

EUROPE'S LIVE EXPERIENCE POWER LIST

*100 agency leaders blazing a trail for the
future of events, brand experience and live
communication*

819 evaluated agencies · **41** markets · **100** selected leaders

2026 edition

An editorial ranking by Kongres Magazine
in cooperation with the Unicorn Awards

www.kongres-magazine.eu

The agencies crafting

Europe's live experience economy



Fifteen years ago, the Unicorn Awards began with a straightforward idea: to create a trusted European platform where the best event organisers could present their work, compare ideas and learn from one another. Not only in London, Amsterdam, Barcelona or Berlin, but across a continent of different markets, languages, budgets and creative cultures.

That belief still propels this publication forward, as world-class events are rare. They are somewhat like unicorns: everyone talks about them, everyone seeks them, but few truly encounter them. A project becomes exceptional not only when it is well produced, but also when it changes how people think, drives value, and leaves a lasting trace long after the lights dim.

The strongest live communication companies now operate in a broader field. They help organisations build trust, make culture visible, launch ideas, create communities, manage reputation and turn strategy into something people can feel. In an age shaped by AI, economic uncertainty, sustainability demands and rising client expectations, the experience economy is no longer a supporting discipline. It is becoming one of the ways brands prove what they mean.

The Top 100 Event Agency Leaders 2026 ranking was created to recognise the people behind that shift. It is far more than a list of successful agencies. It is a portrait of leadership across markets, generations, and operating models: founders, group CEOs, creative directors, operational leaders, network builders, and regional specialists who are shaping how Europe gathers, communicates, and remembers.

This catalogue should be read as both recognition and record. First recognition, because each profile reflects a measurable position in a competitive European field. Second record, because the ranking captures a moment when live experiences are moving from the edge of marketing plans to the centre of business, culture and public attention.

A ranking can never tell the whole story, yet if it is based on a clear, public and verifiable methodology, it can make a changing industry easier to predict and understand. Most importantly, it can help professionalise it.

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How to read the ranking

The Top 100 Event Agency Leaders 2026 ranking combines leadership profiles, agency performance, external recognition, business indicators, public evidence, and editorial review into a single framework. The list is designed to be read as a map of influence, not as a popularity contest or a simple league table of size.

The final ranking and PDF brochure were officially published on 17 July 2026. In the days leading up to the release, two finalists were revealed each day on the official ranking page.: <https://www.unicornawards.eu/leaderslist2026>.



RANKING

The ranking shows each leader's position among 819 evaluated agencies. It reflects the final correlated assessment used for the 2026 edition.



POWER INDEX 2026

The Power Index is the score attached to each profile. Each finalist is assessed on a 100-point scale. The final score combines editorial evaluation, public evidence, agency business indicators and external industry signals.



LEADERSHIP CATEGORY

Each profile includes an editorial category. This is not a ranking layer, but a reading aid. It helps identify the type of leadership represented by the profile: founder-led growth, creative direction, operational excellence, group-scale leadership, New Europe momentum or international network influence.



SIGNATURE SENTENCE

The signature sentence is a one-line editorial interpretation of the leader's place in the industry. It gives the profile a human entry point before the reader moves into the data and longer commentary.



PROFILE, WHY, ABOUT AND EDITORIAL NOTE

The profile section frames the individual and agency in the wider experience economy. 'Why they stand out' summarises the core recognition. 'About' gives the agency context. The editorial note connects the profile to broader market change.

What this is certainly not

This is neither a public vote, nor a social-media popularity contest, nor a lobbying exercise. It does not reward noise. It recognises leaders and agencies with credible evidence of quality, innovation, professionalism, creative authority, business relevance and European impact.

60.51

POWER INDEX POINT

THE UNICORN THRESHOLD

For the 2026 edition, the Unicorn Threshold was set at 60.51 Power Index points. This marks the minimum score required to enter the Top 100, following the assessment of 819 agencies across 41 European markets.

What does the Power Index mean?

The Power Index 2026 is a joint score used to compare agency leadership profiles across a broad European field. It is neither a revenue ranking, nor a popularity ranking, nor a purely awards-based list. Awards matter, but they are not the whole story.

At its simplest, the score answers one question: **how strongly does this leader-and-agency profile demonstrate influence in Europe's live experience economy?**

WHAT DOES THE SCORE REFLECT?

The index reflects eight segments: leadership and agency fit, agency scale and performance, awards and market recognition, personal visibility and influence, networks and ecosystem, creativity and innovation, sustainability and responsibility, and public data quality.

Criterion	Weight	What it covers
Leadership & agency fit	10%	Founder, director, senior decision-maker role and relevance to the events industry or agency success.
Agency scale & performance	14%	Team size, business stability, revenue signals, market reach and delivery capacity where reliable data is available.
Awards & market recognition	16%	Unicorn Awards, BEA World, Eventex and other relevant international evidence of excellence.
Personal visibility & influence	16%	Thought leadership, public appearances, jury roles, communication and professional reputation.
Networks & ecosystem	10%	Membership or leadership roles in relevant industry networks, associations and cross-border platforms.
Creativity, innovation & impact	15%	Creative formats, experience design, digital or AI support, measurable impact and project legacy.
Sustainability & responsibility	9%	Responsible production, sustainability frameworks, accessibility, DEI and procurement standards.
Public data quality	10%	Traceable sources, evidence quality, claim realism and reputational risk control.

WHAT THE SCORE DOES NOT CLAIM

The score does not claim to measure every dimension of agency quality. It does not replace peer judgement, client experience or creative assessment. It is a structured editorial tool: useful because it makes different kinds of evidence comparable, but careful because the live experience sector is complex and often under-documented.

HOW TO INTERPRET HIGH SCORES

A high Power Index score indicates a strong combination of market presence, external validation and leadership relevance. It should be understood as a signal of documented influence, not as a declaration that one kind of agency model is inherently better than another.

WHY THE SCORE MATTERS

The European event industry has long lacked shared visibility across markets. The Power Index helps create a common reference point for an industry that is international in ambition but often local in evidence. It is also a contribution to professionalisation: a way to show clients, media, institutions and the wider public who is creating difference, setting standards and moving the industry forward.

Editorial methodology

The methodology behind the Top 100 Event Agency Leaders 2026 ranking combines structured data review with editorial judgement. It builds on Kongres Magazine's long-running influencer-tracking methodology, developed since 2014 and now updated to reflect the realities of today's event and experience industry.

The aim is not to reduce leadership to a formula, but to prevent recognition from depending only on visibility, network proximity or market size.

1. CANDIDATE UNIVERSE

The initial field covered 819 evaluated agencies and agency-related leadership profiles. The field included major international networks, independent agencies, regional specialists and New Europe agencies with growing market relevance.

2. EVIDENCE COLLECTION

Evidence was gathered from available public and working sources, including award appearances, ranking references, agency information, business indicators, ecosystem presence, market notes and leadership identification. Public evidence matters because it supports transparency, claim realism and reputational risk control.

3. CORRELATION AND ADJUSTMENT

The ranking uses a 100-point assessment model across eight weighted criteria: Leadership & agency fit (10%), Agency scale & performance (14%), Awards & market recognition (16%), Personal visibility & influence (16%), Networks & ecosystem (10%), Creativity, innovation & impact (15%), Sustainability & responsibility (9%) and Public data quality (10%).

4. SUSTAINABILITY AND RESPONSIBILITY

Sustainability and responsibility are part of the assessment, powered by the Planet Positive Event methodology. The ranking considers responsible production practices, carbon-conscious planning, supplier and procurement choices, accessibility, DEI, waste management and wider social impact. The focus is on credible, traceable evidence rather than general sustainability claims, including practices aligned with measurable impact, ESRS reporting logic and continuous improvement.

5. EDITORIAL REVIEW

The final profiles were reviewed editorially to ensure that the recognition is readable to a wider audience. This is where leadership categories, signature sentences and profile notes help translate data into meaning.

6. LIMITS AND TRANSPARENCY

The ranking is based on available evidence. Some markets and agencies disclose more than others. Where evidence is limited, the editorial approach remains careful. The objective is to create a credible European reference point while acknowledging that the industry continues to evolve faster than its public data infrastructure can keep pace with.

7. KEY FACTS FROM THE 2026 FIELD

The Top 100 covers 41 countries and markets. The agencies represented in the ranking generate an estimated 2.11 billion euros in annual revenue and employ an estimated 27,600 people. The 2026 list includes 26 agencies from New Europe and is supported by at least 446 traceable international recognition signals from BEA World, Eventex and Unicorn Awards.



#1

COLJA DAMS

CEO, VOK DAMS

Measurable experience marketing pioneer



#1 among 819 evaluated agencies

Power Index 2026: **99.04**

Top-tier European benchmark profile



For more than two decades, Colja Dams has argued that experiences should be measured by business value rather than production scale.

PROFILE

Few executives have influenced the European event industry as consistently as Colja Dams. As CEO of VOK DAMS, he represents a second generation of leadership that transformed a family-founded German agency into one of the world's most recognised experience marketing consultancies. Ranked #1 among 819 evaluated agencies, Dams leads the 2026 list with a Power Index score of 99.04 out of 100.

For more than two decades, Dams has championed the idea that live communication should be measured not only by creativity but by business impact. Under his leadership, VOK DAMS expanded internationally while remaining firmly rooted in strategic consulting, helping global brands integrate live experiences into wider marketing and corporate communication strategies.

Long before digital transformation became industry vocabulary, Dams was advocating for data-driven event marketing, hybrid engagement and measurable experience design. His influence extends beyond agency leadership through thought leadership, international speaking engagements and continuous investment in industry development.

Today, VOK DAMS remains one of Europe's strongest reference points for large-scale experience marketing, demonstrating how independent agencies can compete globally while maintaining creative excellence and long-term client partnerships.

WHY COLJA STANDS OUT

A pioneer of experience marketing who helped establish measurable live communication as a strategic business discipline rather than a standalone production service.

About VOK DAMS

Founded in Germany more than five decades ago, VOK DAMS has grown into one of the world's largest independent experience marketing agencies. Combining strategic consulting, event production, digital experiences and brand activation, the agency works across international markets for many of the world's leading corporations.

Editorial note

VOK DAMS represents the evolution of Germany's event industry into a globally recognised export of strategic experience marketing, in which creativity is increasingly measured by business outcomes rather than spectacle alone.

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#2 ARNE KOEFOED

Head of Ideas and Founder,
WINK Netherlands

Ideas-led Dutch experience leadership



#2 among 819 evaluated agencies



Power Index 2026: **99.01**



Top-tier European benchmark profile



Arne Koefoed shows how a Dutch agency can turn ideas into disciplined, culturally fluent brand encounters.

PROFILE

Arne Koefoed represents WINK in the Top 100 Event Agency Leaders 2026 list, ranking #2 among 819 evaluated agencies with a Power Index score of 99.01 out of 100. His position near the top of the list points to a form of leadership in which ideas, agency culture and strategic consistency matter as much as operational scale.

