

# Welcome...

## From the ESSA Chairman



**Chris Criscione**  
**ESSA Chairman**

The dual role of sharing in the responsibility of running a business whilst also spending a considerable amount of time on association duties presents itself with a unique

challenge, and for the half a dozen or so industry colleagues who have had the good fortune of being Chair of ESSA in the last 10 years, it definitely presents you with a unique perspective of the world we all work in and some very unique insights.

Looking back over the last 12 months and indeed the past 10 years, our industry and the world around has and is changing quicker than the previous 30-40 years combined of my own personal experience. As an industry and a sector we will, I have no doubt, continue to see even greater change and disruption from new technologies and trends at increased speeds in the future.

At the most recent ESSA Conference in December, one of the keynote speakers asked the question 'are Amazon, Facebook or Google operating in our industry?' The point I'm trying to convey is, if we feel the past 10 years has seen the pace of change increase, "we ain't seen nothing yet."

As an industry and within our own companies, what we view as challenges or industry issues are often those that are more short term in their effect with solutions that appear more readily available.

More so now than ever, we need to balance these challenges with those that will really future proof our businesses and our industry for the next 10 years and beyond.

ESSA celebrated its 10<sup>th</sup> Anniversary throughout 2017. Representing such a broad church of industry trusted partners, ESSA, via the secretariat, the Board, various industry working groups, events and you the members, we manage to achieve so much on behalf of the industry and our sector. Very often it is the unseen work that takes place, something

I imagine we all recognise within our own businesses, that keeps us all driving toward our goals.

The work of an association is central to helping us achieve all of our aims as a collective. Remaining honest to our purpose, I reflect often on what an industry without a strong voice representing its key stakeholders would look like.

The coming months and years will prove to be a very exciting time to be part of our industry and part of ESSA. My challenge to you entering into my final year as Chairman is to engage with ESSA on the issues that matter to you. Choose to find out more, choose to support initiatives that matter to you. My personal pledge when taking on this role was to leave the position having raised the profile of the need to do more to attract the best young talent back into our sector.

I'd like to sign off my first year as Chairman by extending my gratitude to all ESSA members.

## ESSA Talent Hub

ESSA is at the start of a long journey, one we understand has no real end date. It has been identified for some time that our industry was developing a bit of a problem with regard to attracting new talent. Whether this be people straight out of school, colleges and universities or people who are looking to simply transition from one industry and find a new and exciting world to work in. The top and bottom of it was that collectively we hadn't really done enough over the years and as an industry we've somewhat dropped down the pecking order when it comes to a young person's career choices.

We're actively working to change this trend from the bottom up. In 2017 ESSA embarked upon trying to challenge its own members, with our support, to start getting the message out there about how great and varied our industry can be to work in. Finding your way into our industry by accident seems to be an accepted norm and it's one that although quite common across many sectors, we're not convinced it's an industry trait to be proud of. We should be growing,

developing and investing in creating our own workforce.

This is a huge task that requires small steps. We spent time in 2017 speaking with various educational institutes about the problem we're facing. We were very encouraged by the reception we received. We were an association representing an industry sector, willing to go the extra mile to attract young people and offer careers. This initial ground work led to ESSA becoming an official partner of Lincoln University, but we want to do more. We want to support your business on your journey.

We will be starting 2018 with our new sector specific promotional video's that we recently previewed at our Member Conference in December 2017. As ESSA members, please feel free to use these as far and wide as you see fit. There are several versions, ranging from the full 5 minute version to shorter snippets and individual interviews for use with social media.



All of these videos will be kept in the member area and you can link directly to the videos on YouTube. We're also happy to provide you with original copies if you want to embed within your own digital media.

Have you listed your vacancies? [www.essa.uk.com/news/industry-vacancies](http://www.essa.uk.com/news/industry-vacancies) - List all of your vacancies for free and let us help you spread the word. Another great member benefit that can be accessed via the member zone.

# Welcome...

## From the ESSA Director

### Andrew Harrison ESSA Director



What a year. Is it just me or does anyone else want a second opinion on how many days 2017 actually consisted of. Mondays became Fridays in what seemed a blink of an eye and I seemed to be constantly taken by surprise when the end of another month arrived with the previous month still very fresh in the mind.

There are several studies that try to explain this feeling of seemingly having less time or time moving by quicker. Not wanting to insult anyone by saying it's because we're all getting older, the other key viewpoint on this well trodden talking point is becoming overly familiar with our everyday lives.

If you're into New Year's resolutions then maybe this is one for you. We obviously can't hold back time, but breaking patterns of familiarity is something I'm looking to do in 2018.

2017 was ESSA's 10<sup>th</sup> year of existing. Being 10 is significant in all walks of life, it's a definite coming of age moment in business.

