

HEADLINE SPONSORS



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# CN AGENCY LEADERS SUMMIT 2025

DELEGATE INFORMATION PACK | 11-12 SEPTEMBER 2025 | EAST SUSSEX NATIONAL

[WWW.EVENTS.CONFERENCE-NEWS.CO.UK/CN-AGENCY-LEADERS-SUMMIT](http://WWW.EVENTS.CONFERENCE-NEWS.CO.UK/CN-AGENCY-LEADERS-SUMMIT) | [#CNALS25](https://twitter.com/CNALS25)



# INTRODUCTION

## ABOUT CONFERENCE NEWS

Since 2003, **Conference News** (CN) has been the UK MICE industry's official information hub, building strong relationships with event professionals and providing a platform for shared learning and communication.

Today, our community includes over 100,000 corporate, agency, and association event planners, the largest of its kind in the UK and still growing.

What truly sets Conference News apart is the close, personal relationship we maintain with our audience. This distinctive approach has guided us for years, enabling deeper connections and a clearer understanding of what our community values, needs, and aspires to achieve.

## RECENT EVENTS



**CN Sustainability Summit 2025**



**CN Creative Leaders Summit 2025**



**CN Agency Awards 2025**



**CN Global Event Tech Summit 2024**

To apply for your FREE delegate space at the CN Agency Leaders Summit 2025, click [here](#)

# ABOUT THE EVENT

## ITS PURPOSE

*We launched the CN Agency Leaders Summit in 2024 to bring event business owners and senior leadership teams together to share expertise, learn and network with fellow key industry professionals.*

*The events industry is constantly evolving, and this event aims to provide a platform for leading agency figures to discuss key strategy-focused challenges that come with running an events business. Delivered through a series of engaging keynotes, honest panel discussions, and insightful roundtables, it strives to support best practice across the agency sector.*

*This is your chance to help bring your personal experiences to the spotlight and help shape industry conversation, further driving excellence within the true lifeblood of our industry – event management agencies.*

*Attendance comes with networking lunches, dinners & drinks, and accommodation all covered, offering a truly unique invite-only opportunity for event agency leaders.*



**JACK NEWAY**  
**CHIEF COMMERCIAL OFFICER**  
**MASH MEDIA**

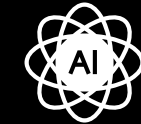
## ON THE AGENDA FOR 2025



**DEALS, DATA & DESTINY: THE STATE OF M&A  
IN THE WORLD OF AGENCIES**



**SCALING UP & DOWN: BALANCING THE  
TALENT POOL**



**AI IN EVENTS: THE GOOD, THE BAD, AND  
COMPLIANCE**



**ENTREPRENEURIAL THINKING IN A LARGE  
CORPORATION**



**EXPERIENCE AS STRATEGY: DESIGNING FOR  
WHAT COMES NEXT**



**MANAGING RISK: KEEPING CALM IN A CRISIS**



**THE LEADERSHIP MINDSET: CULTURES THAT  
SCALE WITHOUT BREAKING**

# KEY REASONS TO ATTEND

As a two-day hosted conference, which includes overnight accommodation and food and beverage included within your free to attend delegate pass, you'll benefit from the below by joining us.



## CONNECT...

...with fellow agency leaders to share expertise and experiences when running companies and departments during our networking opportunities.



## LEARN...

...from experienced agency leaders on their own challenges, and gain insight on the strategies they are implementing to overcome them.



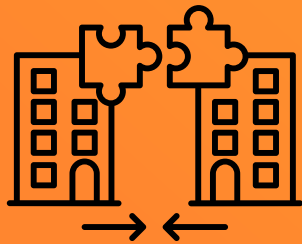
## ENGAGE...

...with a select number of innovative suppliers and venues to learn about their services and how they can add value to your upcoming events.

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# PERSONALISE YOUR LEARNING EXPERIENCE

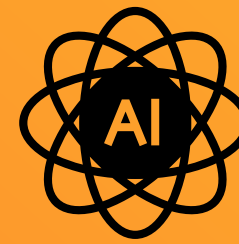
Produced to support business owners and senior leadership teams, the conference programme focuses on core challenges faced while running event agencies and the departments within them. Click below to find out more about each session.



**Deals, Data & Destiny: The State of M&A in the World of Agencies**



**Scaling Up & Down: Balancing the Talent Pool**



**AI in events: The good, the bad, and compliance**



**Entrepreneurial Thinking in a Large Corporation**



**Experience as Strategy: Designing for What Comes Next**



**Managing risk: Keeping Calm in a Crisis**



**The Leadership Mindset: Cultures That Scale Without Breaking**

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# YOUR CONFERENCE PROGRAMME

We've curated an agenda to balance strategy-focused keynotes and panels with curated networking among your agency leader peers and the select event sponsors supporting this year's event. This strives to provide an open and comfortable environment where you can participate in the event, check in with your business and carry out personal work if needed.

*Please note that this programme may be subject to change.*

## DAY ONE - 11 SEPTEMBER 2025

09.30 - 10.55	ARRIVAL AND REGISTRATION
10.40 - 10.45	WELCOME FROM CONFERENCE NEWS
10.45 - 11.45	DEALS, DATA & DESTINY: THE STATE OF M&A IN THE WORLD OF AGENCIES
11.50 - 12.50	1-ON-1 MEETINGS & NETWORKING BREAK
12.55 - 13.40	SCALING UP & DOWN: BALANCING THE TALENT POOL
13.40 - 14.25	LUNCH
14.25 - 15.05	AI IN EVENTS: THE GOOD, THE BAD, AND COMPLIANCE
15.10 - 16.10	1-ON-1 MEETINGS, ROUNDTABLES & NETWORKING BREAK
16.15 - 17.00	ENTREPRENEURIAL THINKING IN A LARGE CORPORATION
17.00 - 18.30	FREE TIME
18.30 - 19.30	DRINKS RECEPTION
19.30	EVENING DINNER

## DAY TWO - 12 SEPTEMBER 2025

07.45 - 09.30	BREAKFAST
08.45 - 09.15	WELLNESS ACTIVITY WITH BE IN YOUR ELEMENT
09.45 - 10.30	EXPERIENCE AS STRATEGY: DESIGNING FOR WHAT COMES NEXT
10.30 - 11.15	MANAGING RISK: KEEPING CALM IN A CRISIS
11.20 - 12.20	1-ON-1 MEETINGS & NETWORKING BREAK
12.30 - 13.15	THE LEADERSHIP MINDSET: CULTURES THAT SCALE WITHOUT BREAKING
13.15 - 13.20	CLOSING COMMENTS
13.20 - 14.00	LUNCH
14.00	EVENT CONCLUDES

### KEY:

	CONTENT SESSION
	MEETING SESSION

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**FREE TO ATTEND FOR EVENT AGENCIES – REGISTER HERE!**



If you have any questions about the event, contact the team at:  
[cnevents@mashmedia.net](mailto:cnevents@mashmedia.net) or call on +44 (0) 208 481 1122.

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