As Head of Ideas and Founder, Koefoed gives WINK a profile that feels distinctly Dutch: direct, inventive and built around the conviction that live moments should make brands more legible to the people they need to reach. The ranking recognises an agency model in which creativity is not decoration but the organising principle behind experience design.

WINK's place in the 2026 ranking also reflects a broader shift in the Netherlands, where event agencies have become strong interpreters of culture, community and brand behaviour. Koefoed's profile sits in that space: not simply producing events, but shaping encounters that are meant to feel useful, memorable and commercially alert.

WHY ARNE STANDS OUT

Recognised for ideas-led leadership, Dutch market authority, creative consistency and the ability to connect brand strategy with live experience.

About WINK

WINK is a Netherlands-based experience agency working at the intersection of ideas, live communication, and brand experience. Its profile in the 2026 ranking reflects the strength of Dutch agencies in translating strategic intent into formats that feel contemporary, precise and human.

Editorial note

WINK's high placement shows how the Dutch market continues to influence European live communication: less through scale alone, and more through a culture of intelligent concepts, restraint and audience fluency.

Website: www.welcometowink.com

LinkedIn: www.linkedin.com/in/arnekoefoed/

#3 PATRICK ROUBROEKS

Founding Director, XSAGA

Cultural storytelling and public experience



#3 among 819 evaluated agencies



Power Index 2026: **98.91**



Top-tier European benchmark profile



Patrick Roubroeks has made XSAGA synonymous with live storytelling that feels both public and precisely authored.



PROFILE

Patrick Roubroeks, Founding Director of XSAGA, ranks #3 among 819 evaluated agencies with a Power Index score of 98.91 out of 100. His position reflects XSAGA's role as one of the Netherlands' clearest references for experience work, where narrative, place, and audience emotion are treated as serious strategic material.

Roubroeks' leadership is best understood through the agency's ability to turn live communication into a form of cultural storytelling. XSAGA sits comfortably between brand experience, public moments, and carefully staged encounters, creating work designed to be remembered rather than merely attended.

At this level of the ranking, the profile is not only about agency performance. It is about a point of view. Roubroeks represents the kind of European experience leader who understands that the strongest live projects carry authorship: a clear idea, a sense of occasion and enough discipline to make emotion feel intentional.

WHY PATRICK STANDS OUT

Recognised for founder-led creative authority, cultural storytelling, Dutch market influence and a distinctive approach to public-facing experience design.

About XSAGA

XSAGA is a Netherlands-based experience agency known for work that places story, staging and audience meaning at the centre of live communication. Its ranking profile reflects a broader European appetite for agencies that can make brand experience feel cultural rather than purely promotional.

Editorial note

XSAGA's position underscores the enduring strength of the Dutch experience scene, where the best agencies are often defined by clarity of concept, narrative discipline, and the ability to make live moments feel culturally resonant.

Website: www.xsaga.nl

LinkedIn: www.linkedin.com/in/patrickroubroeks/



#4

CYRIL GIORGINI

President, Auditoire Group

French group-scale experience leadership



#4 among 819 evaluated agencies



Power Index 2026: **98.90**



Top-tier European benchmark profile



Cyril Giorgini represents the French tradition of experience-led communication at an international group scale.

PROFILE

Cyril Giorgini, President of Auditoire Group, ranks #4 among 819 evaluated agencies with a Power Index score of 98.90 out of 100. His profile reflects a leadership model built around scale, international relevance, and the French ability to treat live communication as both a craft and a strategic expression.

Auditoire's position in the ranking points to an agency culture that works beyond event execution. In the European experience economy, the group represents the integration of brand communication, staging, content, and audience design: the kind of work that requires creative confidence as well as operational depth.

Giorgini's role gives the profile a group-scale dimension. It speaks to the importance of agencies that can manage complexity without losing editorial sharpness: international clients, larger formats, multiple markets and a need to make live communication feel coherent across cultures.

WHY CYRIL STANDS OUT

Recognised for group-scale leadership, French market authority, international relevance and the ability to connect creative ambition with operational depth.

About Auditoire

Auditoire is a France-based experience and live communication group with a strong European and international profile. Its work sits within the wider movement from event production towards strategic brand experience, where live formats are expected to carry message, culture and measurable value.

Editorial note

Auditoire's place in the top five shows how France remains one of Europe's defining markets for sophisticated experience-led communication, combining creative ceremony with the demands of large-scale delivery.

Website: www.auditoire.com/

LinkedIn: www.linkedin.com/in/cyril-giorgini-640247/



#5 STEFAN KOZAK

Founder & CEO,
CREATIVE PRO Group

New Europe creative scale builder



#5 among 819 evaluated agencies



Power Index 2026: **98.84**



Top-tier European benchmark profile



Stefan Kozak shows how New Europe can compete through craft, ambition and cross-border creative confidence.

PROFILE

Stefan Kozak, Founder & CEO of CREATIVE PRO Group, ranks #5 among 819 evaluated agencies with a Power Index score of 98.84 out of 100. His profile is one of the strongest signals in the ranking that New Europe has moved from emerging visibility to genuine European relevance.

Operating across the Czech Republic, Poland and Slovakia, CREATIVE PRO Group represents a regional agency model with wider ambition. Kozak's leadership brings together creative direction, production confidence and cross-market fluency, showing how agencies from Central Europe are increasingly able to compete on quality, not only on value.

The significance of this profile extends beyond one agency. It captures a shift in the European map: strong New Europe agencies are no longer positioned as secondary players, but as standard-setters in their own right, capable of shaping brand experience with discipline, imagination and regional intelligence.

WHY STEFAN STANDS OUT

Recognised for New Europe leadership, cross-border agency building, creative direction and the ability to turn regional strength into European relevance.

About CREATIVE PRO

CREATIVE PRO Group works across the Czech Republic, Poland and Slovakia, giving it one of the most interesting cross-market profiles in the 2026 ranking. The agency represents the rise of Central European live communication: agile, ambitious and increasingly visible in the wider European experience economy.

Editorial note

CREATIVE PRO Group's top-five position is one of the clearest signs that New Europe is becoming a creative force in its own right, not a supporting geography in someone else's market story.

Website: www.creativepro.agency

LinkedIn: www.linkedin.com/in/stefan-kozak-5814b811/

#6

MARCO JANNARELLI

President, Next Group

Italian group-scale live communication leadership



#6 among 819 evaluated agencies



Power Index 2026: **98.82**

Top-tier European benchmark profile



Marco Jannarelli brings Italian live communication into a broader European conversation about scale, culture and business value.

PROFILE

Marco Jannarelli, President of Next Group, ranks #6 among 819 evaluated agencies with a Power Index score of 98.82 out of 100. His position reflects the strength of an Italian agency group operating in a market where live communication is expected to combine creativity, relationship-building and business clarity.

Next Group's ranking profile is about more than national presence. It points to an agency model that can work across formats and expectations: corporate events, brand experiences, meetings, and live communication projects that require both production reliability and a clear strategic spine.

Jannarelli's leadership gives the profile a mature group perspective. It suggests an agency that understands how to grow without losing craft, and how to make Italian experience culture relevant in a European field increasingly measured by professionalism, responsibility and measurable outcomes.

WHY MARCO STANDS OUT

Recognised for Italian group leadership, business scale, professional consistency and the ability to connect live communication with strategic value.

About NEXT GROUP

Next Group is an Italian live communication and events group with a strong position in the 2026 ranking. Its profile reflects the broader development of Italy's experience market, where creativity and production culture increasingly meet strategy, data and long-term client value.

Editorial note

Next Group's placement reinforces Italy's role as one of Europe's most mature event markets: expressive, relationship-driven and increasingly focused on the business role of live experience.

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#7 ALFREDO ACCATINO

President, Filmmaster

Spectacle, narrative and institutional experience



#7 among 819 evaluated agencies



Power Index 2026: **98.81**



Top-tier European benchmark profile



Alfredo Accatino embodies the Italian ability to turn spectacle, narrative, and precision into institutional experience.

PROFILE

Alfredo Accatino, President of Filmmaster, ranks #7 among 819 evaluated agencies with a Power Index score of 98.81 out of 100. His profile carries the weight of an Italian agency tradition in which major live moments are built through narrative, production intelligence and a strong sense of occasion.

Filmmaster's presence in the top ten reflects an agency model associated with complex staging, brand experience and the ability to make live communication feel cinematic without losing its strategic purpose. Accatino's leadership sits at the intersection of creative direction, institutional confidence and large-format delivery.

In the context of the 2026 ranking, this profile is about the enduring value of craft. While the industry becomes more data-aware and commercially measured, agencies such as Filmmaster show that spectacle still matters when anchored in story, precision, and audience meaning.

WHY ALFREDO STANDS OUT

Recognised for Italian market influence, creative authority, large-format experience design and the ability to connect spectacle with strategic storytelling.

About Filmmaster

Filmmaster is an Italian agency with a strong profile in live communication and brand experience. Its place in the ranking reflects the importance of agencies capable of designing complex moments with narrative structure, production control, and cultural presence.

Editorial note

Filmmaster's ranking shows that the European experience economy still needs agencies capable of making scale feel authored rather than anonymous.

Website: www.filmmaster.com

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#8 JENS OLIVER MAYER

Managing Director,
Jack Morton Worldwide

Global brand experience, German discipline



#8 among 819 evaluated agencies



Power Index 2026: **98.79**



Top-tier European benchmark profile



Jens Oliver Mayer connects Jack Morton's global brand-experience discipline with the practical demands of the German market.

PROFILE

Jens Oliver Mayer, Managing Director at Jack Morton Worldwide, ranks #8 among 819 evaluated agencies with a Power Index score of 98.79 out of 100. His profile represents the European face of a global brand experience network operating in one of the continent's most demanding agency markets.

Jack Morton Worldwide brings an international experience discipline to the ranking: brand platforms, live engagement, strategic programmes and the ability to deliver for clients whose audiences are often spread across markets and channels. Mayer's role in Germany places that global capability within a market known for precision, accountability, and high expectations for delivery.

The profile matters because it shows how network agencies remain highly relevant in Europe's experience economy. Their advantage is not only reach but also the ability to translate brand systems into live moments that feel consistent, credible, and useful in local contexts.

WHY JENS STANDS OUT

Recognised for network leadership, German market relevance, brand experience discipline and the ability to connect global standards with local delivery.

About Jack Morton Worldwide

Jack Morton Worldwide is an international brand experience agency with a strong European presence. Its ranking profile reflects the continuing role of global networks in shaping experience strategy, live engagement and multi-market brand communication.

Editorial note

Jack Morton Worldwide's top-ten placement shows that international networks still matter when they combine global method with local intelligence and operational trust.

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#9

SEBASTIEN TONDEUR

Group CEO, MCI Group



Community and association experience leadership



#9 among 819 evaluated agencies



Power Index 2026: **98.77**



Top-tier European benchmark profile



Sebastien Tondeur has helped make international meetings and community-building a serious part of the experience economy.