So many of you helped ESSA celebrate our own milestone. From the AGM on the Boat...nothing quite beats delivering a Directors report to 100 people whilst gently swaying from side to side. But as I am told in our great industry, 'it's all about the experience', and it was definitely an experience. You'll read much more inside about our golf day and conference, but without doubt, my number one moment of 2017 was just

last month when 300 of you joined us and helped bring the curtain down with a great evening at the Snow Ball.

With 2017 behind us I can categorically say it was our busiest as an association by a long way. We took on a lot in order to maintain association service levels, continuing to drive industry initiatives across health and safety, training and a whole host of cross industry working groups whilst supporting members on a day to day basis. Factoring in all of the additional 10<sup>th</sup> anniversary events, there will be a collective 'Phew' let out once we shut up shop for Christmas...it felt as if we'd made it.

## ESSA Conference & Snowball

Ricoh Arena, Coventry 7<sup>th</sup> December 2017



Driving rain and heavy traffic did nothing to dissuade 170 delegates from arriving at Ricoh Arena for the ESSA 10<sup>th</sup> Anniversary Conference and Snow Ball on 7<sup>th</sup> December, for a packed programme of speakers and panels. That was followed by the spectacular Snowball and ESSA 10<sup>th</sup> Anniversary Awards where over 300 guests saw Samantha Fenlon of Freeman win the Young Person Award; Aztec Event Services won Member Company Award; and the Outstanding Contribution to the Industry Award was won by Chris Criscione; Managing Director of Equinox Design.

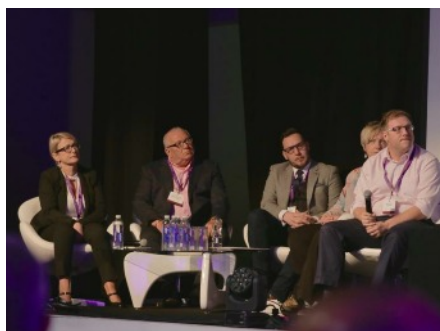
The conference proceedings began promptly, with a short valedictory introduction from Andrew Harrison, ESSA Director. Directorial duties discharged, Harrison then handed over to the conference chair for the morning sessions, Andy Gibb.

Keynote speaker Grant Leboff kicked off with a sharp yet amusing look at how the digital revolution has changed the world of marketing from one of interruption based tactics to one of audience development. With content based around international research he explained how social sharing has become

the primary communication tool and how successful brands use both to successful effect but with a cautionary tale that enterprises will now need to be competent in their own field as well as being a publisher in their own right. He ended his keynote session with a surprisingly insightful quote from Glen Matlock of the Sex Pistols.

The remainder of the morning session adopted a more conventional tone. An industry panel examined the challenges faced by the industry when it comes to recruiting and retaining the best young talent, and attracting the next generation of graduates, apprentices and school and college leavers into the Industry.

Sophie Holt, Explori's Global Strategy director, completed the morning's



presentations, sharing insights gained from Explori's analysis of data collected from over 1500 participating events, and made a strong case for including supplier dynamics into the data from ESSA and its members.



After a buffet lunch provided by Ricoh Arena, the conference reconvened for the afternoon session which was chaired by Association of Event Organisers (AEO) CEO Chris Skeith. Skeith's address was followed by Chris Merrington of Spring 80:20 who gave some solid and practical advice on the often neglected skills of sales and negotiating, with insight into spotting and dealing buyer objections, including the introduction of an interesting new tax.



This was followed by the second industry panel of the day examining positive and constructive ideas for delivering better events despite challenging operational and commercial conditions, the subjects ranged from speed of build and breakdown through to traffic flow, and all points in between, which generated a spirited discussion amongst panellists and delegates alike.

Skeith gave a quick roundup of the day's speakers and content before introducing the headline speaker for the day - Eddie "The Eagle" Edwards, who with practiced ease, regaled the conference with his tale of turning an almost hopeless starting position for an Olympic ski jumper raised in Gloucester, into a personal victory at the 1988 Calgary Winter Olympics and cementing his place in the hearts of the nation.



Harrison then brought the 10<sup>th</sup> Anniversary Conference to a close and delegates dispersed to make themselves ready for networking drinks, to meet additional guests for the evening, and then on to the Snowball and 10<sup>th</sup> Anniversary prize-giving.



The Snowball was held in a spectacular winter themed hall accompanied by an indoor fairground where diners were entertained by a theatrical performances including dance, inline skating, BMX, fire poi, trapeze and ribbon artists. But the highlight of the evening was the presentation of three awards with Andrew Harrison once more in the role of MC; after the awards the guests enjoyed the indoor fairground and music provided until the small hours.

