

incognitus

Corporate Profile



incognitus

Latin of Incognito

(noun) to be behind the scenes,
quietly and confidently in
support, a faceless strength to
be behind the scenes.

Nick & Craig Lovett
Paris 2024 Olympic Games



With over 35 years global experience, incognitus is a powerhouse in the events and venue industry – offering end to end solutions that create world class events and ensuring the comfort and a quality experience for spectators at venues everywhere. Built on the deep belief that good business is formed around great relationships, incognitus strives to share and nurture connections and leverage the opportunity to deliver with pride a quality platform.

What We've Done

40+

Grand Slam
Tennis Events

5000+

Events

12

Olympic
Games

5

Commonwealth
Games

34

Melbourne Cup
Carnivals

370+

Premier League
Football Events

195+

UEFA
Events

63+

F1 Grand
Prix

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We are a global consulting and event management organization dedicated to the Leisure, Sport, and Entertainment sectors. As an integrated management solution, our core focus is on partnering with our clients to deliver tailored solutions that support and elevate their vision, ensuring every project achieves its maximum potential.



About Incognitus

Founded in 2008, Incognitus was built on a simple yet powerful idea: create tailored solutions for global decision-makers in the venue, events, and management industries. With decades of combined experience, Craig and Paul Lovett believe that great business is rooted in strong relationships, and they're passionate about sharing and nurturing those connections.

From the start, Incognitus aimed to be a reliable “go-to” platform—offering expert support without the hefty cost of full-time industry professionals. Operating behind the scenes, we provide confident, professional advice and innovative solutions to help businesses thrive.

Today, our expert management team serves clients across four continents—Australia, the UK, the USA, and the Middle East—delivering local insight with global reach.

Incognitus is your trusted partner in finding the best solutions to elevate your business.

Two Brothers One Vision

'A LEGACY OF LEADERSHIP IN THE INDUSTRY'

Driven by solutions and rooted in relationships, Craig and Paul are industry leaders in event management, entertainment, and venue operations. With a proven track record working alongside some of the world's biggest sporting and entertainment partners, they consistently deliver top-tier experiences for participants, officials, and spectators alike. Craig and Paul are Whether orchestrating a major event or managing complex venue operations, they bring passion, expertise, and a fun, energetic approach to every project.

They are:

- **Project Leaders**
- **Event Directors**
- **Advisors**
- **Directors of Operations**
- **IOC Advisors**
- **Venue Managers**
- **Site Managers**
- **Event Managers**
- **People Power Movers**
- **Rapid Mobilisation Capability**

A wide-ranging expertise in events, venues, hospitality concepts, and event operations—

In 2012, Incognitus was invited to join an elite global team of experts to contribute to the prestigious Global Sports Events Index Project. This diverse group, representing over 30 nationalities and a wide range of key stakeholders in the sporting industry, brought together the best minds to shape the future of international sports events.

Two years later, in 2014, Craig and Paul Lovett were honored with the International Executive in Sport and Entertainment Industry Award, recognizing their impactful leadership and industry influence.

And in 2022, Craig's outstanding dedication and long-standing contributions to international events earned him the Major Events International Lifetime Achievement Award, a true testament to his legacy in the field.



Highlights from A year of impact, Connection & Celebration





Crafting solutions for global decision-makers while working seamlessly behind the scenes, with a focus on supporting our clients and prioritizing their needs.

Our Playbook for **Success**

At Incognitus, our work is methodical and meticulous. Our professionals are always determined to create value and solve the business challenges of others. Our services are not “boxed or predetermined.” Our extensive experience is unrivaled, and in turn, we apply that knowledge to the challenges of our valued clients.

Through our experience and resources we have been fortunate to work with some of the world’s most exciting organisations, thus continuing to gain valuable and sought after expertise daily. Our unique global span of markets and depth within each sector of the industry brings great insight; insight that is crucial as opportunities become more complex and multi faceted within businesses and the entertainment sector.

This insight and knowledge makes us what we are, and is transparently passed through to our clients, with our expertise becoming theirs.

The vast wealth of knowledge gained by our compact team gives us the advantage. We are dedicated professionals who understand your specific market and goals.

We look at your challenges through your eyes, whilst collaborating with you to expand your vision through comprehensive insights to create exciting solutions that meet your needs





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The Incognitus team has been an indispensable strategic partner in our delivery of the Sydney Royal Easter Show. Their ability to mobilise a dedicated workforce and provide motivated and enthusiastic management and supervision sets them apart from our past providers. The team's commitment to understanding the core values and priorities of the Royal Agricultural Society of NSW is truly commendable. This collaborative approach has greatly contributed to the success and smooth operation of the event. We look forward to continuing our partnership with Incognitus and highly recommend their services to others.