PROFILE

Sebastien Tondeur, Group CEO of MCI Group, ranks #9 among 819 evaluated agencies with a Power Index score of 98.77 out of 100. His profile brings a different kind of scale into the top ten: one built around meetings, communities, associations and international engagement.

MCI Group's relevance in the experience economy is rooted in the ability to connect people around knowledge, networks and purpose. This is not the theatrical side of the sector, but one of its most strategically important areas: designing the conditions in which communities meet, learn, decide and grow.

Tondeur's leadership reflects the evolution of meetings and association work into a more complex form of live communication. In a European market increasingly focused on trust, participation and measurable outcomes, MCI Group represents the institutional intelligence of the experience economy.

WHY SEBASTIEN STANDS OUT

Recognised for international scale, community-building expertise, meeting leadership and the ability to connect live experience with association and knowledge economies.

About MCI Group

MCI Group is an international agency group with strong European relevance in meetings, events, association management and community engagement. Its ranking profile reflects the strategic importance of convening people around knowledge, influence and long-term relationships.

Editorial note

MCI Group's position broadens the definition of experience leadership: it reminds the industry that communities, associations and knowledge platforms are central to Europe's live economy.

Website: www.wearemci.com

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#10

JONATHAN MCCALLUM

Managing Director Europe,
SVP at George P Johnson



European enterprise experience network leadership



#10 among 819 evaluated agencies



Power Index 2026: **98.63**



Top-tier European benchmark profile



Jonathan McCallum represents the European face of a global network built for complex brand experience programmes.

PROFILE

Jonathan McCallum, Managing Director Europe and SVP at George P Johnson, ranks #10 among 819 evaluated agencies with a Power Index score of 98.63 out of 100. His profile closes the top ten with a clear example of European leadership inside a global experience network.

George P Johnson / GPJ Europe occupies a particular place in the market: large-scale brand experience for organisations that need live communication to work across countries, business units and audience types. McCallum's role is therefore not simply managerial. It is about making the network scale feel coherent, commercially relevant and culturally workable in Europe.

The profile also shows why the ranking is not only about independent agencies or founder-led studios. The European experience economy is shaped by networks too, especially when they bring strategic structure, delivery capacity and client-side confidence to complex programmes.

WHY JONATHAN STANDS OUT

Recognised for European network leadership, enterprise brand experience, international scale and the ability to translate global capability into regional relevance.

About George P. Johnson / GPJ Europe

George P Johnson / GPJ Europe is part of a global brand experience network with a strong European profile. Its place in the ranking reflects the role of large agencies in delivering complex experience programmes for clients that need consistency, strategic control and market fluency.

Editorial note

GPJ Europe's top-ten placement underscores a central truth of the sector: the future will be shaped by both independent creative voices and networks capable of managing complexity at scale.

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#11

ARLINDO FRAZÃO

CEO & Co-Founder, Desafio Global

Portuguese experience entrepreneurship



#11 among 819 evaluated agencies



Power Index 2026: **98.59**



Senior benchmark leader



Arlindo Frazão has built Desafio Global around the belief that experience is a discipline of action.

PROFILE

Arlindo Frazão, CEO & Co-Founder of Desafio Global, ranks #11 among 819 evaluated agencies with a Power Index score of 98.59 out of 100. His profile recognises one of Portugal's most visible experience entrepreneurs and places Desafio Global among the strongest national signals in the 2026 ranking.

Desafio Global presents its work as a way to communicate, interact, bring people together, inform, motivate, inspire and build. That vocabulary gives Frazão's profile a clear editorial centre: events are treated not as isolated productions, but as instruments of alignment, energy and collective action.

Portuguese coverage of the ranking highlights Frazão's long entrepreneurial path, the agency's expertise in experiential marketing and brand activations, and its use of innovation and technology in design and audiovisual production. The ranking is also supported by a BEA shortlist appearance and an Eventex Index reference, giving the profile both market context and external evidence.

WHY ARLINDO STANDS OUT

Recognised for Portuguese market leadership, entrepreneurial agency building, documented recognition signals and the ability to turn live communication into collective momentum.

About Desafio Global

Desafio Global is a Portugal-based events, experiential marketing and brand activation agency. Its own positioning places emphasis on emotion, unity and action: events as opportunities to communicate, interact, inform, motivate and build.

Editorial note

Desafio Global's profile shows how Portugal's event market is gaining European visibility through agencies that combine entrepreneurial culture with disciplined live communication.

Website: www.desafioglobal.pt



#12 WOUTER BOITS

Founder & CEO, OVAL

Cross-market independent agency building



#12 among 819 evaluated agencies



Power Index 2026: **98.52**



Senior benchmark leader



Wouter Boits shows how an independent agency can scale across markets without losing cultural fluency.

PROFILE

Wouter Boits, Founder & CEO of OVAL, ranks #12 among 819 evaluated agencies with a Power Index score of 98.52 out of 100. The profile reflects the strength of an independent agency operating across Belgium, France, Germany and the Netherlands.

OVAL's cross-market footprint gives Boits a particular kind of leadership profile: not simply scale, but the ability to keep live communication coherent while adapting to different cultures, clients and business contexts. It is a model built on trust, proximity and repeatable professional standards.

The ranking is supported by a BEA World Top 50 reference, giving the profile a clear external evidence base. OVAL's position makes it one of the stronger examples of how independent European agencies can operate internationally while retaining a recognisable point of view.

WHY WOUTER STANDS OUT

Recognised for founder-led agency building, cross-market leadership, independent scale and traceable European recognition.

About OVAL

OVAL is a European live communication agency with activity across Belgium, France, Germany and the Netherlands. It represents an independent model of cross-market brand experience and event communication.

Editorial note

OVAL's profile is a reminder that European scale is not reserved for global networks; it can also be built through independent agency culture and regional fluency.

Website: www.weareoval.eu

LinkedIn: www.be.linkedin.com/in/wouter-boits-b8370215

#13

SIMONE MAZZARELLI

CEO, NINETYNINE

Italian strategic events leadership



#13 among 819 evaluated agencies



Power Index 2026: **98.49**



Senior benchmark leader



Simone Mazzarelli gives NINETYNINE a profile where events, marketing discipline and measurable communication meet.

PROFILE

Simone Mazzarelli, CEO of NINETYNINE, ranks #13 among 819 evaluated agencies with a Power Index score of 98.49 out of 100. His profile reflects the strength of an Italian agency working at the junction of events, communication and marketing strategy.

Mazzarelli's public profile positions him as a founder and CEO with long experience in action marketing, major events and strategic projects. That makes the ranking less about production volume and more about the ability to connect live formats with broader commercial and communication objectives.

NINETYNINE's placement is supported by BEA/Eventex recognition signals and a strong Power Index score. In the Italian context, it sits among the agencies that help bring live communication closer to business strategy and measurable impact on audiences.

WHY SIMONE STANDS OUT

Recognised for Italian market leadership, strategic events experience, agency consistency and external recognition signals.

About Ninety-nine

NINETYNINE is an Italian agency active in events, communication and marketing-led experience work. Its profile is strongest where live communication is treated as part of a wider strategic and commercial toolkit.

Editorial note

NINETYNINE's position reflects Italy's continued ability to produce agencies that combine event culture with sharper expectations around marketing performance.

Website: www.ninetynine.biz

LinkedIn: www.it.linkedin.com/in/simonemazzarelli

#14

MARIA CRISCUOLO

Chairwoman & Founder,
Triumph Group International



Institutional event leadership



#14 among 819 evaluated agencies



Power Index 2026: **97.93**



Senior benchmark leader



Maria Criscuolo represents the institutional strength of events: international, diplomatic and built on long-term trust.

PROFILE

Maria Criscuolo, Chairwoman & Founder of Triumph Group International, ranks #14 among 819 evaluated agencies with a Power Index score of 97.93 out of 100. Her profile brings an institutional dimension to the Top 100: leadership shaped by complex events, international relationships, and long-term agency-building.

Triumph Group International sits in a field where precision, protocol, content and logistics must work together. Criscuolo's role as founder and chairwoman lends the profile particular authority: it is not only about agency management but also about stewardship of a platform built for high-stakes meetings and public-facing occasions.

The ranking recognises both market presence and documented evidence. In the European experience economy, Criscuolo's profile represents the part of the sector in which events support institutions, associations, public agendas, and international cooperation.

WHY MARIA STANDS OUT

Recognised for founder-led institutional leadership, international event expertise, market authority and professional consistency.

About Triumph Group International

Triumph Group International is an Italian events and communication group with a strong institutional and international profile. Its work sits close to meetings, congresses, public events and complex stakeholder communication.

Editorial note

Triumph Group International's profile broadens the ranking beyond brand experience, showing the enduring importance of events as civic, institutional and diplomatic infrastructure.

Website: www.triumphgroupinternational.com

LinkedIn: www.linkedin.com/in/maria-criscuolo-6924b42a/

#15

DARIO REGATTIERI

CEO, beon. Worldwide

Entertainment-led experience entrepreneurship



#15 among 819 evaluated agencies



Power Index 2026: **97.91**



Senior benchmark leader



Dario Regattieri has turned entertainment instincts into one of Spain's most visible experience businesses.

PROFILE

Dario Regattieri, CEO of beon. Worldwide, ranks #15 among 819 evaluated agencies with a Power Index score of 97.91 out of 100. His profile reflects a Spanish agency group in which events, entertainment, and brand experience increasingly overlap.

Regattieri is one of Spain's most visible event, communication and entertainment entrepreneurs. Public sources describe Beon. Worldwide as a group focused on creating experiences that connect and generate impact, with a history of large-scale projects across countries and formats.

The ranking recognises the ability to build an agency model that is commercially ambitious and culturally fluent. In a market where live experience draws more on entertainment, content, and spectacle, Regattieri's profile feels particularly contemporary.

WHY DARIO STANDS OUT

Recognised for Spanish market influence, entrepreneurial scale, entertainment-led experience design and international ambition.

About beon. Worldwide

beon. Worldwide is a Spain-based experience and entertainment group working across events, communication and live brand projects. Its profile reflects the growing overlap between brand experience, live production and entertainment formats.

Editorial note

beon. Worldwide's position shows how entertainment thinking is becoming part of the strategic vocabulary of European experience agencies.

Website: www.beonww.com

LinkedIn: www.es.linkedin.com/in/dario-regattieri-5353003a2/en



#16

MARCO BALICH

Chairman, Balich Wonder Studio

Global ceremonies and live spectacle



#16 among 819 evaluated agencies



Power Index 2026: **97.90**



Senior benchmark leader

“

Marco Balich has helped define the modern language of ceremonies, spectacle and collective memory.

PROFILE

Marco Balich, Chairman of Balich Wonder Studio, ranks #16 among 819 evaluated agencies with a Power Index score of 97.90 out of 100. His profile brings the world of global ceremonies and large-scale public spectacle into the European agency leadership field.

