

Universal WorldEvents Launches Audience Engagement Team

Universal WorldEvents is delighted to announce it is investing in developing its full service offer. An audience engagement team of eight has been formed to take this part of the agency's offer forward. The team will be headed by Joanne Brook who becomes Head of Engagement. Jo, who has been with the agency for 15 years, commented, "For a long time, we have delivered impactful events by creating highly engaging experiences. The rapidly evolving digital world presents all sorts of new and exciting opportunities to take this to a new level and we want to make sure our offer, which encompasses communication, creative, production and digital services, is at the forefront of the market."

The audience engagement team is based at Universal WorldEvents' global head-quarters in Ashby De La Zouch, alongside the company's UK event delivery and venue finding teams.

Brook's new position will see her work with Universal WorldEvents staff to promote a range of engagement tools and solutions to both new and existing clients, a strategy that has already been instrumental in recent business development successes.

Graham McIntosh (Global Managing Director) commented: "The perception of us in the market place is that we excel at logistics and take pride in the meticulous and detailed planning of an event. This is true; however for a long time now we have also been ensuring creative ideas and thinking are delivered in an impactful and cost-effective manner." McIntosh adds "The launch of our engagement team is a natural step and will allow more of our clients to benefit from effective message delivery, achievement of event objectives and ultimately a better return on their investment."

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Enc: Image of Graham McIntosh, Group MD, Universal WorldEvents

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Note to Editors:

About Universal WorldEvents

Universal WorldEvents is the largest full service global event management company specialising in serving the healthcare sector.

With over 35 years experience of delivering events and 300 employees located in offices across UK, Asia, Mainland Europe and the US, our clients benefit from our global reach which offers local knowledge and support to deliver a seamless personal service. We managed more than 1,700 meetings and events in 57 countries in 2012.

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