

A large satellite dish is the central focus, its surface illuminated by a vibrant, multi-colored spiral projection that resembles a galaxy or a sunburst. In the foreground, a concert stage is visible, bathed in red and orange lights, with a band performing. The sky is dark, and the overall atmosphere is futuristic and celebratory.

# WILL ORCHARD

Strategy and Marketing Specialist  
[willorchard.com](http://willorchard.com)



I have over a decade's experience of crafting and executing campaigns with strategic impact, across music, sports and the arts. Having directed strategy for major brands both client and agency side, I have an intimate understanding of what it takes to lead teams to grow brands and deliver incredible results. As Marketing Projects Lead at ASM Global (Europe) I plan and deliver multi-million pound venue launch and redevelopment campaigns from theatres to stadia, while as Director of Marketing at From the Fields, I ran festivals, publicly-funded events and grassroots cultural experiences, winning six industry awards for our brands.

I'm deeply passionate about...

- The ripple effect arts and culture can have on places and communities.
- The value of a collaborative, integrated approach to strategy and delivery.
- Discovering innovative ways to achieve great things.
- Ambitious big-picture thinking.

*“Will is a very talented, creative and resourceful marketer and project manager. He is a consummate professional and a great person to have alongside when in the deadline trenches” – **Mike Walsh, Head of Music at Radio X/XFM and Mercury Music Prize judge***

*“Will has a brilliant ability to apply and execute his creativity. He makes great stuff happen.” – **Chris Hawkins, BBC Radio 6 Music***

*“Working with Will during his time at The Warehouse Project was an absolute pleasure. Whilst he was client side and us the agency, it always felt like we were a team trying to achieve the same thing. He was great at motivating and was very understanding of how things worked our side and what we needed to deliver our results. He's incredibly calm, a quick thinker and manages to bring the right level of humour in just when it's needed.” – **Angie Towse, Founding Director at The Rest Is Noise PR***

# My Specialisms

- **Crafting ambitious strategies and programmes - planning, executing and measuring impact**
- **Project Management inc. budget oversight and stakeholder relations**
- **Integrated omni-channel marketing**
- **Strategic collaboration and partnerships**
- **Brand positioning and creative direction**

# ASM Global Marketing Projects Manager: Feb 2024 - Present

Central lead for marketing campaigns across the UK and European business, including:

- Building and delivery marketing strategies to launching new venue brands (including **Olympia Events London, Vaillant Live Derby** and **Fábricas Lisbon**) and new additions to the portfolio (inc. **Utilita Arena Sheffield** and **Sheffield City Hall**)
- Venue relaunch campaigns (including **Avicii Arena Stockholm**, **Utilita Arena Newcastle** and **OVO Arena Wembley**)
- Building venue business development strategies and recruiting new in-venue teams to deliver
- Co-ordinating partnerships, collaborations and stakeholder relations, including **Nordoff & Robbins** and **Music Venues Trust**, local authorities and sponsors
- Mobilising new in-venue revenue streams, e.g. new premium spaces inc. **Coors Lounge at OVO Arena Wembley** and **The Mezz at AO Arena Manchester**
- Delivery of digital migrations and MarTech systems across the full venue portfolio

# ASM Global Recent Campaigns



1. *Venue redevelopment at Utilita Arena Sheffield, including new GA and Premium experience*
2. *New Coors Lounge premium experience at OVO Arena Wembley*
3. *Launch of Fabricas at LX Factory Lisbon*
4. *Olympia London redevelopment, including the opening of new conference centre, lounges and exhibition halls*
5. *Launch of Vaillant Live, new 3,500 capacity arena in Derby*
6. *The Mezz, new premium bar and restaurant at AO Arena Manchester*

# From the Fields Director of Marketing: June 2018 – October 2023

Responsible for the promotion of two major, award-winning festivals – bluedot and Kendal Calling – and a portfolio of grassroots music, arts and culture brands across the UK. During my time as Director, our shows won six industry awards, achieving consistent growth and national acclaim despite the challenges of Covid.

