



Award Winning Creative Joins cievents

cievents has expanded its creative team with the appointment of award-winning creative Ben Weir as Executive Creative Producer.

Ben joined cievents this week and will be responsible for facilitating the highest possible standard of creative and strategy work across cievents' portfolio of events. Ben's appointment gives cievents yet another reason to pop the champagne, with the team celebrating the recent announcement of becoming finalists in both the international C&IT Awards and Australian Event Awards, and securing a place on the prestigious Australian Financial Review's Most Innovative Companies list for 2019.

In his new role of Executive Creative Producer Ben will work closely cievents' sales and account teams to drive new business opportunities and lead creative pitches in collaboration with the Creative Services and Customer Solutions teams to put the most compelling solution forward.

Ben's previous role was Executive Creator at Sydney-based Fourth Wall, and he brings over 18 years of experience in the advertising, marketing and production industries. Fiona Batten, cievents General Manager Australia, said Ben's appointment will build on the existing strong skillset of the cievents team. "Ben is known in the events industry for being a multidisciplinary creative who can take a project from brief to delivery - smoothly, efficiently and cost-effectively and with passion, focus and strategic thinking," said Fiona.

"He is an award-winning creative for a good reason, and he'll make a great addition to the creative culture within our Production team and across the broader business. We know our clients will love his passion for developing 360° brand and event experiences creating breakthrough moments and capturing imagination."

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About cievents:



From our first office that opened in 1986, cievents has grown into a globally recognised, award-winning, full service strategic meetings and event management agency. Today the business is focused on crafting unique, insight driven brand experiences for the global corporate market and has offices in Sydney, Melbourne, Brisbane, Adelaide, London, New York, New Jersey, San Francisco, Toronto, Hong Kong, Auckland and Mexico City.

In the midst of our fast paced, ever changing global economy, technology connects us like never before. But more than ever our customers are seeking out physical experiences that focus on connecting their people together in the moment. We pride ourselves on our meticulous attention to detail in creating authentic experiences that connect and inspire delegates within these moments. Even though some of these events can be enormous in scale and attended by thousands, they are always personal and truly memorable.

Services: Event Production | Event Management | Creative Services | Group Travel | Strategic Meetings Management

For more information please visit www.cievents.com.au

About Flight Centre Travel Group

Flight Centre Travel Group (ASX:FLT) has grown to be the world's largest travel agency since its founding in 1982. Headquartered in Brisbane, Australia, the company has more than 30 brands in its portfolio, 3000 retail shops worldwide and employs around 20,000 people. After starting as a leisure travel agency, the company is now also one of the world's largest corporate travel managers through a network of specialist brands that includes FCM Travel Solutions, Corporate Traveller, cievents and Stage and Screen.