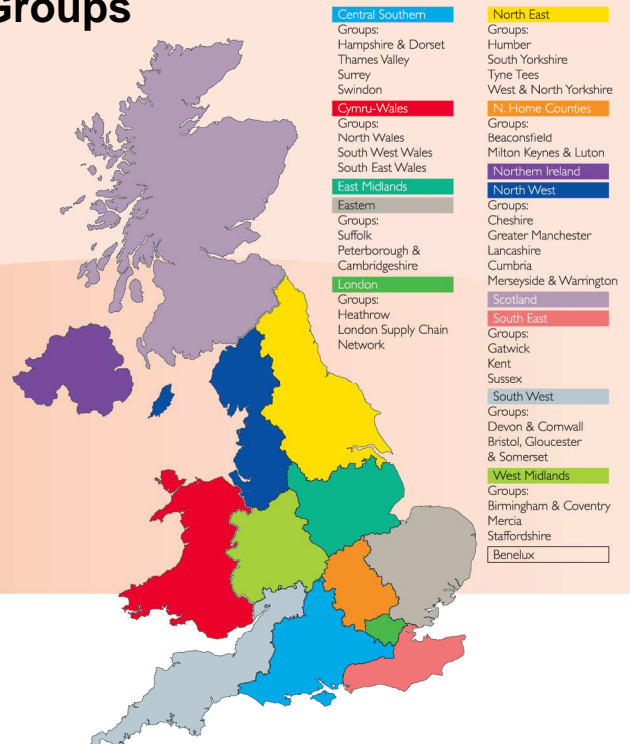


# News from the Nations, Regions & Groups

## CILT(UK) London Region

16th February 2011

### AC/DC, Radiohead, U2; The Power Behind the Tour



London Region enjoy Master class in name dropping

John Corr, Tour Principal, from Sound Moves, the UK's leading provider of freight forwarding solutions to the entertainment & outside broadcast industries entertained an audience of seventy CILT members and students at CASS Business School EC1 in February with his insight into the unique challenges that transporting a rock tour bring.

Never before have so many names been dropped so habitually in a CILT event. From Arcade Fire to Usher, AC/DC to Ozzie Osborne, John had a logistics example or an amusing anecdote

In an entertaining and informative lecture - **AC/DC, Radiohead, U2; The Power Behind the Tour** (sub titled) *Moving lots of boxes, with a superficial air of glamour, around the world to impossible deadlines!* - John shone a light on the massive logistics framework – including overnight truck dashes, diverting ships, multiple air charters, mobile giant cranes, natural disasters - that supports some of the world's largest rock bands, including Sound Moves work on the current U2 360° world tour.

Having disappointed the audience by informing them that Sound Moves prefer never to meet the “client” – on the basis that it invariably means something's going wrong – John then moved on to wow them with the inspirational transport and logistics solutions which are the norm in the rock tour arena. As evidenced, a few years earlier, by the Australian army who, disbelieving such speed was possible, requested permission to view the load-out of one date on a Rolling Stones tour.

Starting with a time-lapse video recording John showed the audience how the U2 show is set up, used by the band and broken down in venue, the assets involved and the resources deployed for each tour date.

The audience were taken aback by the sheer scale of the support provided by Sound Moves to a tour running three sets of tour assets simultaneously. The site of vast car parks entirely covered by inter-modal containers, countered by the fragility of an operation that can fall foul of a sore throat, was an exceptional concept, which many found difficult to contemplate.

John's final slide postulated, “I know it's only Rock n' Roll.....but is it logistics?”

The audience agreed that, if nothing else, it was a Master class in forwarding!

Paul Kelly CMILT