Balich is widely associated with Olympic ceremonies, continental games and major institutional shows, with public sources highlighting his record across Olympic and regional ceremonies. This makes his profile distinct from conventional agency leadership: it is about designing moments intended to be watched, shared and remembered at scale.

Balich Wonder Studio's ranking reflects the continuing relevance of ceremony in the experience economy. At its best, spectacle is not decoration; it is a way for cities, countries, brands and institutions to express identity in public.

WHY MARCO STANDS OUT

Recognised for global ceremony leadership, creative authority, institutional spectacle and large-scale live entertainment.

About Balich Wonder Studio

Balich Wonder Studio is an Italy-based live entertainment and ceremonies studio with international reach. Its work connects creative direction, production scale and public storytelling.

Editorial note

Balich Wonder Studio reminds the ranking that Europe's experience economy also includes the grand civic and ceremonial moments through which societies stage themselves.

Website: www.balichwonderstudio.com

LinkedIn: www.it.linkedin.com/in/marco-balich



#17

RICHARD HANNAH

Managing Director,
UK & Europe, Imagination

Experience design network leadership



#17 among 819 evaluated agencies



Power Index 2026: **97.85**



Senior benchmark leader



Richard Hannah connects Imagination's heritage in experience design with the demands of a changing European market.

PROFILE

Richard Hannah, Managing Director for UK & Europe at Imagination, ranks #17 among 819 evaluated agencies with a Power Index score of 97.85 out of 100. His profile represents leadership within one of the best-known names in global experience design.

Imagination describes itself as an experience design agency helping ambitious brands turn ideas into real-world engagement. Hannah's role across the UK and Europe places him at the centre of that proposition: translating strategy, creativity and client relationships into live and hybrid brand experiences.

The ranking recognises a network leadership profile where heritage matters, but only if it can keep adapting. In 2026, Imagination's relevance lies in the ability to make experience design feel both strategic and emotionally useful.

WHY RICHARD STANDS OUT

Recognised for European network leadership, experience design heritage, client strategy and the ability to connect creativity with market relevance.

About Imagination

Imagination is a global experience design agency with a strong presence in the UK and across Europe. Its work spans brand experience, strategy, content, technology, and live engagement.

Editorial note

Imagination's profile shows how established experience networks remain important when they can combine institutional memory with contemporary audience expectations.

Website: www.imagination.com

Linkedin: www.uk.linkedin.com/in/richard-hannah-0227399

#18

BERNHARD FISCHER-APPELT

Founder & Managing Board,
fischerAppelt



Creative content group leadership



#18 among 819 evaluated agencies



Power Index 2026: **97.82**



Senior benchmark leader



Bernhard Fischer-Appelt represents a broader German communications model in which content and live experience converge.

PROFILE

Bernhard Fischer-Appelt, Founder & Managing Board member of fischerAppelt, ranks #18 among 819 evaluated agencies with a Power Index score of 97.82 out of 100. His profile reflects a German agency group whose relevance extends beyond events to include creative content, communications, and campaign ecosystems.

fischerAppelt publicly positions itself as a creative content group, producing conversation material across digital, film, public relations and marketing. In that context, Fischer-Appelt's leadership matters because live communication is increasingly part of a wider content and reputation system.

The ranking places this profile among agencies that blur traditional boundaries. Experience is no longer just what happens on-site; it is how communication travels before, during, and after a moment.

WHY BERNHARD STANDS OUT

Recognised for founder-led German agency building, communications breadth, content-led influence and European benchmark relevance.

About fischerAppelt

fischerAppelt is a German creative content group active across public relations, film, digital marketing and communications. Its profile in the ranking reflects the convergence of content, reputation and live experience.

Editorial note

fischerAppelt's position shows how the experience economy increasingly overlaps with content strategy and earned attention.

Website: www.fischerappelt.com

LinkedIn: www.de.linkedin.com/in/bernhard-fischer-appelt/en

#19

GIANLUCA BUONGIORNO

President, AIM Group International

Meetings and relationship ecosystems



#19 among 819 evaluated agencies



Power Index 2026: **97.65**



Senior benchmark leader



Gianluca Buongiorno treats meetings as relationship infrastructure: places where ideas, people and institutions gather with purpose.

PROFILE

Gianluca Buongiorno, President of AIM Group International, ranks #19 among 819 evaluated agencies with a Power Index score of 97.65 out of 100. His profile places meetings, congresses and association work firmly inside the live experience economy.

AIM Group International's recent 65-year story is built on engineering relationships and creating meeting opportunities that generate value. Buongiorno's leadership, therefore, belongs to a part of the sector where trust, knowledge, and long-term communities matter as much as staging.

The ranking recognises that the European experience economy is not made up only of brand activations and public spectacles. It is also built through congresses, associations and platforms where people meet to exchange expertise, make decisions and shape professional communities.

WHY GIANLUCA STANDS OUT

Recognised for meeting leadership, international group relevance, relationship-building expertise and institutional experience design.

About AIM Group International

AIM Group International is an international meetings, events, and communications group with deep roots in congresses, associations and professional communities.

Editorial note

AIM Group International's profile makes the case for meetings as one of the most durable and strategically important forms of live experience.

Website: www.aimgroupinternational.com

LinkedIn: www.linkedin.com/in/gianluca-buongiorno-8b94192b7/



#20 VICTOR KNAAP

Co-Founder, Monks

Digital-first experience transformation



#20 among 819 evaluated agencies



Power Index 2026: **97.62**



Senior benchmark leader



Victor Knaap represents the shift from event-agency thinking to connected, content-rich experience systems.

PROFILE

Victor Knaap, Co-Founder of Monks, ranks #20 among 819 evaluated agencies with a Power Index score of 97.62 out of 100. His profile brings digital-first agency logic to the Top 100, where content, technology, media, and experience increasingly sit together.

Monks' evolution from MediaMonks into a broader operating model reflects a wider market change: brands no longer separate live, digital, social, content and customer experience as neatly as they once did. Knaap's leadership sits inside that convergence.

The ranking recognises a profile built less around traditional event delivery and more around the future interface of creativity, technology and audience engagement. It is a useful reminder that the live experience economy is now connected to the wider marketing operating system.

WHY VICTOR STANDS OUT

Recognised for digital-first agency building, international scale, content and experience convergence, and innovation-led market influence.

About Monks

Monks is an international marketing and technology services company with roots in digital production and content. Its profile reflects the convergence of creative, content, media, technology and experience capabilities.

Editorial note

Monks' presence in the ranking broadens the field, showing that experienced leadership increasingly includes the systems around the live moment, not only the moment itself.

Website: www.monks.com

LinkedIn: www.nl.linkedin.com/in/victorknaap

#21 ARIS THEOPHILAKIS

Director and Co-Founder, NOSLEEPTILLBROOKLYN

Sponsorship and brand strategy craft



#21 among 819 evaluated agencies



Power Index 2026: **97.61**



Senior benchmark leader

“*Aris Theophilakis brings a strategist’s edge to brand experience, sponsorship and live audience behaviour.*”



PROFILE

Aris Theophilakis, Director and Co-Founder of NOSLEEPTILLBROOKLYN, ranks #21 out of 819 evaluated agencies, with a Power Index score of 97.61 out of 100. His profile reflects a Norwegian agency with a strong reputation in brand strategy, sponsorship and experience-led communication.

Theophilakis' public profile connects creative thinking with brand strategy, and NOSLEEPTILLBROOKLYN is associated with award-winning sponsorship and brand experience work. That gives the profile a sharper strategic angle than conventional event production.

The ranking recognises agencies that understand how attention is earned, not bought. In that context, Theophilakis represents the part of the live economy where brands use experiences to become more relevant, participatory, and culturally aware.

WHY ARIS STANDS OUT

Recognised for strategic brand experience, sponsorship expertise, Norwegian market influence and creative leadership.

About NOSLEEPTILLBROOKLYN

NOSLEEPTILLBROOKLYN is a Norwegian brand experience and sponsorship agency. Its profile reflects the value of strategic creativity in making live communication more culturally and commercially relevant.

Editorial note

NOSLEEPTILLBROOKLYN's ranking shows how sponsorship and brand strategy have become part of the creative core of the European experience economy.

Website: www.nosleeptillbrooklyn.no

LinkedIn: www.no.linkedin.com/in/aristheophilakis



#22

MACIEJ LEDZION

Founding Partner / Member of the Board, Endorfina Events

Polish independent agency growth



#22 among 819 evaluated agencies



Power Index 2026: **94.27**



Senior benchmark leader



Maciej Ledzion turns Endorfina Events into a signal of Poland's growing confidence in live communication.

PROFILE

Maciej Ledzion, Founding Partner and Member of the Board at Endorfina Events, ranks #22 among 819 evaluated agencies with a Power Index score of 94.27 out of 100. His profile is one of the strongest New Europe signals in this part of the ranking.

Ledzion's profile is anchored in business growth, entrepreneurship and the development of Endorfina Events into one of Poland's leading event agencies. It is also supported by 27Names ecosystem relevance and a clear BEA/Eventex evidence trail.

The ranking recognises more than Polish market presence. It captures a wider shift: New Europe agencies are building scale, confidence and cross-border credibility without losing the agility that made them competitive in the first place.

WHY MACIEJ STANDS OUT

Recognised for Polish market leadership, independent agency growth, New Europe momentum and international network relevance.

About Endorfina Events

ndorfina Events is a Polish live communication agency and one of the strongest profiles in New Europe in the 2026 ranking. Its work is part of Poland's fast-rising agency scene.

Editorial note

Endorfina Events' position shows why Poland has become one of the key engines of the New Europe experience economy.

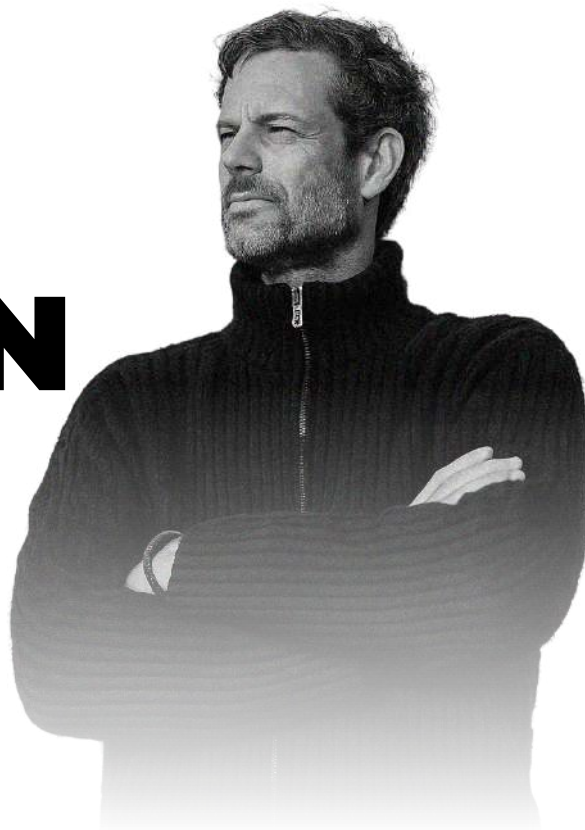
Website: www.endorfina.eu

LinkedIn: www.pl.linkedin.com/in/maciej-ledzion

#23

ØYSTEIN H JOHANSSSEN

CEO / Founding Partner,
Fieldwork



Nordic entrepreneurial experience craft



#23 among 819 evaluated agencies



Power Index 2026: **93.99**



Senior benchmark leader



Øystein H Johanssen gives Fieldwork a Nordic profile built on creativity, recognition and entrepreneurial nerve.