"This was our 10<sup>th</sup> Anniversary and we wanted to mark the occasion with something a little bit special. The Snow Ball capped off what was another strong conference which, despite the weather and traffic problems, was the best attended to date," explained Harrison. "We wanted to recognise the achievements of our members and so we created three awards but we also wanted to keep the number small and significant. I'd like to offer my congratulations to Samantha Fenlon, Aztec and Chris Criscione, all three are very well deserved and the winners each support and exemplify precisely the values we hold as an association. The rest of the evening was an amazing spectacle and I hope everyone had a great start to their Christmas celebrations," he concluded.



Conference Headline Sponsor



Snowball Headline Sponsor





# AGM 2017

27<sup>th</sup> April. River Thames.



Members old and new took to the River Thames on April 27th, for the Event Supplier and Services Association's (ESSA) 10th Anniversary AGM. Held aboard the Jewel of London, the river boat which hosted the inaugural ESSA AGM in 2007, the meeting enjoyed unprecedented attendance, with over 100 representatives from 57 member companies on board.

With the river cruise underway, ESSA director Andrew Harrison officially opened the AGM, welcoming the delegates and conducting them through the standard formalities before moving straight onto the board elections.

Every year one third of the ESSA Board must stand down by rotation, and this year there were 7 delegates standing for the 5 board places available. With all votes and proxy votes counted and verified, the following members were elected to the board:

- Antony Burton, beMatrix UK Ltd
- Martin Cottrell, A1 Event Exhibition & Office Cleaners Ltd
- Andrew Kennedy, A Perton Signs Ltd
- Lou Kiwanuka, Eventshaper Ltd
- John Robson, Aztec Event Services

ESSA chair, Chris Criscione of Equinox Design, then took to the floor to offer his debut chair's report. Criscione first introduced himself and his experience with the association as well as noting his pride at the fact that his tenure will take place over ESSA's celebratory year. After thanking his predecessor, Andrew Kennedy, Criscione looked back how far the association and the industry had come.

After thanking the Board, Criscione closed his report by giving an insight into the efforts to encourage more young people into the events industry, before handing the floor back to ESSA Director,

Andrew Harrison and the director's Report.

Harrison's report took the form of a retrospective; reminding the assembled members of the successes and the challenges met by the association over the last decade, expounding how the association had overcome the 2008 recession to emerge stronger and more optimistic than ever. He went on to summarise ESSA's activities over the last two years before looking ahead to the likely challenges and issues of the decade ahead.

Harrison finished his address by wishing ESSA a Happy Birthday, and giving the floor to Margery Youngs, who was deputising for the ESSA Treasurer, John Robson of Aztec Event Services. Youngs delivered the Treasurer's Report showing the associations' strength, financial health, a growing membership and positive position going forward.

With the main business of the AGM concluded, Martin Cairns, Commercial Director of Reeds Carpets, took to the floor to chair an exclusive members' forum discussing health and safety issues, a pressing subject for many contractors. The forum generated a robust and lively debate, featuring a broad spectrum of views on the subject, and with many delegates contributing their experience and opinions.

After the conclusion of the members' forum discussion, Harrison brought the AGM to an official end by thanking the many delegates, saying, "it has been such a pleasure to see so many industry friends with us here today to celebrate such a landmark Anniversary for ESSA."

The assembled delegates and guests then raised a glass to toast the association, before breaking for a buffet and refreshments and enjoying their view of the Capital from their vantage point on the Thames.



# In The Rough Golf Day 2017

6<sup>th</sup> July 2017 saw the In The Rough Golf Day hosted, once again at the prestigious Belfry Golf and Hotel Resort.



In spite of some predictions that thunderstorms were incoming from mid-afternoon on the day (Met. office wide of the mark yet again), 'In The Rough', the Event Industry's Charity Golf Tournament organised by ESSA began and ended in glorious sunshine at The Belfry Resort, Sutton Coldfield, on July 6, 2017.

116 players from across the industry representing suppliers, organisers and venues, arrived at the world famous golf resort to do battle on the Brabazon course, well known from the Ryder Cup over the years and chosen by ESSA as a special treat for its 10th anniversary year. On arrival, the 29 teams of four were treated to gourmet coffees, courtesy of The Barista, and bacon sandwiches, before settling down to the golfers' briefing at 11:00 and

heading out to their respective tees in time for the 11:30 shotgun start.

As the competitors made their way around the majestic fairways and exquisitely smooth greens of the Brabazon, the many tee sponsors provided them with cold drinks, snacks, crepes & ice cream, and even a quick archery challenge. In spite of the challenging nature of the course, tight fairways and vast bunkers, not to mention lakes and flocks of perambulating geese, all the teams made good progress around the Brabazon, using their GDScore handsets to keep score and update the live leader board back at the clubhouse.

