

## IN BRIEF



**Closer**, the experiential arm of Billington Cartmell, has recruited Liz Richardson (pictured) as its new managing director following the departure of Belinda Chambers. She was previously a Momentum board director for two years, leading the team on Buena Vista Home Entertainment, Kraft Europe and JD Williams.

**Etc Venues** has added Dexter House to its six-strong venue portfolio following a £2m refurbishment of the City-based property. One year on from the company's £21m management buy-out, the addition of Dexter House is the first move by the team, headed up by managing director Alastair Stewart. He said: "It will allow us to widen our client base."

**Media 10** will stage a Christmas market and fair at Bluewater Shopping Centre for 23 days over the festive period. The event, staged on disused land surrounding the complex, will feature a Victorian carousel, up to 100 wooden chalets selling gifts and toys, Christmas decorations, food and home accessories. A Christmas tree, Santa's grotto, storytellers, carol singers, entertainers and an hourly snow show will also feature.

**Sense** has been appointed by Canon to run two product campaigns for retail customers. The activity will last for 47 days until the end of this year and kicked off at last month's Olympia Ski Show with an exhibition stand (pictured) showcasing Canon technology such as digital cameras, printers and camcorders.



**Show and Tell** has organised an event to discuss The Future of Film and TV on the Web. Confirmed speakers at the event, at Soho Revue Bar on 3 December, include McCann Erickson head of global brand innovation Justin Champney and 19 Entertainment digital strategy manager Alexis d'Amecourt. Organiser Lucy Macleod is looking for event sponsors.

**CPM** has rebranded its experiential division to become Exentio. The field marketing company, formerly known as Mango, felt the need for a stronger, more exhilarating brand name to support its strategy of expanding into Europe. Exentio is derived from the word experiential and the Latin term sentio, which means to feel.

**The Savvy Club** is giving aspiring and freelance event organisers the chance to stage the ultimate event by launching a competition supported by two major trade bodies. The Association for Conferences and Events and Meeting Professionals International have teamed up with the social club to find four category winners and give them the chance to stage the event by working with industry experts. The winners will be announced on 22 November.

**Sledge** organised large public screenings at The O<sub>2</sub> for O<sub>2</sub> customers and guests during the Rugby World Cup in October. A 10m x 5m screen was installed in the London Piazza, with an additional permanent outdoor 8m x 4m screen in Peninsula Square. The screenings were the largest outside of Paris, attracting 5,000 for the semi-final and 9,000 for the final.



**Clarification:** At this year's Event Awards, Richmond Event Management won two awards for the HMS Clyde naming ceremony carried out on behalf of VT Group.