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Hello everyone,

Welcome to the first edition of AGES Insider - our rebranded newsletter.

The plan is to bring you Inside AGES on a more regular basis, sharing member news, industry insights, event updates and the stories that make our global community so special.

But this isn't just our newsletter, it's yours too.

As Inside AGES evolves, we'd love your input. What would you like to see more of? Member spotlights? Project success stories? Industry trends? Event highlights? Or perhaps a regular feature that celebrates the incredible work happening across our network?

If you've got an idea, something to celebrate or a story worth sharing, I'd genuinely love to hear from you. The best newsletters are built by the communities they're written for.

So drop us a line anytime at connect@ages.international.

Happy reading!

The AGES Team



Save the Date

Eindhoven 2027 is calling...

Our next AGES Annual Event will take place **Sunday 21 – Tuesday 23 March 2027**.

We've found a venue we're incredibly excited about, and we're counting down the days until we can reveal it.

We're keeping the location under wraps just a little longer, but trust us... it'll be worth the wait.

Keep an eye on your inbox for registration details and the big reveal coming soon.

✈ Before you book...

A little heads-up that might save you some stress later.

Eindhoven Airport will be closed between **1 February and 19 July 2027** for major runway works.

Instead, we'd recommend flying into:

🇳🇱 Amsterdam Schiphol (around 1 hour 45 minutes by train or car)

🇧🇪 Brussels Airport (approximately 1½ hours away)

🇩🇪 Düsseldorf Airport (also around 1½ hours away)

Regional routes via Maastricht Aachen and Weeze Airport may also become available as we get closer to the event.

📢 Please also note that hotel reservations will open earlier this year. Keep an eye on your inbox and our [website](#) for booking information and key dates.

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Looking Back

Munich 2026 – What an event

As we start to gear up for our 2027 event, let's take a moment to appreciate what an incredible few days we shared together in Munich - we'll let the numbers do the talking.



And probably several thousand coffees... ☕

Beyond the numbers, Munich reminded us exactly what AGES is all about: sharing ideas, building friendships, solving challenges together and creating opportunities that continue long after everyone has flown home.

A huge thank you once again to our wonderful co-hosts **NUSSLI** and **EPS International**, and to our fantastic organising team of Marike, Antoinette, Jennie and Rose, for making it all happen.

[Watch the Video](#)[View the Pictures](#)[Access the Presentations](#)

Team Update

A little hello from new AGES team member, Kelly 🙋

Kelly Johnstone has joined the AGES team as Communications & Digital Coordinator!

My aim is simple: to shine a spotlight on our members, celebrate the fantastic work happening across our network and keep everyone connected, informed and up to date between events.

So, if your company has any exciting news, you've won an award, completed a fantastic project or simply have a story worth telling, please send it my way.”

connect@ages.international.com

AGES: Women Empowerment Initiative

At AGES, we believe the strength of our industry depends on the strength of its leadership and, currently, that leadership doesn't reflect the talent coming through the door.

Women make up 59% of those entering the events industry. But when we look at senior leadership, that figure has fallen to just 16%. This isn't a diversity talking point, it's a commercial problem, and one our industry mustn't ignore.

That's why AGES is developing a new strategic initiative focused on closing the gender leadership gap in the event supply chain. This is not about quotas or politics, instead it's about building a stronger, more resilient and more commercially successful industry for everyone.

We'll be sharing more details in the coming months, including how members can get involved. For now, here's a snapshot of what we're working on.

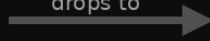
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Women Empowerment Initiative: The Numbers Don't Lie

59%

entering the industry

drops to



16%

in senior leadership

That's not a pipeline problem. That's a structural one.

AGES is taking action. Here's what we're working on.

A Member Charter

Encouraging all AGES companies to commit to 30% female representation in senior leadership roles

Cross-Association Collaboration

Learning from global best practice and building on what already works across our industry

A Safe Space for Honest Conversation

Where members can ask hard questions and share challenges without fear of judgement

This isn't a political position. It's a commercial one.

Diverse leadership delivers better results — and our industry deserves both.

Members in Action

Share your highlights across our four pillars

Each month, *Members in Action* showcases the initiatives and achievements driving our global event ecosystem forward.

We welcome updates across:

Connection

Partnerships and collaborations strengthening our network.

Innovation

New solutions and forward-thinking approaches.

Sustainability

Responsible and resilient practices across the industry.

Education

Workshops, training and initiatives supporting current and future professionals.

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

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Stay Connected

Have you joined AGES Connect yet?

Our new member platform is growing beautifully, with 48 organisations already onboard.

Whether you're looking for suppliers, collaborators, freelancers, career opportunities or simply want to showcase your expertise, AGES Connect is quickly becoming the place where our community stays connected between events.

If you haven't joined yet, we will be delighted to help.

Simply email connect@ages.international and we'll get you started.

Just for Fun

AGES Pick - Listen...

The Skift Meetings Podcast. Whether you're travelling to site, commuting to the office or walking the dog, this is well worth adding to your playlist.

The Skift Meetings Podcast features conversations with leaders from across the global events industry, covering everything from AI and sustainability to event design, attendee experience and what's next for our industry.

It's insightful, easy to listen to and always leaves me with a new idea or perspective.

If you've got a favourite podcast, book or anything else that you think fellow members would enjoy, let us know.

[Listen here](#)

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Until next time...

Thank you for being part of the AGES community.

Every event, every conversation and every new connection helps make this network what it is, and we're excited to keep sharing those stories with you.

If you've got news to celebrate, a member you'd like us to feature or an idea for a future edition of Inside AGES, we'd love to hear from you.

 connect@ages.international



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