The teams finished their rounds and assembled at the 19th hole, Sam's Bar, for an afternoon of drinks, informal networking and catching up with old friends, colleagues and competitors, before going their separate ways to prepare for the gala dinner later in the evening. With additional guests joining us for the evening, all 155 assembled in the beautifully set and decorated Warwick Suite, under great chandeliers, for a three course meal, fundraising for ESSA's chosen charities, the announcement of the tournament winners and awarding of the prizes. This

year, attendees were also treated to 15 minutes of hilarity in the form of the on course video filmed throughout the day. Produced and edited expertly by the team from TeeVideo, providing nonstop laughter throughout.

"I'm thrilled to be able to announce that In the Rough 2017 had raised over six thousand pounds for our two adopted charities, Macmillan Cancer Care and Sparks. It's always worthwhile to take a moment whilst we are enjoying the sunshine and fun, to remember that we are also raising money to help these organisations provide much-needed support and assistance to cancer patients and vital research into childhood illnesses."

"We will be distributing the funds to both charities before the end of the year and look forward to raising more in 2018," concluded Harrison.



## ESSA Cup Individual Awards (Sponsored by Perton Signs)

Winner: Paul Brady (playing for Exhibition News)

Runners up: James Rawlins of Electra Events & Exhibitions and Wes Britton of Creative Hire

## Team Salver (Sponsored by Alfa Display and Design)

Winner: Creative Hire (81 points)

## ESSA Stakeholders Salver (Sponsored by beMatrix)

(Suppliers vs. Organisers vs. Venues)

Winner: Suppliers (154 points)

Runners up: Organisers (125 points) and Venues (123 points)

Headline Sponsor



**In the Rough 2018 is to be held at The Celtic Manor Resort on 19 July 2018.**





## ESSA Member Benefits

Free legal helpline (Provided by Law Express)



Free HR support

Free Health and Safety helpline (Provided by X-Venture)



Access to the E-Guide - The eGuide is an online resource providing guidance for anyone working in venues in the UK

# eGUIDE

Access to E-Learning, Virtual College - subsidised training programs across business and industry specific topics. Now includes a GDPR course.

Access to the talent hub

ESSA Discount Card - Save 15-20% on catering at NEC & BDC



BSA Group Buying Scheme - Save up to 58% on your business costs.

CHAS certification - 10% discount

Discount PR Service (Provided by Vividink)



Access to the VAT Guide

Inclusion on the AEO preferred supplier list



For a full list of benefits you could be missing out on check out [essa.uk.com](http://essa.uk.com) or if you have something to offer the rest of the membership email [simon@essa.uk.com](mailto:simon@essa.uk.com)

## ESSA Joins SSIP Forum

ESSA has announced that it has joined the Safety Schemes In Procurement (SSIP) forum, and will be lending its energies to the forum's aims of actively reducing health and safety assessment costs and bureaucracy in the supply chain.

Andrew Harrison, ESSA Director, explained its decision to join the forum saying, "The SSIP brings together H&S assessment providers and promotes making cross-recognition between its member schemes as effective as possible, highlighting the savings to buyers and suppliers. Becoming a supporter member means that ESSA will not only be able to contribute its collective experience and expertise from the events sector to the project, but will also be able to access enhanced advice, education and information about H&S issues from across industry sectors."

All SSIP member schemes are focused on the aim of driving unnecessary cost and confusion out of supplier health and safety assessments, and its core philosophy is to promote and enable effective cross-recognition between existing schemes. There are over 75,000 suppliers registered with a SSIP Member Scheme and this information is readily accessible via the SSIP web portal which is free to access and provides an easy way of finding out if a supplier holds valid certification and conforms to the SSIP Core Criteria and UK H&S Legislation.



## Get in touch...

We're always here for you. If you have any queries, or just want to say hi, feel free to get in touch



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Don't forget you can follow our updates, including industry news as well as joining the chat.



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# University of Lincoln Partnership.

We have announced an historic partnership with the University of Lincoln to support and provide resources for undergraduates studying Design for Exhibition & Museums, within the university's School of Architecture & Design.

We will be offering special student ESSA memberships, giving students the opportunity to attend the ESSA conference, working groups and other events and also access all ESSA's online resources. ESSA and its members will also be offering the students advice, content and opportunities for furthering their careers in the event and exhibition industry.

Andrew Harrison explained the reasoning behind this initiative, "We're aware of the difficulty recruiting new talent into the industry, and we wanted to inspire and enable students already focused on events and exhibitions, by providing them with the resources and opportunities to help them kick-start their careers in the industry."

Harrison concluded "We're asking our members to consider offering internships to students, and visit the University of Lincoln to give presentations, workshops and seminars, sharing real-world industry insight with them."

