



Sir Bob Geldof is one of the most compelling and intriguing personalities of our time. Combining international success as a musician, entrepreneur and humanitarian, he is a unique voice on some of the major issues of the day.

Sir Bob is one of the world's most recognizable humanitarians and a driving force behind efforts to provide long-term and sustainable solutions to world hunger and poverty. His work has touched the lives of millions of people. From his days as the lead singer and songwriter for the Boomtown Rats, through his production of the classic single "Do They Know It's Christmas?", and the subsequent Live Aid concerts, to the recent Live8 shows around the world, and the creation of such television shows as "Survivor", his talent, determination and eloquence have propelled him time and time again to the forefront of popular consciousness.

A native of Dublin, Geldof cut his teeth in the music scene as a rock journalist, before forming the band that evolved into the Boomtown Rats, one of the definitive bands of the punk/new wave explosion of the 1970s. After a series of hits, including two UK number 1 singles, Geldof emerged as one of the most well known pop personalities of his era.

In 1984 Geldof turned his attention to the dreadful famine that was plaguing Ethiopia in 1984. The single, "Do They Know It's Christmas?" sold over three million copies and, with Geldof's foresight in gaining financial control of every aspect of the record's production, manufacture and distribution, Famine Relief received an overwhelming amount of money from retail record sales. The record inspired 1985's mammoth Live Aid extravaganza in which Geldof herded together rock's elite to play before a worldwide television audience of over a billion people.

In early 2005, on the 20th anniversary of Live Aid, Geldof again saw the deep need to raise awareness of global hunger. He organized the Live 8 concerts, and ten simultaneous concerts were held in early July, and on July 7th . The G8 leaders pledged to increase aid to Africa by \$25 billion by the year 2010.

Geldof has also established himself as a highly astute businessman with his co-ownership of the television production house Planet 24 which eventually became Ten Alps Communications, a hugely successful production company whose productions have included high profile documentaries for the BBC, Channel 4, Five, Sky One and Discovery. Among his many television creations is the show "Survivor", which he and a partner developed. The show has been licensed in a number of different countries, including of course the U.S., where it became a television phenomenon and launched the reality television genre. Geldof also founded online travel agent Deckchair.com in conjunction with James Page, the successful creator of the Eidos software company.

For his humanitarian efforts Geldof has received an honorary knighthood from Queen Elizabeth. In 2005, Geldof won a handful of prestigious international awards: the Rose d'Or Charity Award, for his passionate determination to take action in the face of human suffering, and The Brits Lifetime Achievement Award, for his outstanding contribution to music. Geldof was named Man of Peace by winners of the Nobel Peace Prize. Mikhail Gorbachev presented the award to Geldof for his "unflinching work and powerful voice on behalf of the poor of Africa over the last 20 years and in particular the last 12 months."

Topics include:

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- Making a Difference
- The state of the world

Speaker Ideas

Waver 9
1191 KE Ouderamstel
The Netherlands
info@speakerideas.com

Eithne Jones

T +31(0)297-583252
F +31(0)297-583036
M +31(0)6-10893693