
Meet the team:

David Hornby – Managing Director

David was Commercial Director of Visit London – the marketing and tourism agency for London - for seven years. He was responsible for the organisation's commercial income from partners and its various media platforms.

He was also responsible for re-developing London's Convention Bureau's team and activity. This involved setting the strategy for the bureau, working with venue stakeholders to develop the city's offering and working with major conference and exhibition organizers to understand their requirements and facilitate a positive 'customer journey'.

David led the establishment of the first Major Events bidding team for London – "Events for London". He was instrumental in securing and delivering events such as Sport Accord and the London Restaurant Festival.

In October 2009 David founded Why Not. During this time he has provided strategic and commercial advice to Red Bull, Eurostar, LiveNation, The NFL, AEG Europe and Marketing Birmingham.

David led the areas of accommodation, hospitality, ticketing and fan festivals as part of England's technical bid for the 2018 FIFA World Cup.

David is a Director of Jamie Oliver's events catering company Fabulous Feasts and has been a board member of numerous international business travel groups.

He has a thorough understanding of London's visitor and evening economies and the key agencies to work with to drive London based schemes forward.

