



**DIRECTOR, EVENTS  
NICOLA HOLMES**

**BIO & REASONS FOR STANDING**

*Having worked in the Events Industry for 20 years I spent the first 10 years based out of London but travelling to over 50 countries worldwide to deliver Sponsorship & Event Activations for brands such as SAP, Coca-Cola, Canon, Heineken and Tiger Beer. Covering a range of sports, music, fashion and film platforms.*

*I moved to UAE in 2007 where I initially consulted for various Events agencies before co-founding my own agency Custard Communications in 2010. Since inception we have delivered over 200 events across the GCC for a range of corporate clients in government, financial, FMCG, Retail and Automotive sectors including Gala Dinners, Arts & Cultural, Team Building, Conferences and the rest.*

*A founding member of the International Live Events Association for the Middle East and currently sitting on the Board provides us with a solid understanding and connection with all industry stakeholders.*

*I am standing as having taken a step back from daily operation of Custard I am keen to embrace new challenges where my experience and knowledge will be beneficial.*

*My two motto's are “the best things in life aren't things” and “there's nothing a cuppa and a constructive chat can't solve”.*