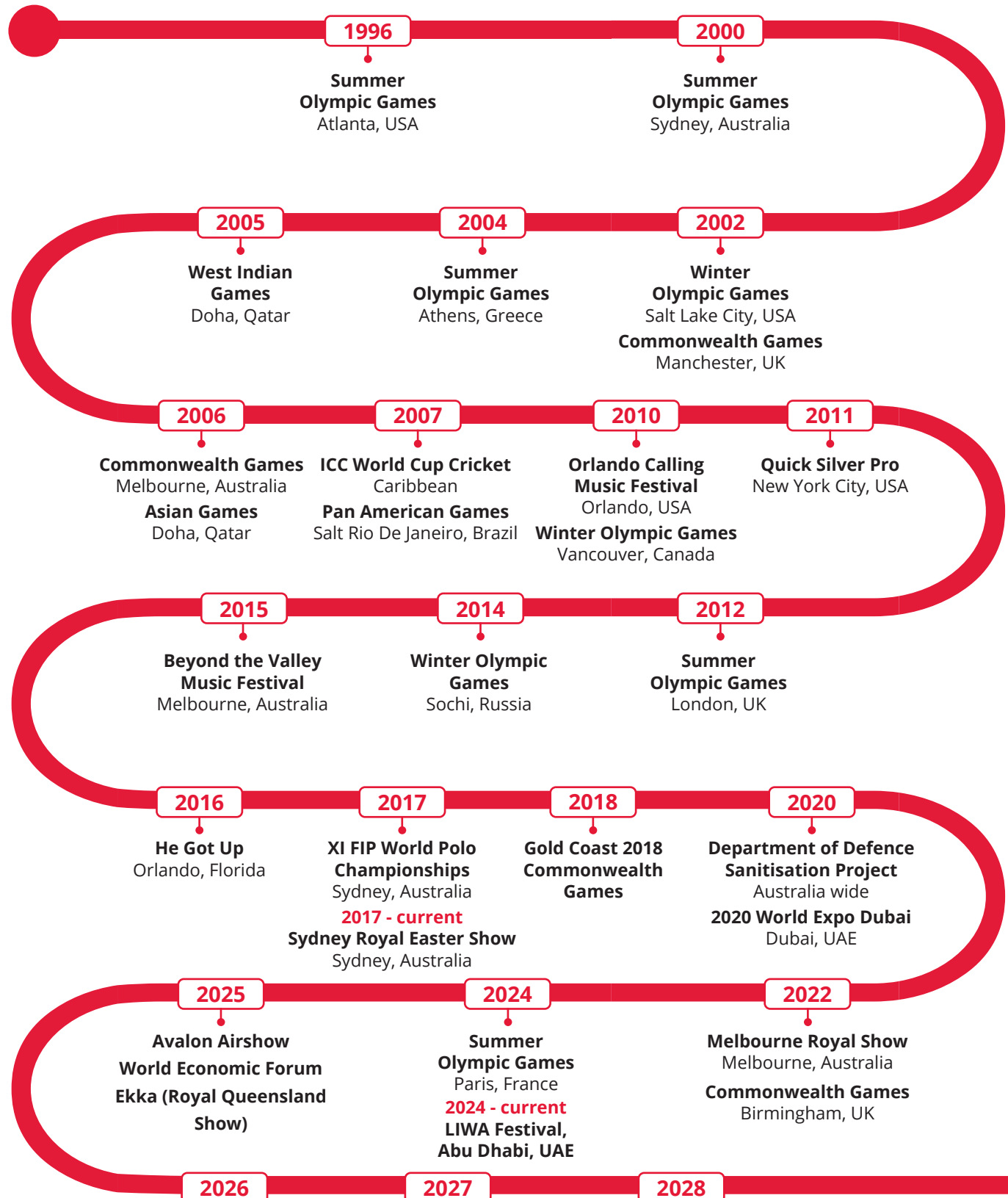
In addition to their outstanding operational capabilities, the Incognitus team consistently demonstrates a proactive approach to problem-solving and innovation. Their ability to anticipate challenges and offer effective solutions has been invaluable in ensuring the seamless execution of our events. Furthermore, their professionalism and dedication to excellence are evident in every aspect of their work, from planning and coordination to on-the-ground execution. We are particularly impressed by their willingness to go above and beyond to meet our specific needs and requirements.

Overall, we believe that Incognitus is not just a service provider, but a true partner in our mission to deliver exceptional experiences. We recommend their services to any organization seeking a reliable, innovative, and committed event management team.

Steven King
SENIOR ASSET AND FACILITY MANAGER
SYDNEY SHOWGROUNDS AND
ROYAL EASTER SHOW

The Evolution of our Event Journey

Over the last 35 years, the partners at **Incognitus** have developed an impressive portfolio of clientele, in participating and providing solutions for major domestic and international events around the world.



Our Core Values

PEOPLE FIRST, ALWAYS

'Events are about people. Our job is to make them feel seen, valued, and celebrated.'

FROM HANDSHAKES TO HEARTSTRINGS

'We turn introductions into meaningful connections that stand.'

BUILT TO BELONG

'We design experiences where relationships form and flourish.'

HIGH TECH- HUMAN TOUCH

'We embrace the latest tech, but never at the cost of human connection.'

GLOBAL MINDS, OPEN HEARTS

'We bring the best ideas from around the world- and share them generously.'

WE'VE GOT YOUR BACK.

'From little wins to big moments, we're here to support and celebrate our people and our clients, every step of the way.'

