



# BRADLEY COCKS



Bradley Cocks is a world leading event specialist. With the rare ability to cohesively apply left and right brain thinking, Brad has created, produced, managed and delivered high-profile live events around the world, in an illustrious events career spanning more than 20 years.

After starting his career in theatre, Brad moved into corporate business events, where he excelled in combining his career in business management with his passion for everything live experience. Initially shy and introverted, Brad enjoyed observing, listening and learning to a range of leading industry professionals, watching them apply their craft — observing what worked and what didn't — then filtering out the best of everything he witnessed to create his own unique style. An avid researcher of successful businesses, leaders and creators, Brad fell in love with the process that leads to achieving goals and dreams, and relished in the ability to bring these to life.

While working for one of the world's leading event agencies, Brad spent the next few years directing business and sporting events, including award shows, brand experiences, charity galas, conferences, exhibitions, ceremonies, and private and special events of various scales around the world for globally renowned brands.

Brad's next venture arrived when he joined Tennis Australia, taking on the challenge to redesign the company's corporate and VIP experience portfolio across the Australian Open Grand Slam. In this role, Brad worked with brand, marketing, media, commercial, operations and creative departments to develop a vision and strategy that leveraged the future plans of the organisation and event — ultimately reaching more than one billion viewers. Brad complemented this project with the creation, management and delivery of a range of live event concepts for the organisation, both on- and off-shore.

After initially arriving with only a single folder of information, and subsequently leading the project to the heights of success, Brad left this tenure three years later with a fully resourced department delivering a complete annual calendar of events with clear direction, purpose and process. This continued Brad's ethos of constant innovation to this day — and the business remains armed with the tools to create world leading sporting events.

Next, with the idea of getting his summer vacation time back, Brad set up his own live event agency: The Event Collective. He launched this business in his hometown of Melbourne, Australia, with the purpose of offering the industry a collaborative group of high performing event professionals under one banner. Holidays quickly vanished as the demand for the group's services increased, and over the next four years, the company delivered both boutique and large scale events, film, media and productions. Brad sold The Event Collective in 2015 with the opportunity to take a new Senior Management and Ownership position as Director of Events in one of the world's leading agencies, DG Global, to further increase their service offering and global reach.

Over the next five years, Brad grew and led the team in the delivery of some of the most successful live events ever produced. With a focus on collaboration, innovative processes and teamwork, the group's vision led the agency to double in size and offer new in-house services — truly becoming a full service agency, and resulting in industry awards including Event Agency of the Year.

Throughout his career, Brad has been fortunate to work with incredible brands, companies, associations and teams, including Intercontinental Hotel Group (IHG), McDonalds, Lamborghini, Xero, KPMG, Tennis Australia/Australian Open, Just Jeans Group, Audi, Australian Olympic Council, Qatar Airways, Tourism Australia, and multiple government departments amongst a range of other organisations, associations and teams.

Brad has been to the brink and back. Dedicated to the relentless pursuit of his craft, he pushed his body and mind to the point of exhaustion — and over the edge into a breakdown — just to find his way back to the top. Through ups, downs, and crazy adventures, he has thrived in every moment of the fast paced, high pressure event lifestyle.

Brad has participated in event industry and associated conferences around the world, over his career both as a presenter and attendee, including, recently, The Special Event Show (TSE) in USA, International Live Event Association (ILEA) and Asia Incentive and Meeting Expo (AIME).

Today, Brad is one one of the most diverse and experienced event and business professionals in the world — making him the perfect mentor to deliver the best event planning courses online through Events Masterclass.

Brad currently lives in Melbourne, Australia with his family. He travels the world collaborating with organisations and teams by delivering keynote addresses, workshops and consultation on events, marketing, branding and business operations — centred on the ethos of the power of human connection, live experience, creativity, teamwork and objective driven planning.



**“BRAD IS A TRUE PROFESSIONAL; SOMEONE WHO UNDERSTANDS ALL FACETS OF RUNNING AN EVENT. HE IS PASSIONATE, DEDICATED, DETAILED AND VERY FOCUSED ON RAISING THE BAR AT EVERY EVENT HE CREATES. IT HAS BEEN AND CONTINUES TO BE AN ABSOLUTE PLEASURE TO WORK WITH HIM”**

- ANNMAREE A., CLIENT



To talk to me about how I can help you, your team, business or events please send contact me at [hello@eventsmasterclass.academy](mailto:hello@eventsmasterclass.academy) or via our website, [www.eventsmasterclass.academy](http://www.eventsmasterclass.academy)