Elana Van Der Wath, programme leader for the Design for Exhibitions and Museums course, explained the value of the partnership to the University, saying "As the only undergraduate degree course in the UK covering the full spectrum of exhibition design, we are very pleased to expand our industry connections by partnering with ESSA. This partnership offers excellent networking prospects for our students, and a chance to engage with a wide array of industry specialists. We look forward to working with ESSA and its members to enrich our current academic offering and enhance the employability of our graduates."



## #EVENTWELL17 Supported by ESSA

In September we were the the official backer of #EventWell17 UK, the inaugural British Event Industry Mental health and Wellbeing Week, 18-22 September 2017.

The week, which aims to highlight and demonstrate support for mental health and wellbeing issues within the event industry, is supported by a number of industry bodies, and provides advice, support and practical help for dealing with the typical mental health issues that affect event professionals in particular.

Andrew Harrison, ESSA Director, explained the association's support for the awareness week saying, "EventWell 17 is a great new way of shining the light of recognition on the subject of mental health and wellbeing amongst event industry professionals.

Working in events can be a particularly stressful job at times, there can be a lot at stake and time pressure is a constant companion. It's heartening to see the event industry recognising this issue and taking steps to address and improve the mental health and wellbeing of all event industry professionals."

EventWell 17 has produced a help and support guide specifically for event professionals which can be downloaded from the EventWell site here <https://eventwell.files.wordpress.com/2017/06/eventwell17-mental-health-awareness.pdf>



## Facetime

FaceTime, an initiative primarily funded by AEO, was founded in early 2010 to provide expertise and guidance for marketers and businesses, explaining why and how face-to-face marketing works and how to get the very best out of it. Over the last couple of years the initiative has undergone a significant transformation and is now regarded as one of the leading exhibitor training tools in the industry with a mission to enhance

exhibitor performance and supercharge the ROI of businesses using exhibitions as a marketing and sales platform. FaceTime provide guides, training and expert help for businesses seeking exhibiting excellence.

ESSA have partnered with FaceTime for several years now in order to further promote our Use an ESSA Member campaign and get ESSA members the visibility they deserve in front of current and future exhibitors. We have recently extended our support from just the Exhibitor Masterclasses which aim to enable companies and businesses to achieve real results through exhibitions, to include the AEO Forums and AEO Conference.



## Webinars

Continuing our efforts to bring you a varied menu of educational opportunities, from time to time we run member only webinars on topics chosen by you.

Attending these webinars live is obviously the preferred method and enables you the opportunity to engage with the event and speakers. We have covered a range of topics including Brexit, Managing Change and Best Practise Procurement.

In 2018 we aim to hold a Webinar on GDPR so keep an eye out for that.



## Department of International Trade

ESSA is in partnership with the **Department for International Trade (DIT)** to give its members access to a broad range of information and support for trading overseas, including direct access to DIT international trade advisers and opportunities to raise their profile abroad.

ESSA Director, Andrew Harrison, "This is a positive step for our association, bringing not only tangible benefits to our members but an outward looking move, committing to greater international involvement both through its members and as an association in its own right."

Gary Shiels, Department for International Trade; "We know that trading overseas has several benefits for UK companies, namely increasing their customer base, improving profit margins, faster sales growth, driving innovation and ensuring a sustainable business long term. At DIT, we are focused on supporting, advising and guiding UK companies of all shapes and sizes on their pathway to overseas growth and prosperity."

The Department for International Trade has overall responsibility for promoting UK trade across the world and attracting foreign investment to our shores. The DIT's Exporting is GREAT initiative aims to inspire and encourage more businesses to export by 2020. This includes a new find a buyer service at [www.great.gov.uk/](http://www.great.gov.uk/) that matches companies' products and services with worldwide demand.



Department for  
International Trade



# Cross Association Working Groups

As usual we'll be holding regular cross-association working groups throughout the year. These groups are:

## Health & Safety

Discuss general Health & Safety issues faced by the industry, including CDM, and will be able to feed into the eGuide.

**25<sup>th</sup> April 2018 & 10<sup>th</sup> October 2018**

## HR

To discuss and share best practice in Human Resource policies at member organisations.

**21<sup>st</sup> February 2018 & 3<sup>rd</sup> October 2018**

## Sustainability

Discuss the important issue of sustainability, and how we can all work together to help reduce the event industry's impact on the environment.

**21<sup>st</sup> March 2018 & 17<sup>th</sup> October 2018**

## Technology

Discuss current and future technology challenges and opportunities with a view to sharing information on current and future infrastructure, technology and management practices with a view to finding joined up solutions for the entire industry, improving business performance and customer experience.

**27<sup>th</sup> June 2018 & 7<sup>th</sup> November 2018**

## Technical Committee - Electrics

Discuss current technical issues such as electrical regulations and to feed into the eGuide.