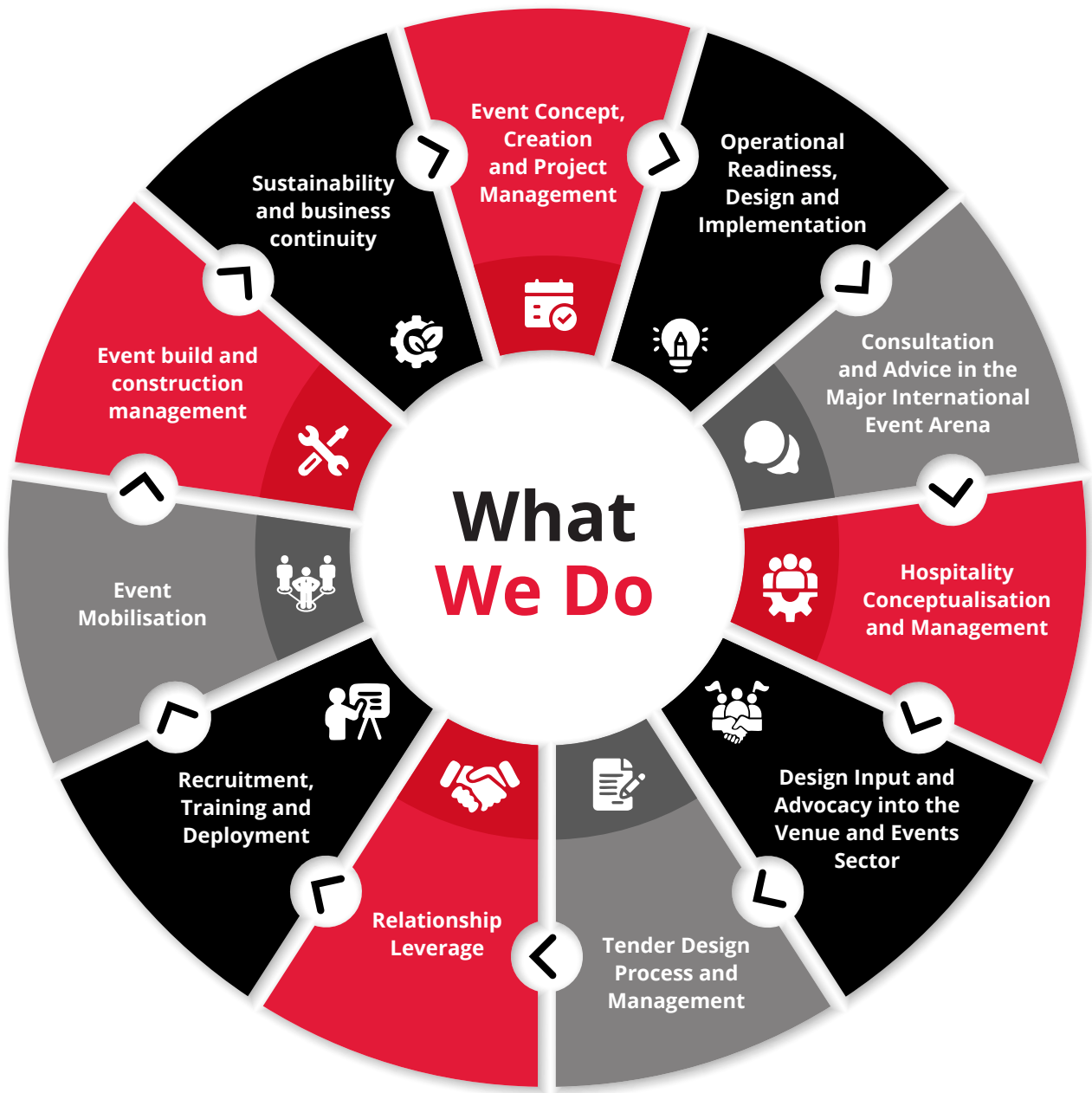
GROW TOGETHER

Every relationship is a seed- we nurture it into lasting partnerships, friendships, and trust

BEYOND THE MOMENT

We create experiences that linger in memories and strengthen relationships long after the lights go down





Incognitus is a global brand delivering operational and strategic services to events and venues around the world.

The true strength of Incognitus lies in the exceptional relationships built by our shareholders, combined with the extensive expertise gained through the diverse business ventures and experiences of our partners.

Our team has operated at the highest levels worldwide, focusing on developing solid strategies, delivering committed solutions, and ensuring sustainable operations that leave a lasting legacy.

'Games' Mastery

The Backbone of Our Global Sports Success

Nine years after landing our first contract, the business we controlled at the time was selected for the life-changing assignment of running the cleaning service and waste management operations for the 1996 Atlanta Olympic Games. The product we had nurtured for 10 years in Australia had taken off Internationally, and the doors that this deployment opened for us were phenomenal, eventually leading to the birth of Incognitus.

1996 Atlanta was not only the beginning of our International expansion and a rare lesson in building quality business-to-business relationships, it was confirmation that our ability to plan, deploy and deliver had no geographical boundaries and that our skillsets weren't only complementary, but could offer the industry the platform it so desperately required.

