



## Ashfield Meetings & Events

IVYLAND, PA.  
ashfieldhealthcare.com

FOUNDED: 1976

**LEADERSHIP:** Gavin Houston, CEO (Americas);  
Laura Brown, vice president,  
commercial operations

**CORPORATE MEETINGS IN 2014:** 977

**INCENTIVE TRAVEL PROGRAMS IN 2014:** 31

**MEETING AND INCENTIVE TRAVEL PROGRAMS HELD  
OUTSIDE THE U.S.:** 30%

**ROOM NIGHTS BOOKED FOR MEETINGS AND  
INCENTIVES:** 291,520

**REVENUE FROM PLANNING AND EXECUTING MEETINGS  
AND INCENTIVES:** 75%

**FULL-TIME EMPLOYEES:** 81 (U.S.), 226 (non-U.S.)

**TOP CUSTOMER MARKETS:** pharmaceutical,  
healthcare/medical

**AT A GLANCE:** Last fall, Ashfield Meetings & Events  
launched Spark Thinking, a consultancy



Full-service sales conference delivered  
by Ashfield Meetings & Events



that works to enhance the effective-  
ness of live events and communications  
strategies. Another brand, Medex Media,  
which Ashfield's parent company, UDG  
Healthcare PLC, acquired in March 2014,  
was brought under the Ashfield umbrella  
last fall but continues to operate out of  
the U.K. Medex Media focuses on creat-  
ing exhibits and events in the healthcare  
sector. Ashfield's U.S. footprint has expand-  
ed with new offices in San Bruno, Calif.,  
alongside colleagues from affiliate compa-  
ny Ashfield Healthcare Communications.  
Ashfield Meetings & Events also has offices  
in Ivyland, Pa., and Indianapolis.



Gavin Houston  
CEO (The Americas)

**Official Web Site**

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