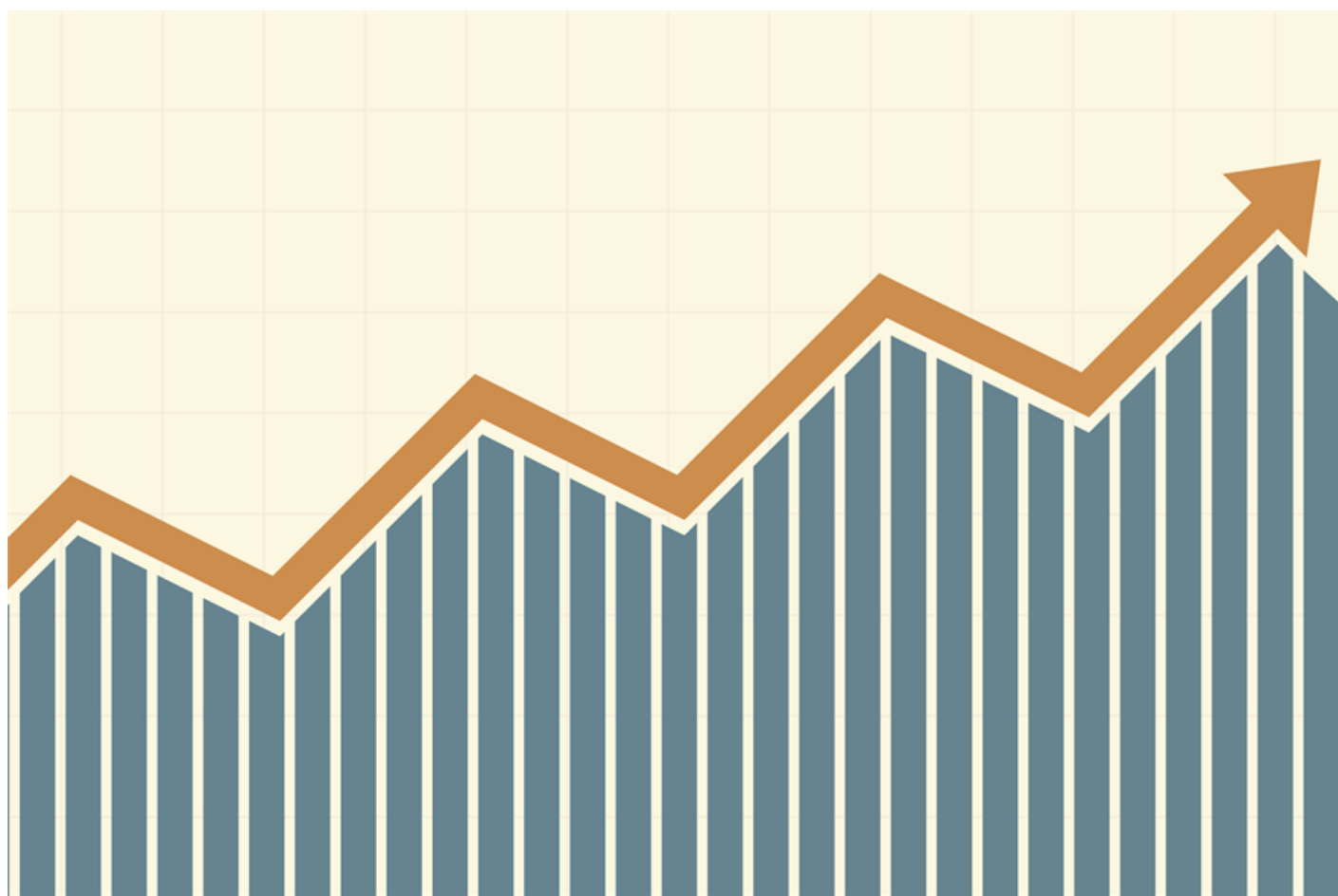




The fastest growing event agencies of 2019

23 October 2019 by Mark Williams

Data from this year's Top 50 shows which agency's event-based turnover has grown most rapidly over the past three years.



Using the data from this year's Top 50 UK event agencies, we can see who has had the fastest growth in event-based turnover during the past three years.

And, for the first time, we've totalled the event-based turnover for the top 50 agencies, year-on-year, to create an overall idea of how the industry is doing.

