



December Newsletter 2025: A Year in Review



Dear Partner, Members and Associate Members,

As we approach the end of 2025, we want to express our sincere appreciation for your engagement, collaboration and continued support. This year has been a significant step forward for AGES; strengthening our network, advancing our shared standards, and driving progress across key initiatives that shape the future of the global event industry.

Below, you will find a look back at what we have achieved together, as well as a preview of the priorities that will guide us into 2026.

Warm regards,

The AGES Office

Introducing the New AGES Identity

This year, we reached an important milestone with the launch of our refreshed AGES identity. More than a visual update, it reflects who we are today and the values that continue to shape our global community.

At the core of the new identity are four pillars:

Connection + **Innovation** + **Sustainability** + **Education**

Together, these pillars form a clear framework for how AGES communicates, collaborates and represents the event supply industry worldwide.

2025 Annual Meeting in Milwaukee

Thank you for joining us in Milwaukee. Your openness, ideas and collaboration over the three days truly reflected the strength of our AGES community.

We're pleased to share a few photos that capture the energy in the room - a small souvenir of our time together.

[View the photos here](#)



Welcoming New Members

This year, AGES was strengthened by the arrival of several new member organisations whose expertise further enriches our global network.

[Meet Movico](#)

[Subscribe](#)[Past Issues](#)[Translate ▼](#)

BeWunder, Kuehne + Nagel, Movico, United Rentals and Videlio to the AGES community, these last few months.

Together, we continue to raise standards, share knowledge and advance our sector.

[Meet BeWunder](#)[Meet Kuehne + Nagel](#)

AGES Connect: Progress Update

Work on **AGES Connect** is progressing well. Technical development, platform structure and content preparation are now in their final stages, and we are completing the onboarding process for the full community.

AGES Connect will soon become our central space for resources, member interaction and shared work across **Connection**, **Innovation**, **Sustainability** and **Education**.

A quick reminder:

On January 1st 2026, AGES.International will be fully disconnected and replaced by the new platform - AGES Connect.

Please **complete your onboarding** before this date to ensure continued visibility on our platform.

Request the link to Onboard your Organisation here

[Discover AGES Connect](#)

Future Leaders 2025 & 2026

The 2025 Future Leaders cohort has completed its workshop series, offering valuable insights on youth engagement, evolving expectations and future skills. Their contributions have helped inform AGES' strategic direction, and a recap of their key outcomes is available for those who wish to revisit the findings.

Looking ahead, the 2026 programme will strengthen our focus on **Education**, building new links with universities and academic partners. Participants will help AGES develop a dedicated communication channel for global institutions, supported by an industry mentor and a series of workshops running from January to June. Engagement will extend across the USA, Europe, the Middle East and Asia-Pacific.

Both the 2025 and 2026 cohorts will contribute to AGES' wider positive-impact initiatives.

Nominations for the 2026 edition remain open. We encourage organisations to propose emerging professionals who will benefit from, and contribute to, this collective effort.

Nominate a Future Leader 2026 here



[Future Leaders 2025 Recap](#)

UEFA Temporary Stands

Since 1992, UEFA regulations have prohibited the use of temporary grandstand structures for clubs and national teams participating in UEFA competitions.

Following sustained engagement led by **Daniel Cordey**, UEFA has now agreed to enter a constructive dialogue with AGES. The objective is to explore a clear technical

AGES has appointed a **working group of four member-industry experts** to support this process. The first meeting between the AGES working group and UEFA representatives will take place in **January 2026**, with additional sessions expected in the following months.

We look forward to contributing to this important discussion for our sector.

Current Regulations

Looking Ahead to 2026

Next year, AGES will focus on:

- launching **AGES Connect**
- expanding youth engagement through **Future Leaders 2026**
- temporary Stands regulations discussion with UEFA
- strengthening relationships with educational partners
- developing new member-driven initiatives
- preparing for the **2026 Annual Meeting in Munich**

We look forward to building on the momentum of 2025 and continuing to advance our shared priorities.

Members in Action

Share Your Highlights Across Our Four Pillars

Each month, “Members in Action” highlights the projects, ideas and team moments that bring our AGES community to life. Each month, we feature contributions linked to our four pillars and we warmly encourage you to share yours.

[Subscribe](#)[Past Issues](#)[Translate ▼](#)

Partnerships, collaborations and initiatives that strengthen our global network.

Innovation

New solutions, technologies or approaches moving our industry forward.

Sustainability

Actions, certifications or programmes supporting responsible and resilient event practices.

Education

Workshops, training, research and learning initiatives that help develop today's and tomorrow's professionals.

If you have an update to share, the AGES Office would be delighted to hear from you. Your stories help showcase the strength and diversity of our community.

👉 Follow [@AGES.international](#) on LinkedIn for ongoing highlights and member stories.



Share Your Member Story



[Subscribe](#)[Past Issues](#)[Translate ▼](#)

Copyright (C) |2025| AGES – Association of Global Event Suppliers. All rights reserved.

You are receiving this email as part of your AGES membership or subscription to AGES communications.

Our mailing address is:
Kochergasse 6 CH 3011 Bern Switzerland

Visit our website: www.ages.international

If you no longer wish to receive AGES updates, you can [unsubscribe here](#).

Want to change how you receive these emails?

You can [update your preferences](#) or [unsubscribe](#)