



MCI UK targets creative events with new recruit

MCI UK – October 2011



MCI UK is expanding its portfolio to include more creative and consumer events with the appointment of creative director Dom Garner.

Garner said: “This new role is very different, it will add to MCI’s portfolio of services, with a greater focus on more consumer and brand type events and creative services in terms of design, online development and brand promotional activity. It slots very neatly in with the other services here in terms of the meetings and events, digital and social media and technical production teams.

“MCI UK has been very B2B traditionally. There are opportunities to refresh what we currently do and bring creative ideas to the B2B business which is still the main core of MCI, and look after some new consumer brands we hope to bring on board.”

Garner has worked in the events industry for 12 years, spending the last five years as a London-based freelance events producer, working on exhibitions, outdoor events, sporting campaigns and brand events in the mobile and telecommunications sector.

Based in MCI UK’s London-Petersfield office, he adds: “I’m the first appointment, we hope to gradually build on this department and put a dedicated account team together to work on more creative B2C type events. “Last week we pitched for B2B business for a large US software company, an opportunity MCI might not have taken in the past. We’re also looking at B2C work for a major iconic UK brand. This really broadens our opportunities.”

<http://www.meetpie.com/Modules/NewsModule/newsdetails.aspx?t=MCI+UK+targets+creative+events+with+new+recruit&newsid=14778>

ABOUT MCI

MCI is a globally integrated Association, Communication and Event Management Company. Since 1987, MCI has created corporate events, meetings and incentives; association and governmental conventions, congresses, exhibitions; and managed and provided consulting to associations. MCI's mission is to help companies, governments and associations bring people together to create meaningful connections and win.

MCI provides many stand-alone solutions designed for those who only need a specific service to complete their projects such as Destination Management, Sustainability Services, Technical and Creative Production, Event Hospitality, Event Furniture and Decoration and Registration Technology.

With offices currently in 44 cities in Europe, the Middle East, Asia-Pacific and South America, MCI is a thought leader in building community around brands, products and services for companies and institutions. MCI's 900 plus employees represent 35 different nationalities and speak 50 different languages offering local knowledge in a completely international team.

Visit our website: www.mci-group.com

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