



# Media Release

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## **cievents targets growth in group travel sector**

Global event management agency, cievents, has realigned its operations in the UK with the addition of a dedicated group travel team to spearhead growth in this sector. The group travel team will sit alongside cievents' four other business areas, namely event production, creative services, event management and meetings.

George Turner has been appointed as Manager Corporate Groups to lead the group travel team's expansion. He joins cievents from parent company Flight Centre Travel Group where he was responsible for setting up and managing the group department for leisure travel and SME business travel clients. He has over seven years' experience managing multiple teams in the retail and wholesale travel sector and brings extensive knowledge to cievents gained handling the travel needs of groups of all sizes.

"Whilst cievents has always offered a group travel solution, this change in structure enables us to provide a dedicated team of experts in group travel," said Lucy Francis, General Manager, cievents UK. "We see this as a huge area of growth from clients who don't necessarily want a fully managed event and are looking for a low-touch solution to get their delegates from A to B, combined with event registration and reporting.

"cievents has the advantage of in-house access to unrivalled travel options and supplier deals through our parent company Flight Centre Travel Group's £10billion global negotiation strength," added Francis. "We can combine this with our technology suite, including online travel booking solution and registration tool, to bring together all the elements of a client's group travel requirements seamlessly and cost-effectively."

cievents' group travel portfolio of services includes:

- end-to-end management by dedicated group travel expert
- group airfares/charters and accommodation
- detailed summary of flight and accommodation options
- cloud-based delegate registration
- day delegate, gala and entertainment packages
- localised market knowledge
- 24/7 emergency assistance
- pre and post travel management
- budget management & reconciliation
- consolidating big data reporting

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### **About cievents**

cievents is a multi-national agency with 10 offices globally in Australia, Hong Kong, Mexico, New Zealand, UK and USA, Operating multi-disciplined, multi-lingual hub teams, cievents provides superior solutions in: forward-thinking strategic meetings management; pro-active, competitive and efficient sourcing solutions; highly experienced multi-lingual logistics teams; an innovative and highly acclaimed production and creative service solution in all offices; and tailored incentive, reward & recognition programs. Our multi-national team excels in providing an inspiring global solution to ensure consistent and market leading events in all offices, whilst consolidating multi-national key information needed to provide reporting on spend and savings data along with much needed ROI analysis. [www.cievents.com](http://www.cievents.com)