# London Pet Show Live 2025 collapses amid organiser’s disappearance and unpaid debts



Contractors and suppliers involved in the London Pet Show Live 2025, held at Olympia London last month, are alleging that the event organiser, Oscar Von Keysall, has disappeared and left unpaid bills totalling approximately £200,000. Marketed as the UK's biggest show for pet lovers, the two-day event promised around 20,000 attendees but reportedly attracted only about 2,000 visitors, with the venue largely empty and event atmosphere described as "dead."

Vendors expressed severe disappointment with the event's execution. Several claimed that the organiser, Elite Events Ltd, largely failed to promote the show adequately, resulting in poor ticket sales and minimal visitor turnout. Celebrity vet Dr Scott Miller was noted to have delivered a presentation in front of just two people, while social media influencer Travis Nelson remarked on the shocking lack of attendees at his "meet and greet." Additionally, contrary to expectations, the event was reportedly not "pet-friendly," with members of the public barred from bringing dogs inside.

In the aftermath, Oscar Von Keysall ceased communication, and insolvency practitioners have been appointed to handle the liquidation process. Jay Jones, event manager and contractor, described Von Keysall’s disappearance as leaving many "high and dry" and claimed he personally was owed around £20,000. Estimates suggest other suppliers could be collectively owed close to £200,000 for a range of services, including catering, staffing, equipment rental, and marketing. Thames Valley Police announced they are reviewing multiple fraud reports related to the event and have started a "concern for welfare" investigation regarding Von Keysall’s whereabouts.

Further scrutiny has revealed a troubling background for Von Keysall, who has a previous conviction related to fraud. In 2010, operating under a variation of his name, he pleaded guilty to five counts of misleading and deceiving advertisers while running a publishing company. Records indicate he has acted as director for nine dissolved companies between 1995 and 2012, some of which were wound up due to insolvency or struck off.

The event management appeared to have been based on erroneous assumptions, with Jones stating that Von Keysall marketed the show using projected attendance figures from plans to use a larger venue within Olympia that were never confirmed. Instead, the event took place in a smaller hall with a maximum capacity of 5,000, further exacerbated by insufficient marketing efforts, which likely contributed to its poor turnout. Jones described Von Keysall as having a charismatic but volatile temperament and suggested that while the initial intention may have been genuine, the situation deteriorated leading to Von Keysall abandoning the event and those involved with it.

Newhall Publishing, responsible for producing the event's show guides and goody bags, also reported financial losses due to the low footfall, which forced them to distribute materials for free to enhance sponsor exposure. Managing director Richard Woolliams stated that the company has yet to be paid and highlighted how the event’s potential was undermined by attendance issues.

Vendors faced significant financial hardship. For instance, the owner of Bew Dogs reported losses close to £1,000 after paying for a stall yet making very few sales. Similarly, the founder of PetBuddy suffered both financial losses and missed opportunities to build her customer base amid minimal visitor numbers. Many vendors paid steep fees for their stalls, some reportedly as high as £5,000, and fear some small businesses may not recover from the fallout.

Despite the controversy, the organisers have publicly denied any fraudulent intent. Speaking to ITV News, representatives insisted the event was not a scam, attributing the problems to operational challenges rather than deception. However, the mounting fraud allegations, combined with the organiser’s disappearance and substantial unpaid debts, have raised serious concerns among vendors and attendees regarding the event’s management and future viability.

The London Pet Show Live was previously heralded as a significant event in the UK's pet industry calendar, supported by household names such as Petplan and intended to offer a wide variety of pet-related retail opportunities, demonstrations, and workshops. It was held at Olympia London, a venue recently upgraded with a £1.3 billion redevelopment, aiming to attract large crowds for an engaging experience. Nevertheless, the show failed to meet expectations, raising questions about the vetting and oversight of such ambitious events within the pet sector.

Additionally, other organisations, such as The Cat Show Live, have distanced themselves from Elite Events and Von Keysall to avoid association with the controversy, emphasising their independence and commitment to delivering positive experiences for pet enthusiasts.