The table below shows that accumulated event-based turnover for the top 50 UK agencies has grown for three consecutive years. Since 2014, it has gone up by £129.8m, with 2016 proving to be the only bump in the road over the past five years.

It's not a perfect calculation as some agencies don't take part every year, but it certainly gives an impression of a consistently growing industry.

Accumulated event-based turnover for the top 50 UK agencies

Year	£million	Year-on-year change (£m)
2014	682.8	
2015	782.5	99.7
2016	633.2	-149.3
2017	660	26.8

Agencies ranked by change to event-based turnover between 2017 and 2019

To be in the table below an agency must have been ranked in the Top 50 in 2019 and also provided event-based turnover data in 2017 (enabling us to work out how much they have grown).

The data shows that WRG Creative Communications has experienced the greatest turnover growth in the past three years at 91.26%, followed by CWT M&E (71.27%) and Event Travel Management (57.75%).

In this year's Top 50 we highlighted WRG's merger with Axiom as a contributor to its growth and since then group CEO Russ Lidstone has given us the lowdown on how the agency climbed to second place in the Top 50 ranking.

CWT, coming in second, was awarded Global Agency of the Year for the second year running at the C&IT Awards. Event Travel Management finished 24th in the 2019 Top 50 agencies but strong growth in the past three years means they are the third fastest growing agency when ranked by event-based turnover.

To be part of the interactive chart below, an agency must have been in the Top 50 in 2019 and also entered in at least two of the previous five years, going back to 2014.

Event-based turnover 2014 - 2019

CWT Meetings and Events WRG Creative Communications Jack Morton Worldwide Banks Sadler BCD Meetings & Events (inc. Grass F
 DRPG Ashfield Meetings & Events (inc. SPARK THINKING) Smyle INNTEL Ltd ATPI Touch Associates cievents BI WORLI
 Clive (formerly Concerto Live) Rapiergroup Gray Dawes Events The fresh Group Event Travel Management First Event AOK E
 Principal. Global Events The Appointment Group Production Bureau Limited Black Tomato Top Banana Worldspan plc
 TTA (The Turner Agency Ltd) emc3 In2Events Ltd Sledge XSEM Aspect Ltd