PROFILE

Øystein H Johanssen, CEO and Founding Partner of Fieldwork, ranks #23 among 819 evaluated agencies with a Power Index score of 93.99 out of 100. His profile reflects a Norwegian agency with strong creative recognition and a long-running entrepreneurial story.

Fieldwork has been publicly linked to BEA World recognition, including references to gold awards and a high global agency ranking in prior BEA contexts. That gives Johanssen's profile a strong evidence base in creative and experiential work.

The ranking positions Fieldwork as part of the Nordic experience economy: less loud than some larger markets, but often highly disciplined in creativity, social relevance and audience intelligence.

WHY ØYSTEIN STANDS OUT

Recognised for Nordic agency entrepreneurship, creative recognition, BEA evidence signals and the ability to make experience work feel purposeful.

About Fieldwork

Fieldwork is a Norwegian live communication agency with a strong creative profile. Its ranking reflects Nordic strengths in disciplined creativity, trust and audience-centred experience design.

Editorial note

Fieldwork's profile shows that Nordic event leadership is not only about responsibility and restraint, but also about creative ambition and entrepreneurial confidence.

Website: www.fieldwork.as

LinkedIn: www.linkedin.com/in/%C3%B8ystein-h-johanssen-63a5443/



#24

MARTIN RAUAM

Creative Strategist &
Co-Founder, Jolos

Baltic creative strategy leadership



#24 among 819 evaluated agencies



Power Index 2026: **93.91**



Senior benchmark leader



Martin Rauam has helped make Jolos one of the clearest Baltic voices in European live communication.

PROFILE

Martin Rauam, Creative Strategist and Co-Founder of Jolos, ranks #24 among 819 evaluated agencies with a Power Index score of 93.91 out of 100. His profile reflects Estonia's increasingly visible contribution to the European experience economy.

Jolos is part of the 27Names network and is publicly presented as a full-spectrum creative agency. Rauam's role as creative strategist gives the profile a useful distinction: leadership rooted in concept, not only delivery.

The ranking recognises a Baltic agency that has managed to build European relevance from a smaller market. That is an important part of the New Europe story: agencies whose agility, clarity and creative confidence allow them to compete beyond their domestic scale.

WHY MARTIN STANDS OUT

Recognised for Baltic creative leadership, 27Names ecosystem relevance, New Europe momentum and cross-border agency ambition.

About Jolos

Jolos is an Estonian live communication and creative agency that is active in the 27Names network. Its profile reflects the growing European visibility of Baltic experience agencies.

Editorial note

Jolos' ranking shows how smaller European markets can produce agencies with a clear creative voice and serious international relevance.

Website: www.jolos.eu

LinkedIn: www.ee.linkedin.com/in/martinrauam



#25 CLAUDIA MARIA GOLINELLI

President and Partner, EGA
Worldwide Congresses & Events

Congress and institutional event leadership



#25 among 819 evaluated agencies



Power Index 2026: **93.90**



Senior benchmark leader



Claudia Maria Golinelli represents the patient craft of congresses, institutional events and international stakeholder work.

PROFILE

Claudia Maria Golinelli, President and Partner at EGA Worldwide Congresses & Events, ranks #25 among 819 evaluated agencies with a Power Index score of 93.90 out of 100. Her profile brings the congress and institutional events sector into the senior benchmark tier.

EGA Worldwide presents Golinelli as President and Partner, with decades of experience in national and international event planning for public administrations and large corporations. This is a profile built on continuity, trust and technical event knowledge.

The ranking recognises the part of the live economy where reliability matters as much as spectacle. Congresses and institutional events require precision, stakeholder confidence and the ability to make complex agendas feel coherent.

WHY CLAUDIA STANDS OUT

Recognised for congress leadership, institutional event expertise, international planning experience and long-term professional credibility.

About EGA Worldwide

EGA Worldwide Congresses & Events is an Italian agency specialising in congresses, institutional events, and international event planning. Its leadership profile reflects deep sector knowledge and continuity.

Editorial note

EGA Worldwide's profile reminds us that congress specialists and institutional event professionals also sustain the experience economy.

Website: www.ega.it

LinkedIn: www.it.linkedin.com/in/claudia-maria-golinelli/en



#26

VALENTIN VACARUS

Founder, Godmother Group

Romanian independent agency building



#26 among 819 evaluated agencies



Power Index 2026: **92.89**



Established benchmark leader

“

Valentin Vacarus gives Godmother a New Europe profile built on entrepreneurial range and momentum in the Romanian market.

PROFILE

Valentin Vacarus, Founder of Godmother Group, ranks #26 among 819 evaluated agencies with a Power Index score of 92.89 out of 100. His profile represents Romania in the New Europe layer of the ranking, where independent agencies are gaining stronger international visibility.

Vacarus' profile is tied to Godmother and a wider group of creative and event-related ventures. Godmother's own annual report references point to a growing agency business with clients, awards, and a strong team.

The ranking recognises the entrepreneurial infrastructure behind New Europe agencies: founders building ecosystems, expanding capabilities and turning regional market energy into credible European presence.

WHY VALENTIN STANDS OUT

Recognised for Romanian agency entrepreneurship, New Europe momentum, business-building range and independent market relevance.

About Godmother

Godmother Group is a Romanian agency group active in events, creative communication and related experience work. Its profile reflects the increasing visibility of Romania's live communication sector.

Editorial note

Godmother's position shows how New Europe agencies are growing through entrepreneurial ecosystems rather than single-service agency models.

Website: www.godmother.ro

LinkedIn: www.ro.linkedin.com/in/vacarus-valentin-83b7426

#27

GJERMUND HELLAN

Managing Director,
Just Cruzin' Production AS



Norwegian production-led experience leadership



#27 among 819 evaluated agencies



Power Index 2026: **92.88**



Established benchmark leader

“Gjermund Hellan represents the production intelligence behind Norway's increasingly visible live experience sector.”

PROFILE

Gjermund Hellan, Managing Director of Just Cruzin' Production AS, ranks #27 among 819 evaluated agencies with a Power Index score of 92.88 out of 100. His profile reflects a Norwegian agency known through JCP and a strong regional production culture.

Hellan's leadership sits in the practical heart of the experience economy: bringing ideas into rooms, conferences, public moments and branded encounters with enough discipline for audiences and clients to trust the outcome.

The ranking recognises the importance of production-led leadership in Europe. Strategy may set the ambition, but agencies like JCP show that operational confidence remains one of the core currencies of live communication.

WHY VALENTIN STANDS OUT

Recognised for Norwegian market relevance, production leadership, operational consistency and durable agency presence.

About Just Cruzin' Production AS

Just Cruzin' Production AS, also associated with JCP, is a Norwegian live communication and event production agency. Its profile reflects the practical craft behind Norway's experience economy.

Editorial note

JCP's ranking shows that the future of experience leadership still depends on agencies that can make complex moments work in real life.

Website: www.jcp.no

LinkedIn: www.no.linkedin.com/in/gjermund-hellan-bbb97797



#28

RAOUL D'SOUZA

Director, Pico EMEA

EMEA-scale experience delivery



#28 among 819 evaluated agencies

Power Index 2026: **92.76****Established benchmark leader**

Raoul D'souza brings an EMEA lens to experience leadership, where regional delivery and corporate event strategy meet.

PROFILE

Raoul D'souza, Director at Pico EMEA, ranks #28 among 819 evaluated agencies with a Power Index score of 92.76 out of 100. His profile reflects the regional leadership of a global experience and event services group.

Pico's EMEA profile is built around corporate events, exhibitions, live engagement and multi-market delivery. D'souza's leadership sits in a demanding space where clients expect consistency, strategic clarity and the ability to execute across geographies.

The ranking recognises network capability not as a substitute for creativity, but as a form of market infrastructure. In complex programmes, regional scale becomes valuable when it is matched with local intelligence and delivery trust.

WHY RAOUL STANDS OUT

Recognised for EMEA network leadership, corporate event strategy, regional delivery capability and international market relevance.

About Pico Group EMEA

Pico EMEA is part of the global Pico group, active in events, exhibitions, brand experiences and corporate live communication across international markets.

Editorial note

Pico EMEA's profile shows how regional network leadership remains essential for clients whose experience needs cross borders.

Website: www.pico.com

LinkedIn: www.ae.linkedin.com/in/raoul-d-souza-37603615



#29 MIRO ANTIĆ

Chief Experience Officer,
M2Communications //
Founder of NEO

Southeast European experience design



#29 among 819 evaluated agencies



Power Index 2026: **91.97**



Established benchmark leader



Miro Antić gives Southeast Europe a confident voice in multimedia experience design and brand storytelling.

PROFILE

Miro Antić, Chief Experience Officer at M2Communications and Founder of NEO, ranks #29 among 819 evaluated agencies with a Power Index score of 91.97 out of 100. His profile is one of the clearest signals from Southeast Europe in the 2026 ranking.

Antić's profile combines co-founder energy with the role of Chief Experience Officer, linking experiential marketing, multimedia projects and premium brand launches. That gives the profile a strong creative-entrepreneurial angle: experience design as both a business and storytelling discipline.

The ranking recognises M2Communications not only as a Serbian finalist, but as part of a New Europe field that is increasingly comfortable with innovation, media convergence and international standards.

WHY MIRO STANDS OUT

Recognised for Southeast European leadership, experience design, multimedia innovation and New Europe market relevance.

About M2Communications

M2Communications is a Serbian experiential marketing and event production agency. Its profile reflects the rise of Southeast European agencies with strong creative, digital and production capabilities.

Editorial note

M2Communications' placement shows how New Europe is expanding the definition of live communication through multimedia, design and entrepreneurial ambition.

Website: www.m2c.rs/

LinkedIn: www.rs.linkedin.com/in/miroantic



#30 BRICE MOURER

Co-Founder and CEO,
Magic Garden

French youth-culture brand experience



#30 among 819 evaluated agencies



Power Index 2026: **91.94**



Established benchmark leader



Brice Mourer has positioned Magic Garden where culture, entertainment and brand experience meet younger audiences.

PROFILE

Brice Mourer, Co-Founder and CEO of Magic Garden, ranks #30 among 819 evaluated agencies with a Power Index score of 91.94 out of 100. His profile reflects a French agency with a distinctive position in events, entertainment, brand content and youth-oriented activation.

Magic Garden's company profile describes a Paris-based agency founded in 1995, with specialisms spanning entertainment, digital, brand content, communication, and activation. Mourer's leadership sits in that cultural space: creating experiences that are built to travel through audiences, not simply happen in front of them.