**16<sup>th</sup> May 2018 & 7<sup>th</sup> November 2018**

If you would like to know anything else or about how to join the cross-association groups **email: [dani@aev.uk.com](mailto:dani@aev.uk.com)**



# Meet the ESSA Board...



## Chairman - Chris Criscione

Chris has just begun the first of his two years tenure as ESSA Chairman. Chris has worked in the exhibition industry for 40 years, first as a Designer with three large design agencies and then in 1983 he decided to start Equinox

Design with business partner Jim Reilly. Chris is MD of Equinox which is a privately owned company but he still keeps his finger on the pulse by keeping some key clients and looking after their day to day needs. Chris was previously on the BECA Council and became President for 2 years. The exhibition industry is set very deep within his heart, and he hopes it continues to do so for many more years.



## Mark Clayton

Mark is MD of InEvexco and over the last 22 years has worked with contractors and suppliers within the event and exhibition industry, arranging bespoke specialised insurance and providing risk

management advice. Having previously served on the board 5 years ago, Mark was proud to take the opportunity and be involved in the structure and strategy of the association when he was voted back onto the board in 2015. Mark has the greatest passion for the events industry as a whole and has endeavoured to support the companies and associations within it. Over the years Mark has promoted membership of ESSA to potential members believing in the adage 'together we are stronger'.



## Nick Marshall

Nick is a qualified chartered accountant by profession and joined GES in 1985. Nick is Executive Chairman of GES EMEA, overseeing much of the development in more recent times with the coming together

of Melville with GES. Melville, and now GES, have supported and represented BECA/AEC and latterly ESSA for many years, with Nick being part of the merger team and he has served on the ESSA Board since it was formed in 2008.



## Vice Chairman - Martin Cairns

Martin has worked in the events and exhibition industry for over 20 years at the floor covering company Reeds Carpets, holding the position of commercial director since 1999. Reeds Carpets have represented

member interests on the BECA Council and then the ESSA Board for over 15 years. Martin has personally been on the Board for 4 years and has drawn great pleasure out of contributing to the strategic direction of ESSA as a fledgling association and helping it navigate a course through climatic economic conditions since its creation. Martins role at Reeds Carpets is very hands on and he is often on site, enabling him great insight into industry issues from both a supplier and contractor perspective.



## Martin Cottrell

Martin is MD of family run business, A1 Event & Exhibition Cleaners. He has 30 years experience in the exhibition and events world and has an in-depth understanding of how to operate in a modern and

continually evolving industry having worked at numerous exhibitions and outdoor events over the years. Martin joined the BECA Council in 2004, was a member of the AEC/BECA merger team and an ESSA Board member since its inception in 2008. Martin is also a member of the AEW/AEO/ESSA Sustainability Working Group and is keen to remain on the ESSA Board for the foreseeable future to ensure that the voice of the smaller run/family business continues to be represented on the ESSA Board.



## Simon Ridout

Simon is MD of Dimension 8 and has sat on the ESSA Board for the past 6 years. Combining daily responsibilities on the exhibition/workshop floor and in the boardroom enables Simon a 360 degree view of the industry

we work in and it is this insight he brings to the ESSA Board when understanding the needs of the ESSA membership. Simon is a huge advocate of the 'Use an ESSA member' campaign and can often be found preaching to the industry regarding the benefits of using ESSA members to power live experiences. Simon is also vastly experienced in the field of exhibition installations on the continent and is happy to speak to anybody seeking advice in this area.



## Treasurer - John Robson

Having landed in the exhibition industry by accident 15 years ago, John found himself running an IT supplier to the industry that in time, he is proud to say, has become one of the industry's leading AV suppliers.

In 2004 Aztec became a founding member of the AEC, which subsequently merged with BECA to form ESSA and John has been on the Board since this inception becoming Chairman in 2011. John is also on the Board of the Event Industry Alliance (EIA) and has been since 2009, chairing it in 2012. John's view of association life is that together we can make the industry a better, safer environment for all suppliers by setting and developing best practice whilst also maintaining parity of voice with organisers and venues.



## Dan Edwards

I've worked in the Events sector since 2003 starting off working for a creative agency on live events before moving to Mash Media in 2005. Although leaving the nest twice (to Button Group and Epsom Downs Racecourse),

and subsequently returning twice, I've been with Mash Media for over 10 years. My experience and position as Operations Director at Mash Media gives me a rounded view of the industry. I'm a huge believer of best practice, information sharing, development and new blood (into the industry), we are all part of a great industry and working together is how we make it better.