Since then, our Olympic portfolio includes:

1996 Atlanta Olympic Games
2000 Sydney Olympic Games
2002 Manchester Commonwealth Games
2002 Salt Lake City Winter Olympic Games
2004 Athens Olympic Games
2006 Melbourne Commonwealth Games
2006 Doha Asian Games
2008 Beijing Olympic Games
2010 Vancouver Winter Olympic Games
2012 London Olympic Games
2014 Sochi Winter Olympic Games
2018 Gold Coast Commonwealth Games
2022 Birmingham Commonwealth Games
2024 Paris Olympic Games



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The **involvement** of the management team from Incognitus ensured the success of the London 2012 Games for our company. Their ability to **plan and deliver** on the plan in and open non-threatening environment, yet with confirmation and conviction is a credit to **them**- Jo Farnik- CEO Spotless Group

Venues & Events



- 1996 Atlanta
- 2000 Sydney
- 2002 Salt Lake City
- 2004 Athens
- 2006 Torino
- 2008 Beijing
- 2010 Vancouver
- 2012 London
- 2014 Sochi
- 2024 Paris



- British F1 GP
- USA F1 GP
- Italy F1 GP
- Australian F1 GP



- Wimbledon, UK
- US Open, Flushing Meadows
- Davis Cup, USA
- Australian Open, Melbourne Park
- French Open, Roland Garros
- Masters Championships, USA



- NASCAR Circuits and Events, USA
- V8 Supercars, Sydney and Gold Coast
- Liwa Moreeb Dune Festival, UAE
- Luxury Car Race Days – Ferrari, Aston Martin, Lamborghini, Maserati, Rolls Royce, McLaren



- 2002 Manchester
- 2006 Melbourne
- 2014 Glasgow
- 2018 Gold Coast
- 2022 Birmingham

OTHER SPORT

- Quiksilver Pro: New York, USA
- Melbourne Cup Spring Racing Carnival, Australia
- World Athletics Championships
- World Cup Polo
- Australian Open and Masters Golf
- Sydney Autumn Racing Carnival
- Queensland Winter Racing Carnival

MUSIC FESTIVALS

- Beyond The Valley
- Orlando Calling Festival, USA
- Under The Southern Stars
- Firefight Festival

VENUES

- Tottenham Hotspurs FC
- Arsenal FC
- The Rugby Football Union-Twickenham
- Orlando Centroplex: Florida, USA
- Raymond James Stadium: Tampa, USA
- Everett Centre: Seattle, Washington, USA
- World Music Center: Chicago, USA
- Wembley Arena & Wembley Stadium: UK
- The O2 Arena: London, UK
- Arsenal Football Club: London, UK
- Stadium Australia: Sydney
- The Victoria Racing Club: Flemington
- The Brisbane Cricket Ground (GABBA)
- Flemington & Moonee Valley Racecourses
- Australian Turf Club
- Melbourne Cricket Ground (MCG)
- Western Australia Cricket Association
- Sydney Cricket Ground (SCG)
- Marvel Stadium: Melbourne
- Sydney Polo Club

ROYAL AGRICULTURAL SHOWS

- Sydney Royal Easter Show
- Melbourne Royal Show
- Ekka- Royal Queensland Show

CONCERT TOURS

- ACDC
- Beyonce
- Cold Chisel
- Coldplay
- Ed Sheeran
- Elton John
- Foo Fighters
- Guns N Roses
- Harry Styles
- Juicy Festival
- Karol G
- Kiss
- Lady Gaga
- Luke Combs
- Mayday
- Metallica
- Morgan Wallen
- Oasis
- Pink
- Red Hot Chili Peppers
- Taylor Swift
- The Kid Laroi
- The Weeknd

OTHER EVENTS

- World Economic Forum
- COP28
- COP 29
- Liwa
- Avalon Airshow, 2025
- Tough Mudder Australasia

Our Portfolio

Acting locally, operating globally with some of the world's best brands.
Our clients are everything to us.



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I write with direct reference to Incognitus and the quality of the team that they have deployed over the past 5 years at London Stadium.

Our business model is complex at London Stadium, with our anchor tenant West Ham United providing the majority of stadium logistics and management roles through the standard EPL season, with us required to grow the team for the summer season of events.

Our requirement is complex and requires strategic partners that make it their business to understand our business rather than just head count suppliers.

Key to our summer season is the ability to source and lay event flooring on our behalf ourselves in readiness for numerous promoters and provides to produce their shows, whilst demonstrating an understanding of the complexity in providing, maintaining and restoration the grass playing surface prior to the commencement of the following EPL season.

In Incognitus we have found that exact strategic partner who has a presence in the planning and execution of the preparation and restoration of our summer seasons. Their willingness to demonstrate their expertise and understanding forms a solid piece of our management team, and the quality of supervision and base level labour in these tough labour market times is exactly what we require.

Throughout our journey together, Incognitus have also provided grounds logistics support to our operations team. I could not recommend them any higher.

**GRAHAM GILMORE
CEO, LONDON STADIUM**

Our Team

Craig Lovett

PARTNER/PRINCIPAL

Craig Lovett is one of the most experienced professionals in the area of event management, cleaning, waste management and sustainable strategies for venues and global events. Over the past 38 years Craig has become a well-recognised success by his peers and clients alike whilst his business and relationship skills have seen rapid expansion throughout Australia, United States of America, United Kingdom, Europe and the Middle East. Craig's ability to drive linear solutions is well established.