The ranking is supported by BEA recognition, including a source category connected to unexpected use of space. That evidence fits the agency's broader editorial story: experience as cultural placement, not only event production.

WHY BRICE STANDS OUT

Recognised for French market relevance, culture-led brand experience, founder-led agency building and creative use of space.

About MAGIC GARDEN

Magic Garden is a Paris-based event and communication agency active in entertainment, digital, brand content and activation. Its profile is strongest where culture and brand experience intersect.

Editorial note

Magic Garden's profile shows how youth culture, entertainment and spatial imagination continue to shape the French experience market.

Website: www.magicgarden-agency.com

LinkedIn: www.fr.linkedin.com/in/bricemourer

#31

RAFAŁ KRAWCZUK

Managing Partner, PLEJ

Polish agency leadership with European momentum



#31 among 819 evaluated agencies



Power Index 2026: **91.92**



Established benchmark leader



“*Rafał Krawczuk gives Plej a distinctly Polish profile: commercially agile, creatively disciplined and increasingly European in reach.*”

PROFILE

Rafał Krawczuk, Managing Partner of PLEJ, ranks #31 among 819 evaluated agencies with a Power Index score of 91.92 out of 100. His profile places Poland firmly inside the upper tier of Europe's live communication market.

PLEJ's ranking is strengthened by a BEA and Eventex evidence trail, including recognition connected with organisational complexity and product or service launches. That matters because it frames the agency not only as an event producer, but as a team capable of handling demanding formats where strategy, audience attention and delivery discipline meet.

Krawczuk's leadership stands for a confident New Europe model: agencies that have moved beyond regional promise and now compete through professional maturity, client trust and a clear sense of experience as business communication.

WHY RAFAŁ STANDS OUT

Recognised for Polish market leadership, organisational complexity, launch expertise and New Europe momentum.

About PLEJ

PLEJ is a Polish live communication agency with a profile supported by BEA shortlist appearances and Eventex recognition. Its work sits at the intersection of event delivery, brand experience and strategic activation.

Editorial note

PLEJ's profile shows how Poland has become one of the strongest New Europe markets for agencies that combine creativity with operational confidence.

Website: www.plej.pl

LinkedIn: www.linkedin.com/in/rafa%C5%82-krawczuk-6540a45a/



#32 DIA WOLF

Managing Director,
Lounge Event

Hungarian operational leadership with sustainability depth



#32 among 819 evaluated agencies



Power Index 2026: **91.14**



Established benchmark leader



Dia Wolf represents the kind of New Europe leadership that turns operational strength into a platform for more responsible live communication.

PROFILE

Dia Wolf, Managing Director of Lounge Event, ranks #32 among 819 evaluated agencies with a Power Index score of 91.14 out of 100. Her profile gives Hungary a strong place in the 2026 European agency field.

The ranking is supported by BEA shortlist evidence and an Eventex Index reference, with recognition signals linked to organisational complexity and sustainable event practice. That combination gives Wolf's profile a useful distinction: this is leadership measured not only by delivery, but by the ability to manage complexity with a clearer sense of responsibility.

In the catalogue, Lounge Group / Visual Europe is best read as part of the maturing New Europe story. The strongest regional agencies are no longer defined by local scale alone, but by their ability to set professional standards and participate in a broader European conversation.

WHY DIA STANDS OUT

Recognised for Hungarian market leadership, operational discipline, sustainability signals and New Europe credibility.

About Lounge Event

Lounge Group / Visual Europe is a Hungarian agency profile within the 2026 finalist set. Its ranking is supported by BEA and Eventex evidence, including signals related to complexity management and sustainable events.

Editorial note

The profile shows how New Europe agencies are increasingly judged by systems, responsibility and delivery intelligence, not simply by creative output.

Website: www.lounge.hu

LinkedIn: www.linkedin.com/in/dia-wolf-lounge-group/

#33 INESE LUKAŠEVSKA

Founder and Creative Director,
Luka Agency

Latvian sensory event dramaturgy



#33 among 819 evaluated agencies



Power Index 2026: **91.12**



Established benchmark leader



Inese Lukaševska has shown how Latvian event creativity can travel globally when emotion, culture and precision are treated as one language.

PROFILE

Inese Lukaševska, Founder and Creative Director of Luka Agency, ranks #33 among 819 evaluated agencies with a Power Index score of 91.12 out of 100. Her placement gives Latvia one of the most distinctive creative profiles in the 2026 ranking.

Founded in 1994, Luka Agency has built an unusually layered event language, bringing together reputation management, communication, culture, art, scenography, design communication, gastronomy, choreography, music, architecture and strategic storytelling. Lukaševska's work is not built around event format alone, but around dramaturgy: the careful orchestration of light, food, movement, sound, silence and space into one emotional system.

The agency's international award record gives the profile exceptional weight. Since entering major international competitions in 2019, Luka Agency has collected 34 wins and 57 awards excluding the latest results. Its landmark project Strings of the Soul became a small-market benchmark, winning 18 awards in one year, including three Grand Prix, 13 Gold Awards and two Silver Awards. Luka has also built a striking record at the Heavent Awards in Cannes, winning on every participation, including Grand Prix and Gold recognition.

Lukaševska's leadership matters because it demonstrates that market size is not the same as creative reach. From Latvia, she has built a body of work that competes internationally through courage, precision, emotional intelligence and a deep understanding of how live experiences create meaning

WHY INESE STANDS OUT

Recognised for Latvian creative leadership, sensory event dramaturgy, cultural storytelling, international award success, reputation management expertise and global small-market impact.

About Luka Agency

Luka Agency is a Latvia-based creative event agency founded in 1994. Its work combines reputation management, communication, culture, art, scenography, gastronomy, choreography, music, architecture and strategic storytelling.

Editorial note

Luka's profile is one of the clearest New Europe signals in the ranking: proof that agencies from smaller markets can influence the global experience conversation through originality, discipline and emotional intelligence.

Website: www.luka.lv

LinkedIn: www.linkedin.com/in/inese-luka%C5%A1evska-3b11bb187/

#34 ROSHAN SOOMARCHUN

Founder, LEAP Creative Studio

French creative installation and experience craft



#34 among 819 evaluated agencies



Power Index 2026: **91.08**



Established benchmark leader

“Roshan Soomarchun gives LEAP Creative Studio a profile built on the spatial intelligence of brand experience.”



PROFILE

Roshan Soomarchun, Founder of LEAP Creative Studio, ranks #34 among 819 evaluated agencies with a Power Index score of 91.08 out of 100. His profile reflects a French agency presence with a strong creative installation signal.

A BEA World Top 50 reference supports the agency's ranking, BEA shortlist appearances, and a high Eventex Index. That evidence gives the profile more than editorial visibility; it gives it a documented position inside the European awards landscape.

Soomarchun's leadership is best read through the language of spatial experience: how brands become tangible, how installations carry meaning, and how creative direction can turn an encounter into a remembered environment.

WHY ROSHAN STANDS OUT

Recognised for creative installations, French market presence, documented recognition, and spatial-experience craft.

About LEAP Creative Studio

LEAP Creative Studio is a France-based creative studio profile in the 2026 ranking, with recognition signals connected to creative installation and European awards visibility.

Editorial note

LEAP's profile points to a wider shift in brand experience: from event as occasion to environment as message.

Website: www.leapcreativestudio.com/

LinkedIn: www.linkedin.com/in/roshansoomarchun/

#35 AURIMAS KAMANTAUSKAS

Founder & CEO, Rekurai

Lithuanian founder-led experience building



#35 among 819 evaluated agencies



Power Index 2026: **91,02**



Established benchmark leader

“*Aurimas Kamantauskas has positioned Rekurai as a Lithuanian agency fluent in both cultural storytelling and conference discipline.*”



PROFILE

Aurimas Kamantauskas, Founder & CEO of Rekurai, ranks #35 among 819 evaluated agencies with a Power Index score of 91.02 out of 100. His profile gives Lithuania a strong founder-led presence in the European Top 100.

Rekurai's evidence trail includes BEA shortlist appearances, with source categories connected to congress and conference work as well as cultural events. That combination matters: it suggests a leader comfortable with both structured stakeholder formats and more expressive public or cultural experiences.

Kamantauskas stands for a New Europe model built on versatility. The strongest smaller-market agencies often win relevance by moving confidently between content, production, culture and client trust.

WHY AURIMAS STANDS OUT

Recognised for Lithuanian agency building, cultural event work, conference capability and New Europe relevance.

About Rekurai

Rekurai is a Lithuanian agency profile in the 2026 ranking, supported by BEA shortlist evidence and source categories spanning congress, conference and cultural event work.

Editorial note

Rekurai's profile shows how New Europe leadership often comes from agencies able to move between civic, cultural and corporate experience formats.

Website: www.rekurai.lt/

LinkedIn: www.linkedin.com/in/aurimas-kamantauskas-2689a823/



#36

FLORIAN HALDER

CEO, Stargate Group

Austrian brand experience consistency



#36 among 819 evaluated agencies



Power Index 2026: **90.94**



Established benchmark leader

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Florian Halder represents the Austrian agency leader who builds credibility through consistency rather than noise.

PROFILE

Florian Halder, CEO of Stargate Group, ranks #36 among 819 evaluated agencies with a Power Index score of 90.94 out of 100. His profile reflects an Austrian agency with a strong documented presence in the 2026 field.

The ranking is supported by an Eventex Index reference, giving Stargate Group a traceable external signal. In a catalogue shaped by evidence as well as editorial judgement, this places Halder among leaders whose relevance rests on both market continuity and professional recognition.

Halder's profile is not about spectacle for its own sake. It is about the quieter work of agency leadership: maintaining client trust, keeping teams relevant and building live communication that can survive the pressure of repeat delivery.

WHY FLORIAN STANDS OUT

Recognised for Austrian market presence, steady agency leadership, professional consistency and external recognition.

About Stargate Group

Stargate Group is an Austrian agency profile in the 2026 ranking, supported by Eventex Index evidence and a clear position within the European live communication field.

Editorial note

Stargate Group's profile shows the value of durable agency presence in a market often more interested in novelty than consistency.

Website: www.stargategroup.com

LinkedIn: www.linkedin.com/in/florian-halder-71a50532/

#37

ALEXANDROS MAKRIS

CEO, Magna Events



Greek experience leadership with innovation signals



#37 among 819 evaluated agencies



Power Index 2026: **90.91**



Established benchmark leader



Alexandros Makris places Magna Events at the point where Greek live communication meets a more technology-aware European market.

PROFILE

Alexandros Makris, CEO of Magna Events, ranks #37 among 819 evaluated agencies with a Power Index score of 90.91 out of 100. His profile gives Greece a strong presence in the New Europe in the 2026 Top 100.

The agency's evidence trail includes a BEA shortlist appearance, with a source category connected to the use of artificial intelligence. That gives Makris' profile a contemporary edge: leadership in a market where agencies are increasingly expected to combine creativity, delivery and intelligent tools.

