



UPDATES

Arena is proud to have hosted the 2025 AGES Annual Conference in Milwaukee, and we want to thank all attendees for making it such a memorable and successful event. Your participation, insights, and collaboration truly brought the conference to life. We are grateful to have had the opportunity to connect with so many industry leaders and look forward to building on the momentum and ideas shared during our time together.

Paul Berger

Jon Tabeling

CEO, Arena Group

Deputy CEO, Arena Group

Arena

Breathing life
into space.

Dear Members, Associate Members, and Partners,

It was an honour to welcome so many of you in Milwaukee last month.

Once again this year, we had the privilege of hearing from fantastic speakers and gaining valuable insights into the U.S. event market.

The event was also an opportunity to reflect on the future of our unique association.

A special thank you to Arena, our host, and to Musco Lighting, who generously sponsored the dinner with Arena.

We are happy to share the [link to the event photos](#).

As usual, members can access the **speakers' presentations** in the [member area](#) of our website.

Also, please find attached the [survey link](#) regarding the annual event —we are currently shaping the 2026 edition, so this survey (which takes only 5 minutes to complete) is very important for you to fill in!

AGES' NEW IDENTITY

As presented during the event, we have been working on evolving AGES' identity.

This is not just about a new logo, but a broader redefinition of our association's mission. We have identified four strategic pillars that will guide our actions in the coming years:

- **Connection:** Facilitating links across the event industry.
- **Innovation:** Supporting our members, and partners, in shaping the future of our industry.
- **Sustainability:** Promoting meaningful action on environmental, social, and economic challenges.
- **Education:** Playing an active role in shaping the future of our industry by raising awareness among younger generations and supporting the development of future talent.

AGES CONNECT

I was pleased to introduce our new platform: **AGES Connect**.

As part of our AGES 2.0 initiative, this platform aims to foster connections between our members and key stakeholders in the industry, including:

- A. Members, Associate members and Partners
- B. Organisers, agencies, and venues
- C. Educational institutions and associations involved in developing the next generation of event professionals

Defining the services expected by users of this platform was a central focus of the AGES Workshop.

Thank you for your input.

In the coming weeks (from early May to the end of July), we will communicate individually with each member and associate members to manage your registration and access to AGES-Connect.

FUTURE LEADER INITIATIVE

A group of eight young talents participated in our **Future Leader Initiative**. Over two days, they explored:

- How to better engage with the next generation
- How to shape actions and expectations accordingly

The attached document captures the work they produced and will serve as a starting point for future action.

The group will continue working from April to September under the guidance of Orly Gayet and a marketing expert, with the goal of developing a broader communication strategy for the association.

I will report on their progress in July and share their conclusions in September.

AGES WORKSHOP

It was a great experience to collectively reflect on AGES' future activities and the services members would like to see on AGES Connect.

We focused on two key questions in group discussions:

1. What actions should AGES take over the next two years within the four pillars (Connection, Innovation, Sustainability, Education)?
2. What services would you like to see when using the AGES Connect platform?

See attached summary

GENERAL ASSEMBLY MEETING

During the General Assembly meeting, the Board reviewed the annual report, financial statements, and the proposed budget. In exciting news, all initiatives presented were approved by a large majority.

We are also pleased to welcome **Amy Casterton** from ES Global as a new Board member.

To support the continued growth and ambitions of our association, AGES will adjust its membership fees starting in 2026. The revised annual fees will be €3,500 for full members and €2,250 for associate members.

Before the summer, I will present a two-year action plan based on the outcomes of this work. We will also create working groups to implement the approved initiatives. I look forward to working with member and associate member representatives.

You are welcome to join, or to propose someone from your team, to take part in one of the upcoming working sessions.

Thank you,

Jean-Charles Durand

Chairman



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www.ages.international

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