



1984 was an historic year for Midge Ure and all of pop music, as 36 artists by the collective name Band Aid gathered at SARM Studios under Midge's production. They recorded *Do They Know It's Christmas?*, a song he wrote with Bob Geldof. The project led to Live Aid, which all exaggeration aside, spoke for a generation.

TOPICS:

- o Achieving the Impossible
- o Re-inventing Yourself
- o Self-motivation
- o Making a Difference
- o Implementing Change
- o Leadership and Teamwork
- o What Live 8 Means to the World
- o The Band Aid/Live Aid Experience

LANGUAGES:

Midge presents in English.

PUBLICATIONS:

2004 If I Was-My Autobiography

IN DETAIL:

Midge organised the Live 8 concerts with Bob Geldof, with the aim of pressuring G8 leaders into following his recipe for ending world poverty. In 2005 he was made an Officer of the Order of the British Empire (OBE) for services to music and charity.

WHAT HE OFFERS YOU:

Midge shares his invaluable experiences of working with top creative minds in often pressurised conditions to achieve astoundingly innovative results. He offers first hand insights into the creative process and how to get the best from talented individuals and how to stay at the top.

HOW HE PRESENTS:

A charismatic and affable personality, Midge speaks emotionally and openly in his moving presentations. He is also a fantastic storyteller, leaving audiences well and truly inspired and entertained.