Acknowledged to have grown an international class business with offices in no less than 4 continents, the challenges of international level trade have consistently been met with outstanding solutions and outcomes.

His vision to build a business capable of mobilising large numbers of people, large quantities of equipment, and creating solutions to venues and events around the globe is well renowned.

His ability to instil a 'we are part of the show' mentality, combined with savvy business and relationship skills, have ensured a platform of loyal staff and clientele.

Recognised for his leadership qualities and ability to build teams that deliver events on a world stage, Craig is a strategist, team motivator and one of the most knowledgeable resources in major international events management. Craig's skill set has been developed "bottom up" with a base of practical knowledge that is unmatched.

Craig is invited to speak all over the world on venue design, construction, international event project mobilisation, labour management and the systems now used to ensure environmental integrity at public assembly and retail facilities worldwide. Projects that require complex coordination, extensive planning, and a commitment to excellence are Craig's speciality. His straight forward approach ensures that all stakeholders have clear leadership and communication.

In 2008, the formation of Incognitus occurred and in rapid time, the expertise, networking and strategic approach to problems, combined with the proven ability to create solutions within the venue and event sector were part of the daily staple. Craig is an outstanding negotiator and mediator, with a global network of capable resources.



Paul Lovett

PARTNER/PRINCIPAL

Paul Lovett, Partner/Principal Incognitus has over 35 years' global experience working in the Leisure, Sports & Entertainment Industry. An expert in building teams to deploy at events all over the world and an unsurpassed knowledge of project operations, logistics and procurement often resulting in events that are delivered on time, on budget and always far exceeding the expectations of clients.

Paul began his entrepreneurial ambitions in the late 80's in Melbourne, Australia. Following graduation, Paul entrenched himself into what was to become a highly successful business model in the form of a services business operating in the cleaning services market. Together, Paul and his brother, Craig, formed what was truly a remarkable family business that operated internationally from their Australian base.

Within 10 years, the company went from backyard visions to a global brand. During 1996, Paul relocated to the USA to lead the management and consultancy contract for the Organising Committee of the Atlanta Olympic Games.

Given the delivery success, Paul remained in the United States, taking responsibility and assumed the role of President for the start-up operation of the USA Company at the young age of 27 years. Paul went on to develop the company's brand and portfolio by securing sporting venue contracts including the US Open Tennis Tournament, NASCAR circuits, NBA and NFL stadiums including numerous NFL Superbowl events.

In 2000, Paul assisted with another start up opportunity for the company - this time in the UK. As in the USA, Paul had his sights set on various lucrative brands and within 12 months had secured major contracts with:

- Wimbledon All England Lawn Tennis and Croquet Club
- Wembley Stadium
- Arsenal Football Club
- The British Formula 1TM Grand Prix Silverstone.

Over this journey, Paul has pushed his operational knowledge to the wheel of 6 x summer Olympic Games, 3 x Winter Olympic Games, 6 x Commonwealth and regional games as well as a plethora of world class events, and stands as an operational mentor to the youth of our business.

In 2018, Paul was instrumental in establishing operations in Middle East and has played a key role in signature international class events within the region including:

- 2020 - Dubai World Expo - Dubai UAE
- 2023 - The Saudi Games 2023 - Riyadh KSA
- 2023 - World Combat Games - Riyadh KSA
- 2024 - World Economic Forum - Riyadh KSA
- 2024 - EXPO City - Dubai UAE
- 2024 - Liwa Village - UAE



Nick Lovett

GENERAL MANAGER, OPERATIONS

Nick is a high-performing Operations Manager and entrepreneur with over 20 years of global event experience, known for delivering exceptional outcomes in business operations, profitability, and team development. With a proven ability to thrive in fast-paced, dynamic environments, he is a resourceful project manager and a strategic collaborator who brings clarity, leadership, and innovation to every engagement.

Renowned as an outstanding event floor specialist, Nick offers turnkey CAD design and installation services and has delivered over 100 stadium floor installs across four continents. His work has supported major clients and events in support of Live Nation, TEG, Frontier Touring, COP29 Azerbaijan, and Paris 2024 Olympic Games.

Since officially joining Incognitus in 2018, following a successful deployment to the Gold Coast 2018 Commonwealth Games, Nick has held progressively senior roles culminating in his appointment as General Manager Operations in 2021. He currently leads national operations and continues in key project leadership roles.