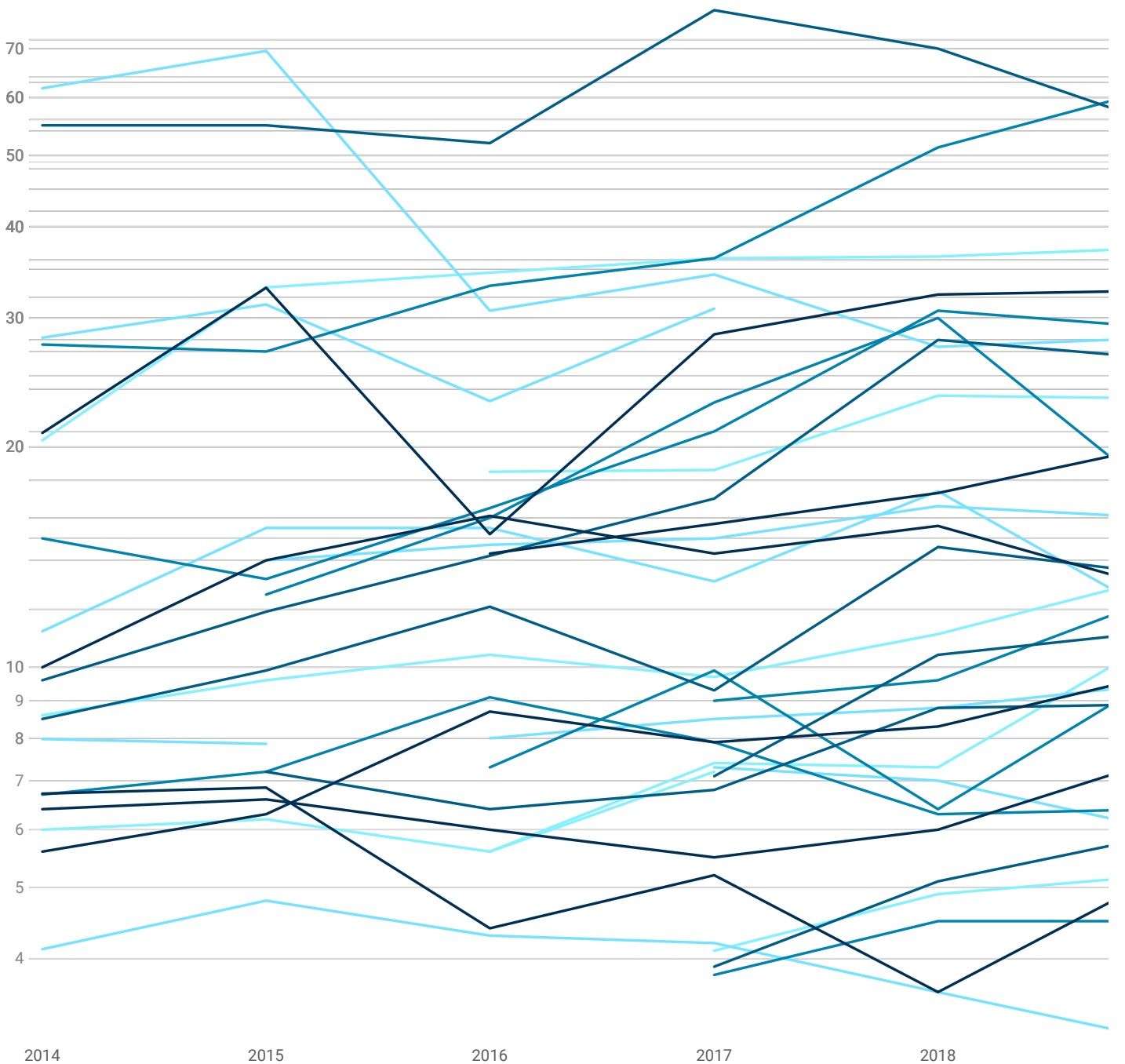


Chart: Mark Williams • Source: C&IT Magazine • [Get the data](#)

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Agency	2017	2018	2019	2017 to 2019 change (£m)	Event-based turnover increase in past 3 years %
WRG Creative Communications	30.9		59.1	28.2	91.26
CWT Meetings and Events	36.2	51.3	62.0	25.8	71.27
Event Travel Management	7.1	10.4	11.2	4.1	57.75
Smyle	17	28	26.4	9.4	55.29
emc3	3.9	5.1	5.9	2.0	51.28
First Event	7.4	7.3	11.0	3.6	48.65
BI WORLDWIDE	9.3	14.6	13.4	4.1	44.09
Gray Dawes Events	9	9.6	12.5	3.5	38.89
DRPG	21	30.7	29.1	8.1	38.57
Clive (formerly Concerto Live)	9.7	11.1	13.3	3.6	37.11
Top Banana	5.5	6	7.5	2.0	36.36
Production Bureau Limited	6.8	8.8	8.9	2.1	30.88
ATPI	15.7	17.3	20.1	4.4	28.03
In2Events Ltd	4.1	4.9	5.2	1.1	26.83
INNTEL Ltd	18.6	23.5	23.3	4.7	25.27
AOK Events	7.9	8.3	9.8	1.9	24.05
Black Tomato	7.2		8.6	1.4	19.44
XSEM	3.8	4.5	4.5	0.7	18.42
BCD Meetings & Events (inc. Grass Roots)	28.5	32.3	32.7	4.2	14.74
The Appointment Group	8.5	8.8	9.5	1.0	11.76
cievents	15	16.6	16.0	1.0	6.67
Banks Sadler	36.2	36.4	37.4	1.2	3.31
Sledge	5.2	3.6	5.2	0.0	0.00
Principal. Global Events	9.9	6.4	9.8	-0.1	-1.01
Rapiergroup	14.3	15.6	12.8	-1.5	-10.49
The fresh Group	13.1	17.4	11.7	-1.4	-10.69
TTA (The Turner Agency Ltd)	7.3	7	6.0	-1.3	-17.81
Ashfield Meetings & Events (inc. SPARK THINKING)	34.4	27.4	28.2	-6.2	-18.02
Worldspan plc	7.9	6.3	6.4	-1.5	-18.99
Touch Associates	23	30	17.0	-6.0	-26.09
Aspect Ltd	4.2	3.6	3.1	-1.1	-26.19
Jack Morton Worldwide	79	70	55.0	-24.0	-30.38

Turnover growth from 2014 to 2019