

UPDATES & NEWS FEBRUARY 2025

AGES

Association of Global Event Supplier

Good afternoon,

This quarterly “Updates & News” is a brief quarterly information for members, associate members and partners of our association:

Annual Event 2025

The first information package, including registration forms for our Annual Event 2025 in Milwaukee, was sent out in mid-December 2024.

Hosted by our member Arena, the event will commence on Sunday, 23 March, with a guided tour of the Harley-Davidson Museum in Milwaukee, followed by our traditional Welcome Reception at the Pfister Hotel in the evening. To add an element of surprise, event badges and booklets will not be distributed upon arrival. Instead, as promised, we will introduce our new logo in an engaging way just before the Welcome Reception.

We are finalising the speaker line-up and are excited to announce that confirmed keynote speakers include representatives from the NFL, who will discuss the Super Bowl, SailGP and LIV Golf. We are also in the final stages of confirming additional high-profile speakers who will further elevate the event.

The final programme will be available via our website under “Milwaukee25” at the beginning of March, and printed booklets will be provided to participants. As registration is closing soon, we encourage you to submit your forms to antoinette@ages.international as soon as possible.

Memberships

We are pleased to inform you about the following members who have joined AGES in recent months:

- SLX from the United Kingdom and represented by Alastair Currie
- Loxam from France and represented by Alice Hénault
- Tait from the United States and represented by Matt Richman
- Sunbelt from the United States and represented by Gary Meador

At our annual event, all our new members will be welcomed to give a speed presentation, should they wish to, on Tuesday morning.

If your company is undergoing a rebranding or name change and would like to be featured in the next newsletter, please contact our office manager. Additionally, as we prepare for the Annual Event, kindly inform us of any updates needed for your text or logo.

Ages 2.0

As previously mentioned, we've been working on our new visual identity, and we are pleased to inform you that the rebranding has now been finalised. We look forward to unveiling it in Milwaukee.

We are also on track to preview the new platform of our website at our annual event in Milwaukee, with a target to go live later in the year.

Our third initiative under AGES 2.0 is to **engage with the next generation**. In our last newsletter, we launched a survey to better understand industry practices. The survey takes less than five minutes to complete, and we would greatly appreciate your participation or forwarding it to your HR department.

[\[SURVEY\]](#)

Thank you to those who have already completed it. We will be reaching out to those who left their contact details in the survey.

Finally, we are launching a new workshop with a brainstorming session focused on how AGES can better engage with the next generation. We aim to gather a wide range of ideas and initiatives.

This online workshop will take place on **17 February at 11:00 AM GMT**.

This session will be crucial in shaping AGES' future engagement on this important topic. If you wish to participate but cannot attend, please contact office@ages.international to schedule a call and share your insights.

A Teams invitation will be sent for the workshop; kindly confirm your attendance based on your availability and interest. Feel free to forward the invitation to the relevant person in your company.

Thank you for being an essential part of this exciting evolution!

Jean-Charles DURAND

Chairman

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Should you need to visualise it or save it, you can retrieve the pdf version of this newsletter and the former ones in the [membership area](#).

Should you want to add member of your teams to this newsletter, feel free to reach out to office@ages.international