Magna Events' ranking reflects a broader point about the region. New Europe is not simply catching up with established markets; it is testing how new methods, leaner structures and entrepreneurial ambition can reshape live communication.

WHY ALEXANDROS STANDS OUT

Recognised for Greek market leadership, innovation signals, AI-related recognition and New Europe momentum.

About Magna Events

Magna Events is a Greek agency profile in the 2026 ranking, supported by BEA shortlist evidence and a source signal connected to the use of artificial intelligence.

Editorial note

Magna Events' profile suggests how technology is becoming part of the vocabulary of event leadership, not just a production add-on.

Website: www.magna-events.gr

LinkedIn: www.linkedin.com/in/alexandros-makris-89743b40/



#38

DANIELE ZAMBELLI

Founder, President and Creative Director, Simmetrico Network

Italian creative direction for public experience



#38 among 819 evaluated agencies



Power Index 2026: **90.82**



Established benchmark leader



Daniele Zambelli brings the authority of creative direction to experiences designed for institutions, audiences and public imagination.

PROFILE

Daniele Zambelli, Founder, President and Creative Director of Simmetrico Network, ranks #38 among 819 evaluated agencies with a Power Index score of 90.82 out of 100. His profile is rooted in creative leadership rather than operational anonymity.

Simmetrico's ranking is supported by a BEA World Top 50 reference, giving the profile a traceable awards signal. More importantly, Zambelli's title itself tells the editorial story: founder, president and creative director suggests a leadership model where vision, governance and authorship remain closely linked.

In the Italian context, that matters. The country's strongest experience agencies often carry a particular sensitivity to space, staging, public meaning and cultural narrative. Zambelli's profile sits naturally within that tradition.

WHY DANIELE STANDS OUT

Recognised for Italian creative direction, founder-led vision, public experience craft and awards visibility.

About Simmetrico Network

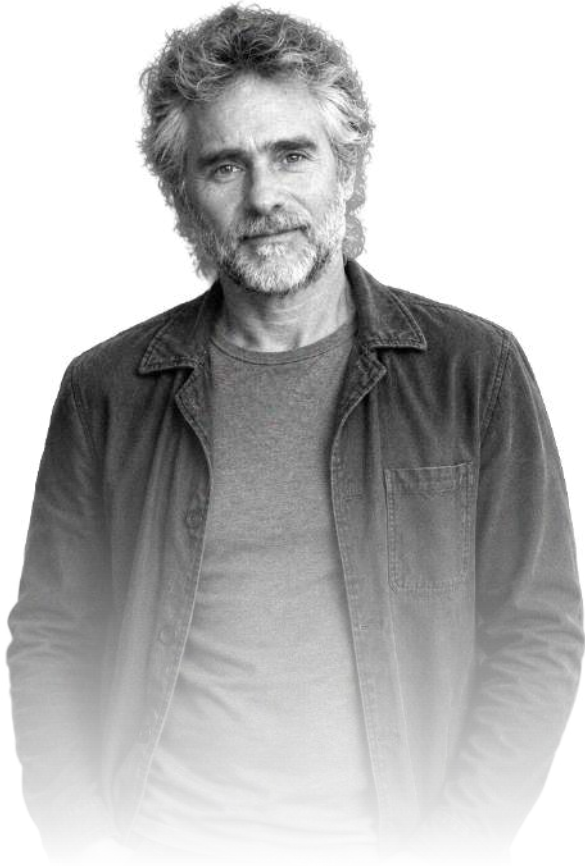
Simmetrico is an Italy-based agency profile in the 2026 ranking, supported by BEA World Top 50 evidence and a leadership model centred on creative direction.

Editorial note

Simmetrico's profile shows the continued relevance of authored creative leadership in a market increasingly shaped by systems and scale.

Website: www.simmetrico.it

LinkedIn: www.linkedin.com/in/daniele-zambelli-a5a8b416/



#39

MARIO VISCARDI

CEO, Founder and Creative Director, Piano B

Italian creative entrepreneurship in live communication



#39 among 819 evaluated agencies



Power Index 2026: **90.57**



Established benchmark leader



Mario Viscardi gives Piano B the feel of an Italian agency where entrepreneurship and creative authorship remain closely connected.

PROFILE

Mario Viscardi, CEO, Founder and Creative Director of Piano B, ranks #39 among 819 evaluated agencies with a Power Index score of 90.57 out of 100. His profile reflects a leadership style that joins business ownership with creative direction.

Piano B's ranking is supported by a BEA World Top 50 reference and a BEA shortlist appearance. That evidence places the agency among Italian profiles with documented European visibility, while the leadership title suggests a founder still close to the work's creative centre.

Viscardi's profile stands for a familiar but valuable agency archetype: the creative entrepreneur who builds a business without detaching from the language of ideas, formats and audience experience.

WHY MARIO STANDS OUT

Recognised for creative entrepreneurship, Italian market presence, BEA recognition and founder-led agency direction.

About Piano B

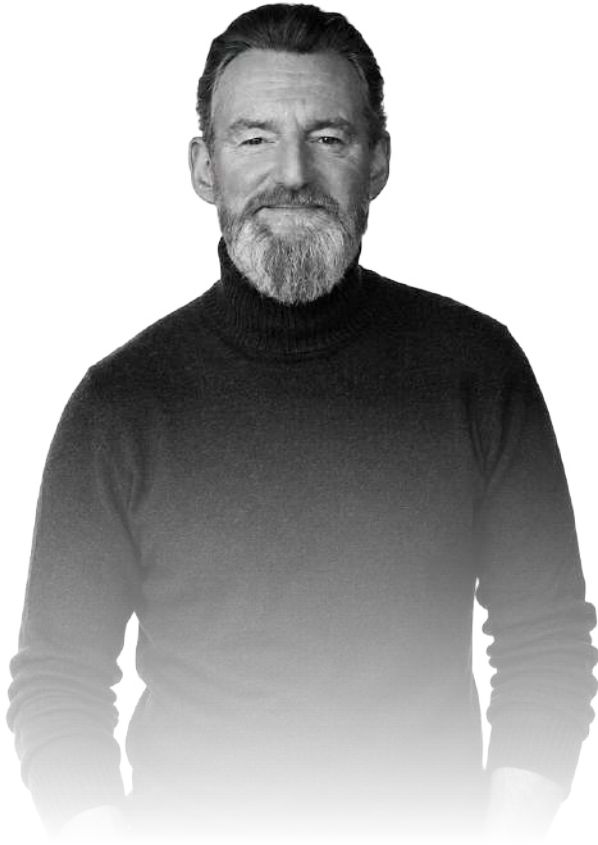
Piano B is an Italian agency profile in the 2026 ranking, supported by BEA World Top 50 and shortlist evidence.

Editorial note

Piano B's profile underlines Italy's strength in agencies where business leadership and creative ownership are still part of the same conversation.

Website: www.pianob.it

LinkedIn: www.linkedin.com/in/mviscardi/



#40 FRÉDÉRIC BAULT

Co-President, Havas Events

French network leadership in public-facing experience



#40 among 819 evaluated agencies



Power Index 2026: **90.53**



Established benchmark leader



Frédéric Bault brings Havas Events into the ranking as a French network profile where institutional scale meets audience experience.

PROFILE

Frédéric Bault, Co-President of Havas Events, ranks #40 among 819 evaluated agencies with a Power Index score of 90.53 out of 100. His profile reflects the role of established communications networks in Europe's live experience economy.

Havas Events Paris is supported in the ranking by a BEA World Top 50 reference and a BEA shortlist appearance, with an evidence signal connected to B2C event work. That combination gives Bault's profile a dual character: network credibility on one side, public-facing audience experience on the other.

In a market where brand experience, public communication and institutional reputation increasingly overlap, Bault's role points to the continued relevance of agencies able to operate with both scale and cultural sensitivity.

WHY FRÉDÉRIC STANDS OUT

Recognised for French network leadership, B2C experience work, institutional credibility and BEA recognition.

About Havas Events

Havas Events Paris is a French agency profile within the Havas ecosystem, represented in the 2026 ranking with BEA World Top 50 and shortlist evidence.

Editorial note

Havas Events' profile shows how network agencies remain relevant when they can turn scale into culturally legible live communication.

Website: www.havas.com

LinkedIn: www.linkedin.com/in/fr%C3%A9d%C3%A9ric-bault-332bbb11/



#41

ALBERTO CASSONE

Chairman, ALPHAOMEGA Group & CEO, Hurry!

Italian group-scale experience leadership



#41 among 819 evaluated agencies



Power Index 2026: **87.60**



Established benchmark leader

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Alberto Cassone represents the Italian group builder: commercially alert, multi-platform and designed for a broader experience economy.

PROFILE

Alberto Cassone, Chairman of ALPHAOMEGA Group and CEO of Hurry!, ranks #41 among 819 evaluated agencies with a Power Index score of 87.60 out of 100. His profile brings a group-scale Italian leadership model into the Top 100.

A BEA World Top 50 reference supports ALPHAOMEGA Group's ranking. In catalogue terms, that makes Cassone's profile less about a single event discipline and more about how agency groups build relevance through range, visibility and commercial structure.

Cassone stands for a leadership type increasingly visible in Europe: the agency executive who works across brands, platforms and operating companies, treating live experience as one part of a wider communication and activation ecosystem.

WHY ALBERTO STANDS OUT

Recognised for group-scale leadership, Italian market presence, commercial range and BEA evidence.

About ALPHAOMEGA Group

ALPHAOMEGA Group is an Italian agency profile in the 2026 ranking, supported by BEA World Top 50 evidence and a group-led leadership structure.

Editorial note

ALPHAOMEGA Group's position reflects the growing importance of agency groups that can connect live communication with broader activation and business platforms.

Website: www.alphaomega.it

LinkedIn: www.linkedin.com/in/alberto-cassone-b7b7176/



#42

JAMIE DEASY

Co-Founder and
Managing Director, FUEL

Irish independent experience entrepreneurship



#42 among 819 evaluated agencies



Power Index 2026: **84.00**



Established benchmark leader



Jamie Deasy gives FUEL an Irish agency profile built on entrepreneurial confidence and live communication stamina.

PROFILE

Jamie Deasy, Co-Founder and Managing Director of FUEL, ranks #42 among 819 evaluated agencies with a Power Index score of 84.00 out of 100. His profile gives Ireland a clear independent-agency presence in the 2026 field.

The ranking is supported by an Eventex Index reference, giving FUEL a traceable external signal. Deasy's leadership is best read through the lens of entrepreneurial agency building: the work of sustaining relevance, culture and delivery strength in a market where attention is increasingly fragmented.

FUEL's position shows that European experience leadership is not confined to the largest markets. Strong independent agencies can build authority through consistency, client trust and the ability to make live communication feel commercially useful.

WHY JAMIE STANDS OUT

Recognised for Irish agency entrepreneurship, independent market presence, Eventex recognition and delivery consistency.

