

CORPORATE CURRICULUM VITAE

Presenting the new face of Tony Sykes Sound Ltd



Audio Visual Equipment Ltd

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TONY SYKES – BUSINESS HISTORY

1985

Began as a mobile DJ, providing a service for parties and private functions in the local area.

1986–1987

Having developed a reputation for a complete professional service, I began operating at higher profile and more prestigious events.

1988

An important move took place when I went into partnership with Charles Birdsall, Managing Director of the Parkside Leisure Group which owned a number of hotels and venues in the area. I began presenting regular musical and dance events at venues within the group, achieving great success and easily exceeding our expectations. In particular, our over-25s events became known across the north of England and were total sell-outs.

1988–1994

During this period my personal and business fortunes went from strength to strength. I developed my musical and presentation skills, and also gained management expertise. My activities were frequently reported in the local press, earning from one entertainment reviewer the title 'The Mobile Maestro – The DJ in a DJ!'

1994

My understanding of the market place, and development of my service to meet this demand, resulted in a Top Ten placing in the 'Imaginative Marketing' category of the prestigious Wakefield Business awards.

By now I had earned a reputation as one of the most recognised DJs in a highly competitive business. To build upon this outstanding success, Charles Birdsall and I decided to launch Tony Sykes Sound as an independent company to provide a structure for expansion and to allow us to target more prestigious clients.

The scene was now set for the next phase of my career.



TONY SYKES SOUND LTD – COMPANY HISTORY

1994

Began operations from a small base at the Five Towns Resource & Technology Centre, Castleford. This allowed the company to invest in sound and lighting equipment and enabled us to widen our client base to include large hotels and leisure venues. We quickly built up trade, and by the end of the year were working regularly within ten prestigious hotels across West Yorkshire.

1995

Having outgrown our original premises, we moved into a larger (1,500sq ft) new premises at Whitwood Enterprise Park on the outskirts of Castleford. This allowed us to purchase more equipment to meet the ever growing demand for our services.

1996

As well as continuing to develop our established client base, the company took advantage of its new premises and moved into the sale and hire of sound and lighting equipment, plus audio-visual equipment hire, creating a large showroom within the new premises.

Our achievements were recognised with a top four place in the 'Going for Growth' category of the Wakefield Business Awards.

1997

A further expansion of our sphere of activities took place with a move into total event management. Among our clients are successful established bands such as The Drifters, Marty Wilde, Gerry & the Pacemakers and Billy J. Kramer, for whom we provide an MC and presentation service at venues across the north of England.

The year also saw the first move into what has become one of our most successful developments when, in conjunction with a major independent local radio station, we presented the first 'Magic 828 Party Night'. From a single venue in 1997, by 1999 this had grown to such an extent that we are now presenting a show every week at one of four prestigious venues, including Hilton hotels and the Leeds United Banqueting Suite, playing to full houses in the highly-competitive over-25s marketplace.

1998

Growth continued across all areas of the business. Our unrivalled reputation brought us repeated invitations to provide sound, lighting and presentation at high profile functions such as the prestigious Marie Curie Daffodil Ball.

1999

The year saw the Magic 828 Party Nights continuing to prosper at four established venues, while in a major development that provides testimony to the esteem in which Tony Sykes Sound is now held, we were contracted to provide the compare and music at Pennington's in Bradford, a new venture recreating the great days of the city's Mecca Ballroom and hosting many world class performers. On the retail and hire side of the business we became the first in the country to stock the new Music Factory Dancestation.

2000

The year got off to a flying start when we became the first company to receive the Music Factory 'Service Station of the Quarter' award for excellence in retail service, and as our retail and hire service goes from strength to strength we now have plans to open a new super showroom where all our products can be viewed under one roof. So far this year we have provided the compare and music for the prestigious Leeds United Player of the Year award ceremony and the opening of a new restaurant

at the Asda head office. We have also moved into radio advertising, providing the voice-over for a commercial going out on FM stations across West Yorkshire.