- Marketing strategy, creative direction and campaign planning, from concept to campaign to in-event, of over 20 event and brand campaigns
- Oversight of all marketing budgets (£1m+)
- Oversight of stakeholder relations, including partners and sponsors, wider event network (e.g. University of Manchester, local authorities) and funders (e.g. Arts Council)
- Management of in-house team and suppliers, including PR agency, digital agency, designers, video editors, photographers, animators and podcast producers
- Collaboration with artists, curators and partners to identify and exploit new opportunities for integrated marketing and new, added-value initiatives
- Online and offline activations – curation, production and promotion of mini-campaigns including:
  - A Weekend In Outer Space - online livestream festival featuring Orbital, Daniel Avery and more
  - Kendal Calling Radio – online station with four days of live content hosted by BBC 6 Music's Chris Hawkins and Hits Radio's Hattie Pearson and guests Nile Rodgers and Frank Turner
  - 'Isolation Albums' – online initiative featuring Snow Patrol, Mumford and Sons and Kate Nash to raise money for charity Help Musicians
- Management and training of team, and recruitment of new staff in-line with departmental roadmap
- Point of contact within organisation for Director of Marketing at parent company Superstruct

# From the Fields Campaigns



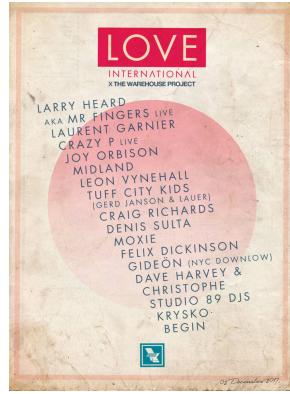
# Parklife/The Warehouse Project

Head of Marketing: March 2017 – June 2018

*Leading marketing for Parklife 2017, The Warehouse Project 2017 and Parklife 2018*

- Marketing strategy and campaign planning, including oversight of all content, paid media and public relations
- Oversight of all marketing budgets (£1m+)
- Marketing liaison for key event stakeholders including sponsors, Manchester City Council/Greater Manchester Combined Authority and TfGM
- Development and oversight of marketing partnerships and brand marketing activity, including project management of marketing collaborations with Crack Magazine and media partners including BBC Radio 1Xtra, and the curation and management of a pop-up Parklife store, preceded by two sold-out launch parties
- Management of internal marketing team, design team, digital agency, PR agency, plus Online and Student Ambassadors and Street Team, and physical promotions staff
- Co-ordination of brand, design and content creation, working alongside agencies including Studio Moross and PIN
- Point of contact within organisation for VP of Marketing at parent company Live Nation

# Parklife/The Warehouse Project Campaigns



# Mustard Media

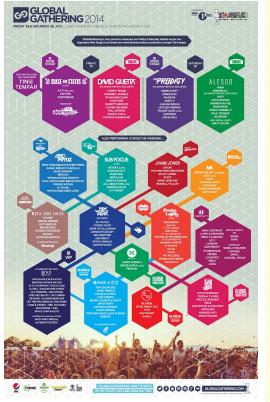
Account Director: January 2016 – March 2017

Account Manager: October 2013 – March 2015

*Directing the client-facing team providing social media and paid media management for clients including From The Fields (Kendal Calling, bluedot, Electric Fields); Broadwick Live (Snowbombing, Festival No.6); Obonjan; Parklife and The Warehouse Project; CityCo; Manchester Arndale.*

- High-level strategic planning with clients, in addition to being responsible for creating and hitting KPIs with innovative and engaging creative marketing campaigns
- Responsible for team of Account Managers, Executives and regular interns, providing training and guidance, and overseeing running of accounts, plus oversight of recruitment for client-facing roles
- Oversight of stakeholder relations with clients and partners
- Co-ordinating partnerships with brands and channels marketing platforms to grow audience and impact
- Business development, including creative planning and pitching for new work
- Key to the company's expansion into new industries, successfully developing winning pitches for retail, F&B and corporate marketing clients
- B2B marketing of the agency itself, including co-ordination of rebrand and launch campaign