## Andrew Kennedy

Andrew is a Director of Perton Signs Ltd and he has 28 years of graphics experience within the event industry. He was a council member of BECA for 4 years and was involved with the merger that created ESSA and continued to

serve as a Director of ESSA for 2 years. During this time he saw many changes and opportunities and was very impressed with the way that ESSA had developed and grown in the 2 years he wasn't directly involved. Andrew sees on a daily basis how ESSA makes a difference and he enjoys very much being a part of the team that continues to drive ESSA into the future.



## James Rook

James Rook is Managing Director at Nimlok Limited. He has 15 years industry experience and took the helm in 2011. In recent years Nimlok has evolved from a display equipment manufacturer, to a creative design and build

contractor that installs over 450 stand projects annually. From Nimlok's 55,000 sq. ft. facility in Northamptonshire, his 100 strong team cover every discipline from 3D design, project management, printing, joinery, paint spray, AV and both graphic & digital content creation. A passionate believer in the power of exhibitions James's focus is how Nimlok can play a bigger part in exhibitor results.



## Lou Kiwanuka

As owner and founder of EventShaper, Lou has been an active ESSA member for 5 years, Lou has been at the heart of the CDM discussion and other topics raised at the Health & Safety working

group. Always trying to ensure practical solutions to the challenges that we face as an industry. Lou is looking forward to the opportunity to bring a different experience to the table during her time on the ESSA Board.



## Antony Burton

Currently the Sales Director at beMatrix UK. Antony is determined to spend his time on the Board helping both manufacturers and builders have a voice in all aspects of the association, from legal

assistance through to finance and advice. He is an avid fan of relationship building, collaboration, innovation and most of all integrity, with transparency at the heart of all he does. He will assist where possible and ensure that he represent the members in an open and honest capacity.

**If you're interested in seeking election to the board.**

**Contact Andrew Harrison;  
andrew@essa.uk.com**

# ESSA Members

2 Heads Global Design Ltd  
24/7 Exhibition Services  
4D Design & Display Ltd  
A1 Event & Exhibition Cleaners Ltd  
Abbey Design Display and Exhibitions Ltd  
AboveLine Ltd  
Advent Exhibitions  
Agility Logistics Ltd  
Aim Exhibitions Ltd  
Alfa Display And Design Ltd  
Aluvision NV  
AMD Exhibitions  
Apex.co.uk  
Arc International Event Insurance Specialists  
Aspect Exhibitions  
Aston Display Limited  
ATD Electrical Ltd  
Autumn Oak Ltd  
Aztec Event Services Ltd  
B Brown Display Materials  
b2 Exhibitions Limited  
Bang on Ltd  
Beazley Group  
beMatrix  
Bespoke Exhibitions Ltd  
Bill Moule & Sons Ltd  
BJA Design and Exhibitions Ltd  
Blitz | GES  
Brand Saints Ltd  
Bray Leino Events  
Briggs Equipment UK Ltd  
C S Storage Ltd  
C6(n) Technology Limited  
CC Exhibitions Ltd  
CDI UK | Clements & Street  
CEVA Showfreight  
City Creative Ltd  
Clements And Street Design Build Limited  
Clip International Ltd  
CME Works Limited  
Concept Furniture International Ltd  
Concept G Exhibitions and Events (Pty) Ltd  
Cook and Associates  
CORE Modular Ltd  
Courts Design Ltd  
Create AV (UK) Ltd  
Creative Hire Ltd  
Creative8 Limited  
Creator International Ltd  
Cvent Inc  
D Donovan and Sons (Carpet Services) Ltd  
D-Zine Furnishing Solutions Ltd  
Dalesgate Exhibitions Ltd  
Datalead Ltd  
DB Systems Ltd  
DCE Group  
DD Exhibitions  
DHL Trade Fairs & Events (UK) Limited  
Diamond Exhibitions Ltd  
Dijon Exhibition Design Co Ltd  
Dimension 8 Ltd  
Display Graphics  
Display Makers Ltd  
Display Wizard Ltd  
DMN designbuild  
Dobson Brown Ltd  
DSA Limited  
DT Structures Ltd  
Duncan Sword Construction  
East Coast Exhibitions Ltd  
Easy Exhibitions  
EDB UK Ltd  
Edge Exhibition Design Limited  
Electra Dubai  
Elevations Exhibition Design and Management  
ELS Displays Ltd  
Enigma Creative Solutions Ltd  
Envisage  
Equinox Design Ltd  
ESM Ltd  
Etherlive Limited

