Experience:

Joining the EventScotland team at its creation in 2003, Marie set-up and ran EventScotland's successful Regional Events Programme. She is also the co-author of the agency's popular events management manual, *Events Management: A practical guide*. Prior to EventScotland Marie was General Manager and Producer with UZ Events.

[Torquil MacLeod \(Funding & Programme Manager, Homecoming Scotland\)](#)



Torquil is responsible for the running of Homecoming Scotland's Themed Events Programme as well as overseeing the management of the other funding programmes associated with the Homecoming Scotland 2009 project.

Experience:

Prior to joining EventScotland, Torquil managed the Highland 2007 Regional Events Programme, Cross Community Programme and supported the project director in the management of the Highland 2007 Major Events Programme. Torquil has also worked extensively in both the sports and arts sector, including the role of Group Sponsorship Manager for HBOS Plc.

[Kathy Hayes \(Signature Events Programme Manager, Homecoming Scotland\)](#)



As Programme Manager responsible for Homecoming Scotland's Signature Events, Kathy is working with a range of national organisations, local authorities and event organisers to develop, manage and deliver a flagship programme of activity throughout 2009.

Experience:

Prior to joining EventScotland Kathy worked as a project and event manager on a range of Scottish and UK based events for a number of leading events organisations, including NVA and UZ events.

[Joanne Deponio \(Rolling Events Programme Manager, Homecoming Scotland\)](#)



Joanne is responsible for Homecoming Scotland's Rolling Programme and is working with a range of range of partners to deliver a high profile rolling programme of activity throughout the year and across the country.

Experience:

Prior to joining EventScotland Joanne was the Events & Tourism Manager at Perth & Kinross Council where she worked to maximise the economic impact of events and tourism to the area. Previously, Joanne worked in the events team at Historic Scotland creating and delivering events across some of Scotland's most famous historic properties.

[Ewan Fairweather \(Marketing Manager, Homecoming Scotland\)](#)



As one of the Marketing Managers for Homecoming Scotland, Ewan's responsibilities are to develop and co-ordinate the overall marketing plan for the project covering a range of issues including budget, online and brand strategy as well as a research and evaluation programme.

Experience:

Prior to EventScotland, Ewan's experience has been built up in consumer and trade marketing, international marketing, new product and sector development and sales, and worked at VisitScotland and, prior to that, Bacardi-Martini.

[Felicity Madelin \(Marketing Manager, Homecoming Scotland\)](#)



Felicity is one of two Marketing Managers, responsible for the development of all marketing collateral, branding, partner relationships (where the basis is a marketing contra deal), in-trade opportunities and CRM programme.

Experience:

Prior to EventScotland, Felicity worked in a number of international roles in consumer and trade marketing and new product and sector development in London, Paris and Edinburgh, including VisitScotland and Rail Europe Ltd, a sister company of Eurostar.