# Mustard Media Campaigns



# StreamAMG Account Manager (Sports): March 2015 – January 2016

*Primary client lead for Stream AMG's takeover of the FLi 'PlayerHD' subscription and online content product. Clients included all 72 Football League clubs and The Football League itself, plus select Premier League clubs and representatives from ITN and BBC Sport.*

- Relationship management with high-profile sports accounts, including face to face client meetings
- Research and development with clients, to understand their needs and incorporate solutions into the product
- Responsible for close liaison with clients on best practises for content monetisation and online strategy
- Client-facing during product development with engineering team on pre-delivery, day to day issue escalation and resolution with a focus on strong communication with key stakeholders internally and externally, based on insights gained through close relationships with clients
- Responsible for client relations for streaming and VOD of clubs' pre-season tours of Europe and North America
- Key role in company's re-branding alongside CEO and Head of Business Development
- Co-ordination of new procedural and strategic approaches, alongside CEO, Head of Business Development and technical staff, to ensure increased visibility of technical development work and deployments to clients
- Established 'technical marketing' strategy for live broadcasts, which accounted for - on key accounts - over 50% of all online viewership, and increase in content monetisation
- Achieved all-time high subscriber numbers across Football League Interactive 'PlayerHD' platform

# **Selected Projects and Activations**

# Microdot 2019 – 2021

*I oversaw the concept, curation, marketing and delivery of Microdot, a series of bluedot activations in partnership with our official sponsors, as ‘bluedot on the road’ style events. The Microdot campaigns saw us partner with brands and media outlets to devise and curate events in extraordinary, unique locations, coupled with legacy online content series including mini-documentaries, full talks and performances.*

*For Microdot 001 and 002 we partnered with bluedot headline sponsor Bruntwood to launch two of their new venue spaces – Hatch in Manchester, and Cheshire’s Glasshouse Alderley Park. For Microdot 003 we took over venue spaces in Glasgow for two nights at COP26 in association with official bluedot partner with The Vegan Society. For all events I was tasked with delivering effective marketing campaigns that aligned perfectly both with our – and the brand’s – aims, timeline and budget.*

- Microdot 001 – Hatch, Oxford Road Manchester – June 2019
- Microdot 002 – Glasshouse, Alderley Park Cheshire – February 2020
- Microdot 003 – COP26 Glasgow – November 2021



# A Weekend In Outer Space Summer 2020

*Following the postponement of bluedot 2020, I oversaw the curation and marketing of a live online weekend of talks, performances and workshops. 'A Weekend In Outer Space' was built around a fictional narrative of space exploration, with specially-created video ident and scripted performances alongside headline content. I managed the concept creation, branding and website build, in addition to online/offline promotion, press and partnerships.*

The weekend's programme included the below, all of which I was tasked with co-ordinating:

- Exclusive live performances and DJ sets from the likes of Orbital, Daniel Avery and Roni Size, accompanied by bespoke VJ performance which I commissioned and oversaw.
- Classic archive performance from Elbow commissioned for exclusive broadcast, requiring liaison with the artist, management and label, and completion of copyright processes with Universal.
- A day of panels and 'In Conversation' talks featuring remote guests across three timezones including Professor Brian Cox and Ann Druyan. I oversaw the curation and booking of guests and presenters, and in many cases researched and scripted the panel discussions.
- A full 'bluedot presents' takeover of 'Tim's Twitter Listening Parties', featuring previous headliners New Order, Hot Chip and more taking part in tweetalong album listening events.

A Weekend In Outer Space increased bluedot's online festival presence and maintained effective fan engagement during lockdown.



**bluedot digital**

**Daniel Avery - AV Set live from London**

4.6K views 127 0 SHARE SAVE ...

**bluedot festival**  
3.18K subscribers

Fresh from the surprise release of his new *Light*, Daniel Avery brings an exclusive live set of *A Weekend in Outer Space*. Accompanying Wilcox visuals.

Enjoying the broadcast? Please donate to our home of Jodrell Bank Discovery Centre... <https://www.jodrellbank.net/support...>

**Orbital - AV Set, Live from London**

12K views 469 1 SHARE SAVE ...

