

Ashfield Meetings & Events

IVYLAND, PA. ashfieldhealthcare.com

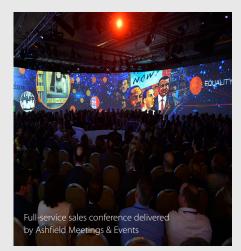
FOUNDED: 1976

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





that works to enhance the effectiveness 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 creating exhibits and events in the healthcare sector. Ashfield's U.S. footprint has expanded with new offices in San Bruno, Calif., alongside colleagues from affiliate company Ashfield Healthcare Communications. Ashfield Meetings & Events also has offices in Ivyland, Pa., and Indianapolis.



Gavin Houston CEO (The Americas)

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