

## **New faces join the Shakespeare's England team**

Shakespeare's England, the Destination Management Organisation for Warwickshire, is delighted to announce two new appointments to the team. Dan Campbell takes on the role of Marketing & Administrative Coordinator and Georgina Forsythe joins as Business Development Consultant.

Dan joins Shakespeare's England from an FMCG marketing background, having previously worked for Unilever to market some of the world's biggest and best-known brands. As an avid fan of classical literature, Dan looks forward to promoting the home county of two of his greatest literary heroes: George Eliot and William Shakespeare.

Georgina has over 13 years' sales experience across several industries including recruitment, travel and hospitality. She has previously worked at Warwick Race-course and more recently at Warwick Castle. During her time at the Castle, Georgina attended several overseas trade events with Shakespeare's England including ITB in Berlin and VisitBritain Sales Missions in Moscow and St Petersburg. Georgina will be responsible for establishing relationships with potential members and converting them into new business.

Helen Peters, Chief Executive at Shakespeare's England said "We are delighted to have appointed two highly talented individuals to these key roles within the DMO. With their combined experience and industry knowledge, I am confident Dan & Georgina will be valuable assets to Shakespeare's England, our members, stakeholders and visitors".

For more information on Shakespeare's England please visit  
[www.shakespeares-england.co.uk](http://www.shakespeares-england.co.uk) or call 01789 260 677

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### **Notes to editors**

Shakespeare's England is the official destination management organisation for Stratford-on-Avon and Warwick Districts. It is a public-private sector partnership representing the leading tourism businesses and organisations in Stratford-upon-Avon, Warwick, Royal Leamington Spa, Kenilworth and surrounding market towns and villages. For more information visit please visit <http://shakespeares-england.co.uk/about-us>

More information on Shakespeare's England can be found at [www.shakespeares-england.co.uk](http://www.shakespeares-england.co.uk)  
[www.facebook.com/ShakespearesEngland](https://www.facebook.com/ShakespearesEngland) and Twitter @ShakespearesEng

Please note all offers are subject to availability and T&C's.

**For more information, interviews and photo opportunities please contact:**

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