KEY PROJECT LEADERSHIP ROLES

- Royal Easter Show – Project Manager (2018–2025)
- Royal Melbourne Show – Project Manager (2021–2025)
- Ekka- Royal Queensland Show- 2025
- Royal Brisbane Show (Ekka) – Project Manager (2025)
- Avalon Air Show – Special Operations Manager (2025)
- Paris 2024 Olympics – Overlay Manager
- COP29, Azerbaijan – Overlay Manager
- Birmingham 2022 Commonwealth Games – Deputy Athletes Village Manager
- Department of Defence (Australia) – Special Operations
- Melbourne Cup Carnival – Precinct Manager (2014–2021)
- Gold Coast 2018 Commonwealth Games – Athletes Village Operations
- Vancouver 2010 Winter Olympics – Venue Manager, Whistler Celebration Plaza

Nick also holds a strong footprint in live music and touring, having delivered large-scale concert infrastructure and operations for leading global artists and tours, including:

- AC/DC, Beyoncé, Cold Chisel, Coldplay, Ed Sheeran, Elton John, Foo Fighters, Guns N’ Roses, Harry Styles, Juicy Festival, Karol G, Kiss, Lady Gaga, Luke Combs, Mayday, Metallica, Morgan Wallen, Oasis, P!nk, Red Hot Chili Peppers, Taylor Swift, The Kid LAROI, The Weeknd

In addition to his event and operations leadership, Nick is a serial entrepreneur

- Founder of Woodsman Skincare – A nationally recognised men’s skincare brand now stocked in over 800 Coles Supermarkets
- Partner at Octivo Digital – An award-winning e-learning and digital creative agency



Ivan Dalla Costa

COMMERCIAL MANAGER, MAJOR EVENTS

Ivan Dalla Costa continues a business relationship with the Lovett brothers that spans over 15 years. As the Commercial Manager of the Incognitus business with a Global remit, Ivan's extensive experience in successfully assisting in the development of dynamic medium through to large sized companies in various industries within the international arena.

KEY BUSINESS STRENGTHS

- Financial Leadership
- Governance
- Contract Manager
- Human Resources
- Strategic Planning

Grant Summers

COMMERCIAL MANAGER

Grant Summers is a Certified Practising Accountant (CPA) with several years experience across various industries. An experienced Chief Financial Officer, he has worked across the Not for Profit and Manufacturing sectors and brings a wealth of experience across finance, IT and infrastructure divisions.

KEY BUSINESS STRENGTHS

- Financial Accounting
- Taxation - Company, Partnership, Trust
- Company Structure
- Information Technology
- Infrastructure



Megan Clery

REGIONAL MANAGER

Megan joined the Incognitus team through the 'Bright Young Things' internship in 2020 and has excelled across a number of events since this time. With her incredible people skills, Megan has excelled as an event manager working across administration, recruitment, and event planning.

MAJOR EVENT EXPERIENCE

- VRC Melbourne Cup Carnival
- 2021 Hamilton Island Enterprises Deployment
- Talisman Sabre Military Exercises
- VRC and MVRC Racedays

KEY BUSINESS STRENGTHS

- Event Administration
- Recruitment
- Operations



Steven Clutterbuck

REGIONAL MANAGER

Steven Clutterbuck brings over 16 years of expertise in the construction industry, focusing on operations and management across diverse projects. As a member of the Incognitus Senior Leadership Team, Steven is a dynamic and highly adaptable leader who uses situational leadership to maintain an effective and competent team, ensuring operational efficiency and excellence. With extensive experience in management roles at major events and venues, Steven uses situational leadership to maintain an effective and competent team, ensuring operational efficiency and excellence.

MAJOR VENUE EXPERIENCE

- Sydney Olympic Parks
- Accor Stadium
- ANZ Stadium
- Sydney Showgrounds
- Marvel Stadium

KEY BUSINESS STRENGTHS

- Venue Management
- Human Resources and Training
- Operations
- Event Management
- Infrastructure
- Recruitment
- Operations



The background of the entire page is a photograph of a large stadium, likely the Sydney Showgrounds, during sunset. The sky is a mix of orange, pink, and purple hues. The stadium's seating tiers and some structural elements are visible in the lower half of the image. A semi-transparent red overlay covers the entire image, creating a uniform color scheme for the text.

The RAS has a long history with the Incognitus Directors and has been utilising Incognitus directly for our manpower solutions for a number of years. Incognitus management and crew have embedded themselves within our organisation, with a clear focus on understanding our key drivers and pillars to success.

The management team have an unparalleled breadth of knowledge that allows them to challenge the norm, which has resulted in a significant reduction in our costs whilst simultaneously elevating our customer support function. They make our business their business. I cannot recommend Incognitus highly enough in this endeavour.

Darryl Jeffrey
GENERAL MANAGER
SYDNEY SHOWGROUNDS



Our People

The power behind our success

Over 35 years, our greatest strength has been our ability to assemble exceptional teams that turn our clients' dreams into reality. No matter the location or employment restrictions, we deliver on promises with unwavering dedication and expertise.

We work tirelessly, caring deeply for each other's well-being. Our environment of true empowerment fuels individual brilliance, encouraging our team members to think independently and innovate boldly. We know that our success hinges on the talent,

People are the fabric that weaves everything together. We celebrate every achievement as a team because, without our talented and dedicated individuals, we would simply be another service provider. They are the key element—our true source of strength and success.

Dan Wiggill

OPERATIONS MANAGER

Daniel is a dynamic and results-driven professional with extensive experience across major international events in Europe and the Middle East. He has developed operational plans, technical consulting in production management as well as executed the on ground operations of large global projects. With a proven ability to lead operational teams and manage complex projects, he excels in planning, execution, and delivery, under tight timelines and budgets.

