

Annual Report 2024

Bern, February 25th, 2025

In accordance with the Articles of Incorporation the board of AGES reports to the General Assembly on the most important events and activities in 2024, as follows:

Activities

AGES has worked on the implementation plan for the AGES 2.0 initiative, which was announced in London.

The new AGES identity was developed in collaboration with an agency in Paris. It was presented to the Board in October, approved during Board Meeting 53 in December, and will be officially launched in Milwaukee.

Work on the AGES web platform commenced in June, managed by a web agency in London. The core principles, data structure, and planned services were presented to the Board in September. Since November, the agency has been developing the website, integrating the new identity. The new platform will be presented to our members in Milwaukee.

Since 24 April, AGES has contracted Orly Gayet on a part-time freelance basis to oversee administration, track existing processes, and compile the "AGES Book of Procedures." This document will consolidate all rules, processes, and practices established since the beginning of AGES. It is expected to be completed by August 2025.

In 2024, AGES also worked on developing relations with new members and associate members from the United States. Expanding our membership base is crucial to providing a broader industry perspective.

Throughout 2024, AGES strengthened relationships with other associations promoting the event industry to younger generations in various countries. This will support the launch of the AGES project -Engaging with the next generation- in 2025.

In Q4, AGES initiated relationships with more Australian suppliers and associations focused on the Brisbane 2032 Organising Committee. The Major Event Business Group – Queensland has been invited to present its activities at our annual event.

AGES temporarily suspended its participation in the Smart Cities & Sport Summit and the Host City Conference, pending the launch of its new identity. However, several key events have been identified where AGES will be present in 2025 to showcase its new identity and platform.

Annual Event with General Assembly 2024

Our Annual Event 2024 took place in London from 17 to 19 March 2024. The event was hosted by our members Creative Technology, CSM Live, and ES Global. It was well attended and provided a diverse and inspiring programme in a relaxed setting. Participants enjoyed a range of insightful presentations on major events, emerging marketplaces, and key industry topics, followed by moderated discussions on event legacies, digital transformation, and the event delivery model.

The 10th General Assembly took place on 19 March and was attended by 32 voting members. All agenda items were approved.

Succession of Board Members

Dave Crump retired from Creative Technology at the end of 2024. The Board initiated the search for a new member in early Q4 2024 and completed the process in January 2025. The Board will propose a preferred candidate for election at the General Assembly on 25 March 2025.

Annual accounts

In 2024, AGES generated a total income of EUR 253,709, with total expenditures of EUR 251,024, including taxes. The annual result shows a profit of EUR 2,685, slightly exceeding the budget forecast approved by the General Assembly.

The 2024 financial results include a provision of EUR 40,000 for expected AGES 2.0 project expenses in 2025, as well as potential tax obligations for 2021–2023. Additionally, financial support of EUR 14,000 for hosting the Annual Event 2024 was recorded as an expenditure in the Profit & Loss statement, ensuring the Annual Events 2401 fund remains unchanged at EUR 25,000.

The 2024 financial statements were prepared by Zloczower & Partner, Bern, and audited by the elected statutory auditor Jürg Schwarz, Habegger, on 17 February 2025. The 2024 Audit Report is available in the member login area. AGES extends its gratitude to Jürg Schwarz for conducting the audit on a courtesy basis.

Memberships and Partnership

We noticed the following changes in our member base in the reporting period 2024:

New members:

[Liri Architecture Technology](#), [LOXAM](#), [Serious Stages Ltd](#), [SLX LTD](#), [TAIT](#), [Sunbelt Rentals, Inc](#)

New associate members

[EFM Global](#), [Eventelec](#), [We lodge](#)

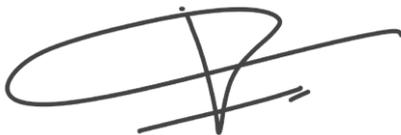
In the same period, the associate members SEL Sport & Events, Intelligent Crowd Solutions, ZND UK Limited and Druid sport exited.

The membership of MF Group (Russia) was again suspended for 2024 because of the ongoing war in the Ukraine

Board and Management

The board had four board meetings in 2024. The Minutes of the Board Meetings (BM50 – BM53) are accessible to the members in the member login area. Board members did not claim any expenses or compensation in 2024.

The Chairman extends his appreciation to all Board members for their dedication, with special thanks to Antoinette Koerts (Organisation of the annual Event), Marike van der Ben (Marketing) and Orly Gayet (Administration) for their excellent work and their engagement throughout the year.



Jean-Charles DURAND, Chairman