

Industry *influencers*

More than 8,500 votes were cast for 150-plus shortlisted entrants for the 2015 edition of the Event 100 Club. We have highlighted the achievements of this year's elite from the past 12 months, while the top ten reveal how they see the industry shaping up in the months ahead

1

JULIAN PULLAN
President, EMEA
Jack Morton Worldwide

Climbing 65 places from last year, Pullan's position at the top is well deserved. He has been at the helm of the EMEA team at a time when the agency has achieved its fifth successive year of growth, including a 25 per cent increase in gross profit.

Pullan and the agency worked on many high-profile events during the qualifying period, delivering activations for BP, Candy Crush, Nivea and Gap. However, the company's highlight was its work on the opening and closing ceremonies of the Glasgow Commonwealth Games, which attracted 80,000 spectators, with the opening ceremony raising £5m for Unicef.

Pullan's outlook for 2015

"Experiential marketing has a very promising outlook and there are a lot of brands making plenty of noise in this space. This goes to show the importance of content and strategy. Looking at experiences, this will add a huge amount to brands in congested markets.

As we saw with the Commonwealth Games, opportunities like the Rugby World Cup will create business prospects. As we get closer to the Rio 2016 Olympic Games, the best opportunity will be to respond to these large international events. Other events such as the Mobile World Congress will have a huge impact on experiential marketing.

An emerging trend will be immersive experiences – they provide conversation, are deep in their meaning and interesting for consumers. Most brand experiences will be largely visual with some human contact. This is a huge opportunity to engage people with all their senses, and to develop something new to brands instead of just incorporating new technology into events.

When it comes to personalisation, we should start by putting a huge amount of work into analysing a brand and what can be done to make something much more bespoke. Consumers have information at their fingertips, therefore we should create experiences they want to engage with, and compete with entertainment that's available for free. We want to compete with rock stars and film directors for attention."



85 KATIE MCPHEE

European regional marketing manager
Eventbrite



In her role at the online ticketing service, McPhee leads a team of regional marketing managers in London, Manchester, Dublin and Berlin. In October she hosted Brite Space LDN, a two-week pop-up in Old Street Tube station, featuring 27 events. The company sold nearly 2,000 tickets – almost 20 per cent of which were new Eventbrite customers – and had more than 50 pieces of press coverage.

86 SIAN BAKER

Managing partner
Pretty Green

In the past 12 months, Baker and her team at Pretty Green have delivered events for a number of brands, including a TV-inspired diner for Virgin Media, a travelling barbershop for mobile telephone network GiffGaff and a store opening for Pandora. She also supported Harvey Goldsmith's team to produce On Blackheath, a new festival in partnership with John Lewis.

87 SAM WELPLY

Company director
Wellpleased Events

Welply's highlight of 2014 was organising the operations centre and media village for the Grand Départ of the Tour de France in Yorkshire, hosting more than 5,000 individuals, from race officials to representatives of the media. Outside of Wellpleased Events, he has set up an online question-and-answer portal to help aspiring students get into the event industry.

88 JULIAN SAIPE

Managing director
Zafferano



Saipe became managing director of caterer Zafferano in 2002, and within four years the company's turnover had trebled. The caterer now serves more than 300 events a year and, for the fifth year, is a preferred supplier for Unique Venues of London. Saipe has also pioneered retail projects, including the Natural History Museum Ice Rink Café and the Serpentine Pavilion Café.

89 CHARLIE HEPBURN

Founder/managing director
Vivid Event Group

As a major advocate for the event industry, Hepburn has a commitment to promoting not only Vivid Event Group, but also suppliers in the industry, to clients. His event highlight of 2014 was bringing together the best of British and Japanese culture at an event for a global Japanese trading company, which took place at the V&A in London.

90 RICHARD DODGSON

Creative director
Timebased Events

As a keynote speaker at a London Chamber of Commerce trade mission to Brazil, Dodgson championed the impact of the 2012 Olympic Games and highlighted the skill of the UK event industry. His event standout was the Harrods Live Backstage and Harrods Live Runway experiences at the Vogue Festival 2014, where guests could participate in a live catwalk show.



91 DAN COWDRILL

Sales and marketing manager for venue portfolio
London Borough of Hackney

Cowdrill headed a team of five people to deliver more than 150 events in two venues in the past year, and has seen business across the Hackney Venues collection, which he set up in 2012, increase by 60 per cent. He has also established a new networking group for venue managers in nine other local authorities.

92 JO AUSTIN

Head of venue sales
Lime Venue Portfolio

Austin is responsible for 28 venues at Lime Venue Portfolio and last year beat annual sales targets by 11 per cent. She was also instrumental in organising the hosted buyers reception at The Meetings Show, which took place at the Science Museum. The event welcomed more than 400 event professionals and generated in excess of £600,000 worth of event enquiries to the portfolio of venues.