

UPDATES

AGES Newsletter – August 2025 Edition

Shaping the Future Together:

Connection, Innovation, Sustainability, Education in Action

Dear Members, Associate Members, and Partners,

As we move through 2025, momentum is building across the AGES network. With new members joining, fresh ideas emerging, and exciting projects taking shape, there's a renewed sense of energy and purpose in everything we do.

This edition reflects how our **four pillars** — **Connection, Innovation, Education, and Sustainability** — are guiding AGES through a bold

new chapter. Together, we are reimagining what it means to be part of a global community shaping the future of live events.

++++

Connection

Launching AGES Connect: A New Era of Collaboration

AGES Connect - our new digital platform - will officially launch in **September 2025**, offering a central hub where members, partners,

freelancers, and organisers can engage, share, and grow together.

Features will include:

- Member project sharing & insights
- Partner discovery & networking
- Real-time updates on AGES initiatives

Early access will open on 11th of August - we encourage all members to verify their account administrator details to ensure a smooth onboarding process.

We're also building:

- A **freelancer database**, searchable by expertise, region, and experience
- A **Worldwide Local Suppliers Directory** with member-validated recommendations
- Access for **organisers and agencies** to share relevant tenders and opportunities

All of this is designed to make AGES Connect a **living ecosystem for the event infrastructure industry**.

++++

Innovation

A Fresh Identity and a Forward-Thinking Approach

Unveiled at the Milwaukee conference, our **new brand identity** marks a pivotal step forward. It reflects who we are: a dynamic, trusted,

and united network pushing the boundaries of what's possible in live events.

We've also completed a multi-session series of **External Communications Workshops**. These led to:

- A clear and confident tone of voice
- Targeted messaging strategies for members' employees, freelancers, and future talents

- A structured approach to social media and outreach
- A commitment to thought leadership via regular insight reports and opinion pieces

With **LinkedIn** as our primary public platform, and AGES Connect also serving as a private member hub, we're taking a smarter, more focused approach to visibility - both inside and beyond our network.

++++

Sustainability

Purposeful Growth with Long-Term Impact

Sustainability is not just an ambition - it's an operational principle embedded in everything we do.

In 2025 and beyond, our communications and collaborations will:

- Highlight sustainable practices across the network
- Promote member-led innovations in responsible event infrastructure
- Feature content that supports the **environmental and social goals** of our industry

Through platforms like **AGES Connect** and our external media presence, we aim to amplify the voices and actions that are moving the industry forward - responsibly.

++++

Education

Investing in the Next Generation

Our **Future Leaders Workshops** continue to shape AGES' direction by listening to young professionals and acting on their insights.

These sessions revealed what early-career talents are seeking: **meaningful roles, mentorship, and visibility.**

As a result of these workshops, our future goals will be:

- Developing partnerships with **education providers**
- Launching a pilot project with selected universities to attract students in **event management, hospitality, logistics, and technical fields**
- Exploring mentorship and content opportunities on platforms where Gen Z engages

These actions support long-term talent development and reinforce AGES' role in **raising awareness of the supplier side** of live events.

++++

Welcome to Our New Member: MOVICO

We're thrilled to welcome **MOVICO** to the AGES community.

With over 30 years of experience in mobile event marketing, MOVICO is known for delivering dynamic brand **experiences** at iconic events

such as **Le Tour de France, WRC Rally, and the World Endurance Championship.**

Their expertise in mobile structures and roadshows enhances our collective knowledge and strengthens our global voice.

++++

Looking Ahead

From new partnerships to platform innovation, AGES is evolving. The next few months will see the rollout of:

- Making contact with Universities to partnership
- Starting our Communication Strategy plan on LinkedIn and AGES Connect
- Cross-sector engagement with event organisers and venues
- Member- and freelancer-led content on trends, skills, and careers
- Expanded access to global opportunities for all parts of our network

This is only the beginning. Together —
through **Connection, Innovation, Sustainability and Education** — we're shaping a smarter,
stronger,
and more visible future for the event infrastructure industry.

Thank you for being part of it.

The AGES team.