Europa International Exhibition Services Ltd  
European International (Fairs) Ltd  
Event Design Production Ltd  
Event Exhibition and Design Limited  
EventExhibition Services Ltd  
EventCreate Ltd  
EventShaper  
Evolve Creative Solutions  
Exhibit 3Sixty Ltd  
Exhibit Designers And Producers Association  
Exhibition and Event Carpeting Company Ltd  
Exhibition Services Ltd  
EXIB Ltd  
Explori  
Expo Floors Ltd  
Expose Designs  
EXSA (Exhibition Association of Southern Africa)  
Extreme Exhibitions Ltd  
Floorex Carpets Ltd  
Focal Exhibitions  
Fordmmp Limited  
Formula Exhibitions Ltd  
Freightlink Solutions Ltd  
Full Circle Events & Exhibitions Ltd  
Genesis 3D Design Ltd  
GH Display  
Glass Shed Ltd  
Global Displays Ltd  
Global Experience Specialists (GES)  
Hamilton Rentals Ltd  
Hart Wilcox Production Company  
Heckford Exhibitions  
Henson Franklyn Ltd  
Highfields International Exhibition Services Ltd  
Hirex Ltd  
Hollywood Monster Ltd  
Hytex Communication Services Ltd  
Hytner Exhibitions  
Icon Exhibitions and Display Ltd  
IGNITION DG  
Iguana Exhibitions Limited  
Imagine Events Limited  
Indalo International Ltd  
Index Group  
Indian Exhibitions, Conferences & Events Services Association (IESA)  
InEvexco Ltd  
Information Technology Rentals Ltd  
Insite Marketing Solutions Limited/Insite Graphics  
Inter-Mark Group Sp. Zo.o. Sp.kom  
INTERFACE UK LTD  
Interlink Design and Display Ltd  
International Lifting & Shipping  
J & C Joel  
JMT Indisplay Ltd  
JNM Exhibition Services Ltd  
Joe Manby Ltd  
Jungheinrich UK Limited  
Kingston Smith  
Korten Ltd  
KR Exhibition Services  
Kudos Exhibitions Ltd  
Lea Valley Colour  
Leach Impact  
Leading Edge Design  
Ledridge Lighting  
Level 29 (t/a Gleanin)  
Limelight  
LIVEBUZZ  
Maelstrom Event Solutions Limited  
Markey Coffee Communication  
Mash Media Group Ltd  
Mems International  
Mobility Hire 4 You  
Mobex Ltd  
Modex Exhibitions  
Moore People  
MPD Creative LTD  
N200 GES  
Nest Studios  
New Dimension Exhibitions Ltd  
Nimlok Limited  
NJM (UK) Ltd  
Onward Display

Ottimo Digital Ltd  
OX2P Ltd  
Park Display Ltd  
Penny Banks Ltd  
Perton Signs Ltd  
Pickard Event Services  
Priority Exhibitions  
Press Red Rentals Ltd  
Project:4  
Promotions Exhibitions Ltd  
Publicity Systems Ltd  
Qdos Exhibitions Ltd  
Quality Registration Services Ltd  
Quattro Display Ltd  
R S Displays & Exhibitions Ltd  
Rapiergroup  
Reeds Carpeting Contractors Ltd  
Remote Audio Visual  
Resolutions Ltd  
Resource Design  
Richard Norman Electrics Ltd  
Rocket Exhibition And Events  
Rocket Graphics Ltd  
Rocket Print & Promotions Ltd  
RTD Systems  
Russell & Twining Blooms Ltd  
Saturn Exhibitions  
Scan Display Solutions (Pty) Ltd  
Schenker Fairs & Exhibitions  
Sector Marketing Limited  
Service Graphics Ltd  
Sharman Shaw Exhibitions Ltd  
Show Data Systems Ltd  
Showlite Ltd  
Sirius Conference And Events  
Skala Contracts Ltd  
Skyline Whitespace Exhibitions Ltd  
Smart AV UK Ltd  
Smart Digital TV Ltd  
Smart XS Ltd  
SMP Dimension (SMP Group PLC)  
Solutions 2 (UK) Ltd  
Sommer Event Flooring Ltd  
Spectrum Exhibitions Ltd  
Stagecraftuk  
Standit Displays Ltd  
Symbiosis UK Ltd  
T2 Display Ltd  
Tech AV Ltd  
Tembo Ltd  
The Barista  
The Black Pear  
The Event & Exhibition Partnership Ltd  
The Exhibition Agency Ltd  
The Freeman Company (UK) Ltd  
The Inside BV  
The Intershell Group  
Thorns Group  
Towergate Coverex  
Toyota Material Handling UK  
Ungerboeck Systems International GmbH  
Unique Exhibitions  
University of Lincoln:  
Design for Exhibition & Museums  
Vividfish Ltd  
Vividink Ltd  
Warwick Conferences  
Ways & Means Events Ltd  
West End Studios Ltd  
White Rose Exhibitions Ltd  
Worldwide Exhibition Specialists Ltd  
X-Venture Ltd  
Xpo Team (Team Visual Solutions Limited)  
Zero 1 Exhibitions  
Zone Exhibitions Ltd

**\*Correct at the time  
of printing**