At the time of publication, Elite Events Live Limited remains registered as an active company, though its confirmation statement is overdue, posing legal risks including fines or company strike-off. Meanwhile, the registered business address, a residential property in Ascot, Berkshire, appears unoccupied and is currently on the market. Thames Valley Police have confirmed they continue to review reports and investigate the affair, underlining the serious repercussions of the event’s failure and the organiser’s conduct.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.dailymail.co.uk/news/article-15197603/convicted-fraudster-deserted-London-pet-vanishes-200k.html?ns_mchannel=rss&ns_campaign=1490&ito=1490)
* Paragraph 2 – [[1]](https://www.dailymail.co.uk/news/article-15197603/convicted-fraudster-deserted-London-pet-vanishes-200k.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[2]](https://www.itv.com/watch/news/not-the-best-in-show-olympia-pet-exhibition-organisers-insist-it-wasnt-a-scam/dtc715h)
* Paragraph 3 – [[1]](https://www.dailymail.co.uk/news/article-15197603/convicted-fraudster-deserted-London-pet-vanishes-200k.html?ns_mchannel=rss&ns_campaign=1490&ito=1490)
* Paragraph 4 – [[1]](https://www.dailymail.co.uk/news/article-15197603/convicted-fraudster-deserted-London-pet-vanishes-200k.html?ns_mchannel=rss&ns_campaign=1490&ito=1490)
* Paragraph 5 – [[1]](https://www.dailymail.co.uk/news/article-15197603/convicted-fraudster-deserted-London-pet-vanishes-200k.html?ns_mchannel=rss&ns_campaign=1490&ito=1490)
* Paragraph 6 – [[1]](https://www.dailymail.co.uk/news/article-15197603/convicted-fraudster-deserted-London-pet-vanishes-200k.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[2]](https://www.itv.com/watch/news/not-the-best-in-show-olympia-pet-exhibition-organisers-insist-it-wasnt-a-scam/dtc715h), [[3]](https://www.petproductmarketing.co.uk/news/london-pet-show-announces-london-olympia-event-supported-by-petplan/), [[4]](https://www.allpawsindustry.com/industry-news/london-pet-show-live-announces-london-olympia-event-with-petplan-proudly-supporting/)
* Paragraph 7 – [[1]](https://www.dailymail.co.uk/news/article-15197603/convicted-fraudster-deserted-London-pet-vanishes-200k.html?ns_mchannel=rss&ns_campaign=1490&ito=1490)
* Paragraph 8 – [[1]](https://www.dailymail.co.uk/news/article-15197603/convicted-fraudster-deserted-London-pet-vanishes-200k.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[2]](https://www.itv.com/watch/news/not-the-best-in-show-olympia-pet-exhibition-organisers-insist-it-wasnt-a-scam/dtc715h)
* Paragraph 9 – [[1]](https://www.dailymail.co.uk/news/article-15197603/convicted-fraudster-deserted-London-pet-vanishes-200k.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[2]](https://www.itv.com/watch/news/not-the-best-in-show-olympia-pet-exhibition-organisers-insist-it-wasnt-a-scam/dtc715h)
* Paragraph 10 – [[1]](https://www.dailymail.co.uk/news/article-15197603/convicted-fraudster-deserted-London-pet-vanishes-200k.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[3]](https://www.petproductmarketing.co.uk/news/london-pet-show-announces-london-olympia-event-supported-by-petplan/), [[4]](https://www.allpawsindustry.com/industry-news/london-pet-show-live-announces-london-olympia-event-with-petplan-proudly-supporting/), [[5]](https://thecatshowlive.co.uk/2025/02/21/clarification-statement-the-cat-show-live-tcsl/)

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## Bibliography

1. <https://www.dailymail.co.uk/news/article-15197603/convicted-fraudster-deserted-London-pet-vanishes-200k.html?ns_mchannel=rss&ns_campaign=1490&ito=1490> - Please view link - unable to able to access data
2. <https://www.itv.com/watch/news/not-the-best-in-show-olympia-pet-exhibition-organisers-insist-it-wasnt-a-scam/dtc715h> - Stallholders at the London Pet Show Live at Olympia London expressed feelings of being let down and financially impacted. They reported low attendance and insufficient promotion by the organisers, leading to financial losses. The organisers, however, denied any fraudulent intent, stating that the event faced challenges but was not a scam. The situation has raised concerns among vendors and attendees about the event's management and future prospects.
3. <https://www.petproductmarketing.co.uk/news/london-pet-show-announces-london-olympia-event-supported-by-petplan/> - The London Pet Show Live, scheduled for 20–21 September 2025 at Olympia London, is set to be the UK's largest consumer pet show. Supported by Petplan, the event aims to offer a family-focused mix of pet-related retail opportunities, animal shows, dog demonstrations, and interactive workshops. The organisers highlight the venue's recent £1.3 billion redevelopment, aiming to attract thousands of pet lovers for an exciting weekend of activities.
4. <https://www.allpawsindustry.com/industry-news/london-pet-show-live-announces-london-olympia-event-with-petplan-proudly-supporting/> - London Pet Show Live, set for 20–21 September 2025 at Olympia London, is the UK's largest consumer pet show, supported by Petplan. The event promises a family-focused mix of pet-related retail opportunities, animal shows, dog demonstrations, and interactive workshops. The organisers emphasise the venue's recent £1.3 billion redevelopment, aiming to attract thousands of pet lovers for an exciting weekend of activities.
5. <https://thecatshowlive.co.uk/2025/02/21/clarification-statement-the-cat-show-live-tcsl/> - The Cat Show Live (TCSL) issued a clarification statement distancing itself from other pet-related event organisations in the UK, particularly Elite Events and its founder Oscar Von Keys. TCSL emphasised its independence and commitment to delivering exceptional experiences for cat lovers, addressing misinformation associating them with other businesses in the sector.
6. <https://www.sec.gov/news/press/2010/2010-93.htm> - The U.S. Securities and Exchange Commission (SEC) charged Diebold, Inc. and three former executives with accounting fraud. The SEC alleged that Diebold's financial management engaged in fraudulent accounting practices to inflate the company's earnings, including improper revenue recognition and manipulating reserves. The company agreed to pay a $25 million penalty to settle the charges, and the former CEO agreed to reimburse certain financial benefits received during the fraudulent activities.
7. <https://www.sec.gov/news/digest/2010/dig083010.htm> - The SEC's News Digest from August 30, 2010, provides updates on various enforcement actions, including charges against individuals involved in fraudulent schemes. Notably, it mentions the case of Trevor G. Cook, who raised $190 million from investors through unregistered sales of investments in a purported foreign currency trading venture. The SEC's complaint alleges that Cook misused investor funds for personal expenses and to make Ponzi-like payments to earlier investors.