As an indicator of the company's growth, annual turnover increased from £50,000 in 1994 to over £200,000 in 1998 – and is on target to hit the £300,000 mark in the near future

2001-2008

Audio Visual equipment Ltd was chosen to represent the prestigious Cedar Court Hotel group in their music / audio visual requirements (Yorkshires largest independently run hotel chain)

A New massive warehouse facility was acquired and developed to meet our requirements in Featherstone, preparing the way forward for the future of the company, helping a local run down mining community to house a moving forward business from a building that was derelict to a happening place once more on its high street.

A new infrastructure was commissioned and developed for the logistics and management of equipment being installed in and around its West Yorkshires client base.

Following the closure of our retail shop to concentrate on corporate sales, audio visual supply, corporate musical supply and event management the scene is set for the future

Audio Visual Equipment Ltd was born in 2007, to represent the new face of Tony Sykes Sound LTD. Tony Sykes Sound Ltd has become a valued and respected name in the industry but it was considered that Audio Visual Equipment LTD was a more fitting name to represent ourselves in the market place.

Conference business is growing and corporate companies are repeatedly using the company for their management of their events

The new warehouse complex is proving to be an invaluable asset to the hub of the core business corporate conferences, corporate sales and party nights.

Wakefield's largest Legendary party night was brought to a close as I played the Painthorpe Country club out to a crowd of over 1,500 attendees, the biggest night this venue has ever had in over 40 years, goodbye to a legend never to return. This night ran for over 15 years and was the brain child of mine recognising this is my most memorable achievement i could ever have created, people came from around the UK to dance and socialise at this historic night that I myself could never hope to recreate again to such a magnitude.

Conference client's are getting bigger and more prestigious, the Conservative party (main speaker Mr William Hague mp), First Wakefield, South Yorkshire probation service, De Vere @ Oulton Hall and Village hotels, Snowzone Castleford, Morrison's supermarkets, NHS and many more.

Moving forward with technology we created our first ever party night web site which allows us to email details to its users by a bespoke email marketing strategy, enabling us to keep our users better informed to what's happening and when. The party night web site is launched under the banner of www.party nights.biz

As a Disk Jockey and Master of Ceremonies I have found myself in huge demand all over the united kingdom working by invitation with many top agencies working with many top line acts such as the Drifters, Gerry and the Pacemakers to name but a few

Event production is a prominent way forward for the company using our many years of experience. New events including a comedy spectacular featuring Johnnie Casson (royal variety command show star) and Lee Lard tribute to Peter Kaye is planned for 2008 @ the Bradford Hilton. Many more live events are in the planning stages for the near future.

History repeats itself we return to the Parkside Hotel Pontefract after over 10 Years away to bring back alive the last Friday of each month, with The Companies legendary party night from the very room the company was born in.

Our new audio visual web site is in the making and due to be released in May 2008 www.audio-visual-equipment.co.uk I believe this with its on line order system for our trade users will be one of the best information tools the company will have ever created. The new web site will allow customers to view our conference equipment and order them online or indeed purchase online.

March 2008 saw the company chosen amongst stiff competition to be entered onto the Hbos proffered supplier listings, which in itself is a great achievement for a small but developing company; we look forward to supplying the first conference for Hbos in April 2008.

We as a company currently employ 7 full time staff and see that growing within the next two years to ten due to the rate of growth we are experiencing.

choose... **Audio Visual Equipment LTD**

for... **AUDIO VISUAL SERVICE**

Huge range of equipment for hire and sale

Contracts from a single OHP to a full scale conference/event catered for

Uniquely open 24 hours a day, 7 days a week service

Competitive prices

for... **MUSICAL PRESENTATION**

Probably the largest selection of music available in the country

Customer-focused presentation tailored to suit the occasion

Unrivalled experience and success in presenting musical events for the over-25s

Team of highly trained and experienced presenters guaranteeing highest standards

Add **our** successful formula to **your** presentation!

for... **EVENT MANAGEMENT**

Complete management service for events of all kinds

Extensive range of contacts throughout the world of entertainment

Licensee`s qualification and experience allows us to handle all aspects of events

Sit back and let our professional experience excel for you!

for... **SALES SERVICE**

Comprehensive range of sound & light and audio-visual equipment

Competitive prices

Full in-house after sales service

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Sales enquirers

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