MAJOR EVENT EXPERIENCE

- Liwa Festival
- FIFA World Cup 2020
- Meydan Horse Racing Festival
- World Defence Show
- Nelson Mandela Funeral

KEY STRENGTHS

- 3D Computer Design (Vectorworks and AutoCAD)
- Production Rigging
- Venue Installation
- Client and Production Management
- Event Production
- Concert and LED Screen Movements

Lisa Argent

OPERATIONS MANAGER

Lisa Argent is a highly accomplished professional with over 20 years experience in transport operations, logistics, and facility management across diverse industries and global events. Her expertise in strategy, planning, and stakeholder engagement has made her a trusted leader in managing large-scale operations and diverse teams. She is a seasoned event control room expert, coordinating with emergency services and controlling major incidents in operational rooms across Australia and the Middle East.

MAJOR EVENT EXPERIENCE

- Paris Olympics 2024
- COPA America USA 2024
- FIFA World Cup Qatar 2022
- Dubai Expo 2020
- 2018 Gold Coast Commonwealth Games

KEY STRENGTHS

- Accommodation and Transport Logistics
- Fleet and Depot Operations
- Guest Services and Operations
- Facility Management
- Contract Delivery



Mitchell Scott

OPERATIONS MANAGER

Mitchell Scott is a seasoned operations and project management professional with extensive experience across diverse industries, including global sporting organizations, major events, retail, and hospitality. Renowned for his superior communication and leadership skills, Mitchell has consistently demonstrated exceptional financial acumen and a task-oriented approach to problem-solving. With a knack for negotiation and a commitment to integrity, he has led teams to deliver results under tight deadlines, and is a trusted leader in event management and operational excellence.

MAJOR EVENT EXPERIENCE

- Australian Open
- Saudi Olympic Committee
- FIFA World Cup 2022
- World Expo Doha 2023
- World Economic Forum 2024
- LIWA Festival 2025

KEY STRENGTHS

- Event Logistics and Operations
- Project Management
- Back of House Staffing and Delivery
- Business Development
- Budgeting and Planning

Peter Henstock

PROJECT MANAGER

Peter has extensive experience at high profile major and mega events working with international governing federations and organizers across the globe. With experience in International level conferences and expo events, Peter brings to Incognitus a wealth of expertise. Always calm, always levelheaded and always matter of fact in his discussions, Peter is an asset to Incognitus International level event deployments as well as our clients.

MAJOR EVENT EXPERIENCE

- London Olympics 2012
- Sochi Olympics 2014
- Asian Games Doha
- ICC Cricket World Cups
- Commonwealth Heads of Government Summit
- World Summit on Sustainable Development
- World Economic Forum 2024

KEY STRENGTHS

- Event Management and Delivery
- Logistics Delivery
- International Relations
- Venue Operations



Peter Olsen

OPERATIONS AND PROJECT MANAGER

Peter has worked throughout Europe, Asia and the Middle East and is a hardworking and intelligent individual with extensive experience across all aspects of management. He is committed to achieving sales targets and utilises staff and resources to achieve optimum turnover. He has excellent interpersonal skills and strong experience in security liaison and operations to promote a positive and productive working atmosphere.

MAJOR EVENT EXPERIENCE

- Royal Ascot
- Wimbledon Tennis Championship
- Henley Royal Regatta
- World Economic Forum (Riyadh)
- Red Sea Film Festival (Jeddah, 2023)
- Commonwealth Games (Glasgow 2014, Birmingham 2022)
- UEFA Champions League Final (2017, 2024)

KEY STRENGTHS

- Security Liaison
- Event Financial Planning
- Business Development and Sales
- Staffing
- Human Resources
- Supplier Negotiation and Contracts
- Maintenance Operations

Richard Craddick

PROJECT MANAGER

An experienced event professional with over 25 years in the industry, Richard specializes in venue management, integrated operational planning, crowd management and health & safety, as well as managing Main Operations Centre & Event Control Room operations. Whilst primarily working in sport, Richard has a background in the music industry, having managed Wembley Arena in London for three years and worked for Live Nation on the planning and delivery of music festivals and tours. Whilst based in the UK, Richard has recently worked on several projects in the Middle East including Abu Dhabi, Dubai, Saudi Arabia and Qatar.

MAJOR EVENT EXPERIENCE

- London Olympics 2012
- Rugby World Cup 2015
- World Athletics Championships 2017
- FIFA World Cup Qatar 2022
- Live Nation
- Concerts and major events - Wembley Stadium

KEY STRENGTHS

- Venue Management
- Crowd Management
- OH&S
- Main Operations Centre
- Event Control Room Operations
- Operational Planning





Awards and Achievements

1997

- Sports & Recreation Industry Awards - Finalist
- Graduate IAAM PAFMS Management School, Oglebay

1998

- Governor of Victoria Export Award – Finalist

1999

- Ernst & Young Entrepreneur of the Year Award (Craig Lovett)
- Business Review Weekly's 100 Fastest Growing Private Company List No. 48

2000

- Business Review Weekly's 100 Fastest Growing Private Company List - No. 37
- Banksia Environmental Foundation Award - Resource Conservation & Waste Minimization Category
- Australian Sports Export Award (Cleavevent)
- Banksia Environmental Foundation Award – Corporate Responsibility & Leadership – Finalist
- Governor of Victoria Export Awards – Services Category Finalist

