

**Monday 15<sup>th</sup> February 2021**

We are pleased to announce the launch of COLLECTIVE LIVE, a new project bringing together five established companies to offer the best in video streaming and event production.

Each of the five is already well established in their own specialist areas: sound, lighting, décor and set, recording and video. Over the years, we have all worked together at various times delivering high quality professional events.

With the demand for video streaming increasing, and the requirement for hybrid events (a mix of live and streamed contributors), we recognised a need to look at how we deliver our services, reduce duplication of effort and pool our skills and experience.

This new collaboration will allow a more streamlined operation and cost-effective delivery to customers.

**David Grinham of The Experience (Not Just DJ's)**

*"We are like minded business owners with a collective wealth of experience covering all aspects of the wedding and live events industry working together to create a unique event production service."*

**Steve Jones of Our Vitamin C – Sound Services**

*"I am very pleased that 'Our Vitamin C-Sound Services' is a member of 'Collective Live' - The aim of the collective is to repurpose our specialist skills in these times of Covid 19, and apply them to the professional streaming of any event, whether that be conferences, AGM's, weddings, gigs, and everything in between."*

**Joe Nallon of CSCo Audio**

*"This is an excellent way to offer a broader range of services and in a more cohesive way. People are now more aware than ever of the power of streaming, but perhaps not so familiar with how to go about it. Collective Live gives them a single point of contact to get their questions answered, and a partner to help deliver their event"*

**Martin Dudley of Martin's Lights Ltd**

*"For obvious reasons, 2020 was an unprecedentedly challenging year for live events, and 2021 is likely to be similar. But live events suppliers are known for their resilience and innovation in finding ways to make the show happen, and Martin's Lights is looking forward to an even closer collaboration with the other members of Collective Live to be able to deliver events of all kinds to clients and attendees in both the real and virtual worlds"*

**David Riley of Eventu**

*"With live video streaming becoming more prevalent in recent months, and with the demands of managing these complex events, pooling our collective specialist skills and resources will benefit our customers. This pool of knowledge will allow us to deliver your event, and exceed your expectations. We cannot wait to hear your ideas for your events and help bring them to life."*