**bluedot festival**  
3.18K subscribers

Our 2018 headliners loved bluedot so much they've returned to join our online weekend, with a special live set from their lockdown studio.

Enjoying the broadcast? Please donate to our home of Jodrell Bank Discovery Centre... <https://www.jodrellbank.net/support...>

**bluedot 2020 goes online for A Weekend in Outer Space**

**PANDORA**

When spring blooms, own the feeling

**mixmag**

**ORBITAL, RONI SIZE, DANIEL AVERY AND MORE PLAY BLUEDOT'S 'A WEEKEND IN OUTER SPACE'**

The virtual festival kicked off on Friday

JENNA SKALA | 25 JULY 2020

**HOST POPULAR**

Why did Daft Punk split up? Mixmag examines the cause

1 The Streets releases new track 'Whale Song' The blog (Last Update)

1 Fabric announces 40-hour resounding weekend

1 DJ Earl's Five Favourite Facebook accounts

1 Best address in London to persuade people to stop using plastic

# The bluedot podcast 2021 and 2022

*I devised, curated and marketed the bluedot podcast, including successfully bidding for Arts Council funding, researching and scripting episodes, booking and liaising with guests and managing presenter Chris Hawkins (BBC 6 Music) and production agency Audio Always.*

*I created three series of the bluedot podcast, including Plate Up – a special mini-series in partnership with The Vegan Society, featuring Moby and more – and special episodes including How To Cure Covid with Alice Roberts and Dan Davis, mini-documentary The Theremin Story in association with Moog Music, and more.*

*Despite being massively bootstrapped, the podcast charted in the Top 5 science podcasts globally, and the global Top 200 for all podcasts. I followed its online success by curating two runs of ‘the bluedot podcast live’ hosted by Chris Hawkins at bluedot festival, featuring guests Hannah Peel, Max Cooper, A Certain Ratio, Future Utopia and space photographer Max Alexander.*

**Guests on the bluedot podcast included:**

**Moby · Chris Packham · Ann Druyan · Mogwai · Dale Vince · Angela Saini · Jill Tarter · Groove Armada · Jim Al-Khalili  
Alice Roberts · Brian Cox and Robin Ince · The Radiophonic Workshop · Helen Pankhurst · Lanterns on the Lake**

*The bluedot podcast,  
Series 2*



*The bluedot podcast,  
Series 3*

Science Top Shows

*The bluedot podcast charted  
in the top 5 science podcasts  
globally on its launch in 2021*



*The bluedot podcast live launched at  
bluedot 2022, featuring special guests  
interviewed live at the festival*

# Kendal Calling Radio Summer 2020

*I devised, curated and marketed Kendal Calling Radio, a four-day live online radio station available on smart speakers and the Kendal Calling website, with supporting content throughout the weekend on the brand's online channels. This charity fundraiser project involved the development and curation (including guest booking) of over 25 shows, branding and design, the creation of the station's audio identity and the production of the shows alongside AudioAlways (BBC Radio 1, BBC Radio 5 Live), in addition to management of the station's technical team and the development of a limited edition merchandise line.*

Shows over the weekend included:

- A daytime schedule of kid-friendly breakfast show with CBBC's Alex Winters, lunchtime with BBC Radio 6 Music's Chris Hawkins and drivetime with Hits Radio's Hattie Pearson
- Takeover shows from festival favourites including Frank Turner
- A 'Kendal Calling Chart Show' voted for by fans of the festival to find the best loved track of the festival's 15-year history
- A special Kendal Calling takeover of BBC Radio Cumbria featuring an evening of local artists in session, curated in partnership with BBC Introducing
- Curation of a special 'Front Room Festival' takeover of Absolute Radio

To coincide with the Kendal Calling Radio weekend, I also curated and oversaw the licensing, mastering and production of '15 Years of Kendal Calling', a special gatefold vinyl featuring live headline recordings from previous years, featuring Chic, Stereophonics and Noel Gallagher.