2001

- Business Review Weekly's 100 Fastest Growing Private Company List No. 40

2004

- Governor of Victoria Export Awards – Services Category Finalist

2007

- Governor of Victoria Export Awards – Services Category Finalist

2010

- YPO International "Best of the Best" Education Conference – Craig Lovett, Conference Chair

2012

- VMA Venue Professional of the Year (Craig Lovett)
- Recipient of the Ray Ward Award – for services to Industry education

2014

- Recipients of the International Executive in Sport and Entertainment Industry Award (Craig & Paul Lovett)

2022

- Melbourne Awards 2022 – Sustainability – Finalist
- Major Events International Lifetime Achievement Award (Craig Lovett)

Industry Participation

Incognitus and its staff maintains active membership in the following Industry associations:

- Venue Management Association of Australia - Council Member (VMA)
- Member - United Nations Environmental Program (UNEP)
- International Association of Assembly Managers (IAVM)
- TTF Australasia - National Spokesman for Events, State Convener Victoria
- Stadium Managers Association (SMA)
- Exhibition and Events Association of Australia (EEAA)
- International Special Events Society (ISES)
- Lecturer at the Public Venue Managers School of Australia (PVMS)
- Board of Regents and Instructor at International Venue Management School Oglebay West Virginia (VMS)
- Member of Victorian Government Workplace Task Force
- Australia Sport International (ASI)
- Panel Member of Specialist Advisors - Gold Coast 2018 Commonwealth Games



It was clear throughout the event that your team brought exceptional professionalism, dedication and expertise to every aspect of your work. One of Incognitus's great strengths is your ability to attract people of the highest calibre—individuals with not only the skill and knowledge, but also the experience and attitude that make a tangible difference in high-pressure, complex environments like Avalon. Please feel free to pass on our gratitude to your colleagues. Their efforts did not go unnoticed, and we are extremely appreciative of the role they played in helping us deliver such a successful event.

Justin Giddings

CHIEF EXECUTIVE OFFICER
AMDA FOUNDATION LIMITED
ORGANISER – AVALON AIRSHOW



**MELBOURNE,
AUSTRALIA**

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DUBAI, UAE

Incognitus Event
Management DMCC
Unit No: AG-PF-286

AG Tower

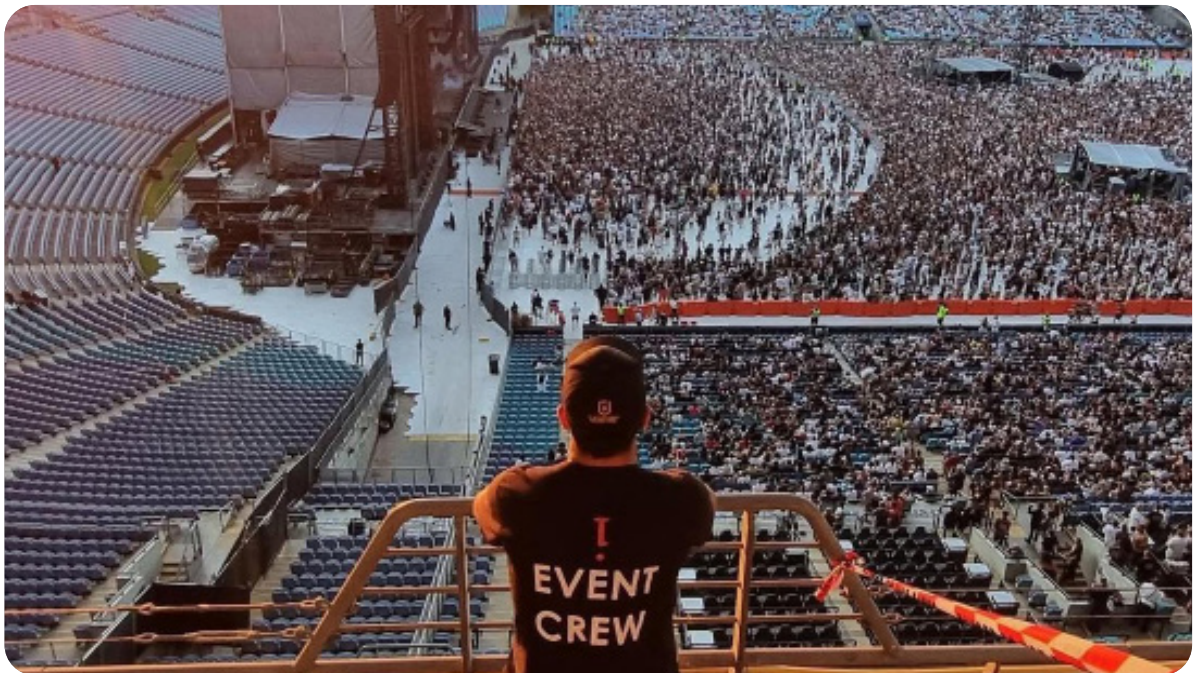
Jumeriah Lake
Towers Dubai

LOS ANGELES, USA

Incognitus Los Angeles,
USA

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