NEWSLETTER

AGES INSIDER

The people, projects and conversations shaping our industry.



Dear members,

Welcome to our latest AGES newsletter. There's plenty taking shape across the association, from the freelance talent pool and Women Empowerment initiative to preparations for Eindhoven 2027. We're also delighted to welcome two new members and introduce the first interview in our Meet the Members series.

We'd like this newsletter - and our wider communications - to reflect what matters to you, so please get in touch to tell us what you're working on, where you're looking for support and how AGES can help you connect with fellow members.

Alexander Würfel's interview below offers a great example of how we can bring your people, expertise and projects to the wider network. If you'd like to be featured, or have news worth sharing, I'd love to hear from you. You don't need a finished article, just an idea, and we can take it from there.

You can reach us at **connect@ages.international.**

The AGES Team



Eindhoven 2027: not long now!

We know you're excited to discover where we'll be gathering for the AGES Annual Event in Eindhoven, 21–23 March 2027 – and we promise you won't have to wait much longer.

We're finalising the last details with our venue and partner hotels and will share everything you need to start planning your trip by the end of October, including:

- Our Eindhoven venue
- Hotel information and booking links
- Event registration details
- Practical information for your stay

Please bear with us just a little longer. Keep an eye on your inbox – all will be revealed very soon!

Exhibit with AGES at Host City Glasgow

Join fellow AGES members on a shared stand at Host City Glasgow, 1–2 December 2026.

For £3,000 per company, the offer includes space on a double-size AGES stand and two delegate passes - an opportunity to showcase your business, make connections and exhibit alongside fellow members.

There are just three company places available. Get in touch at connect@ages.international to find out more.



Meet our newest members: Grupo Arena and Incognitus

We're delighted to welcome **Grupo Arena and Incognitus** to AGES. Bringing experience from Angola and Southern Africa to projects across four continents, our newest members add fresh perspectives and expertise to our network. Here's a little more about them.

Grupo Arena: bringing live experiences to life

Based in Angola, Grupo Arena has spent around 25 years helping companies, institutions and brands connect with their audiences through events, trade fairs, exhibition stands and brand activations.

The group takes projects from the first idea through to on-site delivery, managing concept, design and production in-house with its own technical teams and equipment. Its work ranges from corporate meetings and product launches to large-scale trade fairs and international exhibitions.

With long-standing relationships across Angola's corporate and public sectors, Grupo Arena is now extending its reach across Southern Africa. The team looks forward to connecting with fellow AGES members and exploring opportunities to work together.

Incognitus: behind the scenes, across the globe

Founded in 2008 by brothers Craig and Paul Lovett, Incognitus brings together more than 60 years of combined industry experience to support clients in leisure, sport and entertainment.

Its approach is built around giving organisations access to specialist expertise when they need it, from event creation and project readiness to end-to-end management. Working behind the scenes, the team brings together the people and practical solutions that help complex projects run smoothly.

With permanent operations in Australia, the UK, UAE and USA, Incognitus has delivered projects across four continents, supporting everything from Olympic Games to large-scale entertainment productions and complex operational rollouts.

Relationships, collaboration and problem-solving sit at the heart of the business – a welcome addition to the AGES community.

AGES: Women Empowerment Initiative

Work is progressing across the three pillars of the AGES Women Empowerment initiative: a voluntary members' charter, collaboration with other industry associations and a mentoring pilot.

The charter working group is developing a member survey to help build a clearer picture of women's representation, progression and retention across our industry, including the role of flexible working. Alongside this, the cross-association group is preparing outreach to exchange ideas, learn from existing initiatives and explore opportunities to work together.

The mentoring pilot is taking shape, with a focus on career development, leadership, confidence and balancing work and life. We look forward to sharing progress and findings in Eindhoven in March 2027.



Meet the Members: Alexander Würfel, ES:ME

Our new Meet the Members series introduces the people behind AGES member organisations, sharing their experiences, expertise and perspectives on the industry.

First up is Alexander Würfel, Group CEO of ES:ME, whose career has taken him from school discos and techno raves to installing hundreds of lights across skyscrapers.

Alexander explains how combining rigging, rope access and technical production expertise makes extraordinary projects possible, including the DIALOGUE installation at Noor Riyadh. He also shares his thoughts on safety, preparing venues for ambitious productions and why a hands-on attitude remains central to his leadership.

Read the full interview →

📣 Would you like to be featured next?

Every AGES member has a story to tell. Whether you have an exciting project to share, specialist expertise to showcase or an industry perspective that could benefit the wider network, we'd love to hear from you.

Contact **connect@ages.international** or click the button below to take part in a future Meet the Members feature.

Share Your Member Story →

Freelance Talent Pool

Our freelance talent pool platform is now in its trial phase. Soon, all AGES members will be able to upload freelance opportunities and share the roles they are looking to fill, helping connect member organisations with the talent they need.

We'll share more details on how to get involved once testing is complete.

Members, have you joined AGES Connect yet?

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

With 48 organisations already onboard, we're encouraging all AGES members to join. Completing your onboarding also gives you access to the member area of our website and other membership benefits.

If you haven't joined yet, we'll be delighted to help. Simply email **connect@ages.international** and we'll get you started.

Members in Action.

Help us tell your stories and highlights across our four pillars

Our members have plenty of stories worth sharing. Through Members in Action, we showcase the projects, initiatives and achievements shaping our global event ecosystem and bring them to the wider AGES community through our newsletter and LinkedIn.

We'd love to hear about:

Connection partnerships, collaborations, projects and events bringing people together.

Innovation New technology, ideas and approaches.

Sustainability Responsible and resilient practices across the industry.

Education Training, workshops, skills development and career opportunities.

Company milestones and other member news are welcome too.

Would you like to introduce the people behind your organisation? Our **Meet the Members** interviews offer an opportunity to share your expertise, experiences and industry perspectives.

A few lines and a good image are enough to get started. Send your ideas to Kelly at connect@ages.international, along with any relevant links and photo credits, and we can work together on the story.

👉 Follow **AGES.international** on LinkedIn for member highlights and updates.

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**

AGES ASSOCIATION OF GLOBAL EVENT SUPPLIERS

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