

AGES Future Leaders 2025

Introduction: Why was the workshop created?

The AGES Future Leaders workshop was created to answer a central question: How can AGES become the go-to association for emerging talents who want to discover, enter, and grow within the global event supplier industry?

To address this, AGES brought together members, specialists, and strategic partners to co-create a 6–12 month roadmap outlining how to attract, inspire, and support the next generation of event professionals. This workshop enabled AGES to align on the target groups, messaging, action priorities, and long-term vision needed to build a sustainable pipeline of future leaders.

1. Priority Target Groups

The workshop identified three main student groups aged 20–25 as the highest-potential targets for AGES' youth engagement strategy:

- Event Planning Students
- Students in Technical Training (rigging, AV, logistics, electrics)
- Hospitality & Service Students (tourism, hotels, catering)

2. AGES Value Proposition to Emerging Talent

The workshop reinforced AGES' mission to Inspire, Connect, and Grow future talent:

- *Inspire* - by showing the behind-the-scenes world of international events.
- *Connect* - by giving students access to industry experts and peers.
- *Grow* - by offering learning, internships, and career-path discovery.

3. Key Action Areas

Four priority action areas were agreed upon to shape AGES' talent engagement strategy:

1. *Build the Foundation* – partnerships, visibility, university connections.
2. *Inspire* – storytelling, industry exposure, showcasing major events.

3. *Connect* – mentorship concepts, Q&A sessions, peer interaction.

4. *Access Pathways* – internships, traineeships, open days.

4. Feasibility vs Impact

The workshop also evaluated several engagement ideas based on feasibility and impact. High-impact ideas such as TikTok storytelling, mentorship programs, and an interactive festival map were considered valuable but resource-intensive. Conversely, lower-impact but easier-to-implement ideas like CV workshops and LinkedIn reviews were flagged as quick wins.

Conclusion

The AGES Future Leaders workshop established a shared roadmap and a clear strategy for engaging emerging talent. By focusing on the right target groups, delivering inspiring content, building real connections, and creating accessible pathways into the industry, AGES is positioning itself as a central hub for the next generation of event professionals.