About FUEL

FUEL is an Ireland-based agency profile in the 2026 ranking, supported by an Eventex Index reference and a founder-led leadership model.

Editorial note

FUEL's profile underlines the value of independent agencies that build durable market relevance without relying on network scale.

Website: www.fuelhq.ie/

LinkedIn: www.linkedin.com/in/jamiedeasy/



#43

NORBERT PYCHA

CEO, Event Arena

Czech live communication leadership



#43 among 819 evaluated agencies



Power Index 2026: **83.29**



Established benchmark leader



Norbert Pycha places Event Arena inside the New Europe story as a Czech agency built on consistency, trust and delivery intelligence.

PROFILE

Norbert Pycha, CEO of Event Arena, ranks #43 among 819 evaluated agencies with a Power Index score of 83.29 out of 100. His profile represents the Czech Republic within the established benchmark tier.

Event Arena's ranking is based on documented market presence and editorially reviewed relevance to leadership. In a field dominated by larger markets, Pycha's placement shows how national agencies can earn European visibility through professional consistency rather than sheer size.

The profile belongs to the wider New Europe narrative: agencies that are increasingly confident, better documented and more visible in conversations about strategic live communication.

WHY NORBERT STANDS OUT

Recognised for Czech market leadership, professional consistency, agency trust and New Europe relevance.

About Event Arena

Event Arena is a Czech agency profile in the 2026 finalist set, representing a market where live communication capability is gaining stronger European visibility.

Editorial note

Event Arena's profile shows how New Europe agencies are moving from local strength into a wider European conversation about standards and capability.

Website: www.eventarena.cz/en

LinkedIn: www.linkedin.com/in/norbertpycha/

#44

RALPH HERRMANN

General Manager, marbet



German precision in live communication



#44 among 819 evaluated agencies



Power Index 2026: **82.22**



Established benchmark leader



Ralph Herrmann has turned operational precision into a leadership language for complex, real-time corporate communication.

PROFILE

Ralph Herrmann, General Manager of marbet, ranks #44 among 819 evaluated agencies with a Power Index score of 82.22 out of 100. His profile reflects a particularly German form of agency leadership: pragmatic, structured and deeply attentive to the systems that make ambitious live experiences work in practice.

marbet operates in the broader field of live communication, combining corporate events, digital and hybrid formats, guest management, travel services and experience delivery. Under Herrmann's leadership, this operational range becomes a competitive strength: the ability to make complex programmes feel seamless for clients, participants and internal teams alike.

Herrmann's ranking recognises a quieter but essential type of leadership. In a market often drawn to spectacle, his profile stands for the professional infrastructure behind memorable live communication: planning, precision, service intelligence and the ability to turn complexity into confidence.

WHY RALPH STANDS OUT

Recognised for operational excellence, innovation-led process culture, German market strength and dependable live communication delivery.

About marbet

marbet is a German live communication agency working across corporate events, digital and hybrid formats, guest management, travel and experience services.

Editorial note

marbet's profile shows why operational excellence has become a strategic asset as live communication becomes more complex and more measurable.

Website: www.marbet.com

LinkedIn: www.linkedin.com/in/ralph-herrmann-9229b910/



#45 ERCAN ASLAN

CEO, DO IT!

German brand experience execution leadership



#45 among 819 evaluated agencies



Power Index 2026: **82.20**



Established benchmark leader



Ercan Aslan gives DO IT! a German agency profile built on directness, execution confidence and brand experience discipline.

PROFILE

Ercan Aslan, CEO of DO IT!, ranks #45 among 819 evaluated agencies with a Power Index score of 82.20 out of 100. His profile places another German agency inside the established benchmark tier.

DO IT!'s ranking is supported by a BEA World Top 50 reference, giving the profile a clear external evidence signal. The agency name may be emphatic, but the profile is ultimately about something more durable: the ability to translate brand ambition into live formats that can be delivered under pressure.

Aslan's leadership is best read through the German experience market's strength in process, quality and client service. This is the kind of agency profile that makes creative work credible because the operational base is strong.

WHY ERCAN STANDS OUT

Recognised for German agency leadership, brand experience delivery, BEA evidence and operational consistency.

About DO IT!

DO IT! is a Germany-based agency profile in the 2026 ranking, supported by BEA World Top 50 evidence.

Editorial note

DO IT!'s profile reinforces Germany's role as one of Europe's reference markets for disciplined, production-aware live communication.

Website: www.doit.de

LinkedIn: www.linkedin.com/in/ercan-aslan-779bb513/



#46 TIMO AALTO

CEO, LIWLIG Group

Nordic live communication stewardship



#46 among 819 evaluated agencies



Power Index 2026: **82.19**



Established benchmark leader



Timo Aalto has helped turn Nordic event craft into a more strategic language of live communication.

PROFILE

Timo Aalto, CEO of LIWLIG Group, ranks #46 among 819 evaluated agencies with a Power Index score of 82.19 out of 100. His profile reflects one of the key figures behind the rise of the Nordic event and brand experience industry.

As founder of TAPAUS and CEO of LIWLIG Group, Aalto has helped shape a regional agency group with a strong presence across Finland, Sweden, Norway and Denmark. The profile is strongest where business scale, Nordic responsibility and human-centred live communication meet.

In 2025, Aalto's contribution to the sector received rare national recognition when the President of Finland granted him the honorary title Tapahtumaneuvos, or Event Counsellor. The distinction underlines not only personal influence but also the growing importance of events in business and society.

WHY TIMO STANDS OUT

Recognised for Nordic leadership, business scale, responsible growth and long-term professionalisation of the event sector.

About LIWLIG Group

LIWLIG is a Nordic live communications agency shaping events, brand experiences and meetings across Finland, Sweden, Norway and Denmark.

Editorial note

Aalto's profile reflects a Nordic shift from event delivery towards strategic live communication, where agencies build culture, trust and business momentum.

Website: www.liwlig.com/

LinkedIn: www.linkedin.com/in/timo-aalto-3372514/



#47

ANDREAS GÖTL

CEO, Media Apparat

Austrian convention and experience leadership



#47 among 819 evaluated agencies



Power Index 2026: **82.00**



Established benchmark leader

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Andreas Göttl gives Media Apparat an Austrian profile where convention craft becomes part of broader live communication.

PROFILE

Andreas Göttl, CEO of Media Apparat, ranks #47 among 819 evaluated agencies with a Power Index score of 82.00 out of 100. His profile reflects an Austrian agency with a documented track record of awards and recognition.

Media Apparat's ranking is supported by a BEA World Top 50 reference and a BEA shortlist appearance, with source-category relevance connected to convention work. That gives Göttl's profile a clear operational and stakeholder-facing dimension.

In the European experience economy, convention formats are increasingly judged by more than logistics. They must carry content, atmosphere, participant trust and measurable communication value. Göttl's profile sits precisely in that space.

WHY ANDREAS STANDS OUT

Recognised for Austrian market presence, convention expertise, BEA evidence and strategic live communication relevance.

About Media Apparat

Media Apparat is an Austrian agency profile in the 2026 ranking, supported by BEA World Top 50 and shortlist evidence.

Editorial note

Media Apparat's profile shows how convention capability remains a serious part of Europe's experience economy when it is linked to communication strategy.

Website: www.mediaapparat.com

LinkedIn: www.linkedin.com/in/andreas-g%C3%B6ttl-085512a6/

#48

MICHAEL COURCOUX

President, UBI



French institutional experience leadership



#48 among 819 evaluated agencies



Power Index 2026: **82.00**



Established benchmark leader



Michael Courcoux places UBI in the French tradition of agencies that treat live communication as a matter of trust, scale and public relevance.

PROFILE

Michael Courcoux, President of UBI, ranks #48 among 819 evaluated agencies with a Power Index score of 82.00 out of 100. His profile reflects a French agency with documented standing in the European field.

UBI's ranking is supported by a BEA World Top 50 reference, giving Courcoux's profile an external evidence base. The leadership story is best read through institutional agency practice: building confidence around complex live communication and making professional delivery feel coherent.

The profile adds weight to the French section of the ranking, where agencies often combine creative culture with a strong understanding of public, institutional and corporate audiences.

WHY MICHAEL STANDS OUT

Recognised for French agency leadership, institutional credibility, BEA evidence and professional consistency.

About UBI

UBI is a France-based agency profile in the 2026 ranking, supported by BEA World Top 50 evidence.

Editorial note

UBI's profile shows how documented recognition can reinforce the quieter authority of agencies working in complex live communication settings.

Website: www.ubi.fr

LinkedIn: www.linkedin.com/in/michael-courcoux-b23757210/

#49

FRANCISCO SERZEDELLO

CEO, GR8 Events

Portuguese convention and experience leadership



#49 among 819 evaluated agencies



Power Index 2026: **80.49**



Established benchmark leader



Francisco Serzedello gives GR8 Events a Portuguese profile shaped by convention discipline and cross-market confidence.

PROFILE

Francisco Serzedello, CEO of GR8 Events, ranks #49 among 819 evaluated agencies with a Power Index score of 80.49 out of 100. His profile places another Portuguese leader inside the established benchmark tier.

The agency's ranking is supported by BEA shortlist appearances and an Eventex Index reference, with evidence connected to convention work. That gives the profile a practical strength: GR8 Events is read here through the ability to manage formats where content, people flow and stakeholder expectations have to align.

Serzedello's profile contributes to a broader reading of Portugal's event market as increasingly visible, professionally mature and capable of competing in a European evidence-led field.

WHY FRANCISCO STANDS OUT

Recognised for Portuguese market leadership, convention expertise, BEA/Eventex evidence and professional delivery strength.

About GR8 Events

GR8 Events is a Portugal-based agency profile in the 2026 ranking, supported by BEA shortlist appearances and an Eventex Index reference.

Editorial note

GR8 Events' profile helps show how Portugal is moving from national agency strength into wider European live communication visibility.

Website: www.gr8events.agency

LinkedIn: www.linkedin.com/in/francisco-serzedello-13a8675/



#50

NIELS JANSSEN

CEO, Daymakers

Dutch brand celebration and proprietary formats



#50 among 819 evaluated agencies

Power Index 2026: **80.45****Established benchmark leader**

Niels Janssen gives Daymakers a Dutch profile built around formats that make brands feel participatory and alive.

PROFILE

Niels Janssen, CEO of Daymakers, ranks #50 among 819 evaluated agencies with a Power Index score of 80.45 out of 100. His profile reflects a Dutch agency with documented European recognition signals.

Daymakers' ranking is supported by a BEA World Top 50 reference and BEA shortlist appearances, with source categories connected to celebration, festivity and proprietary formats. That points to an agency working in areas where participation, social energy, and repeatable concepts matter.

Janssen's profile is strongest when read through the Netherlands' experience culture: pragmatic, audience-aware and comfortable turning branded moments into formats that people can understand, join and remember.

WHY NIELS STANDS OUT

Recognised for Dutch market presence, proprietary formats, celebratory experience work and BEA evidence.

About Daymakers

Daymakers is a Netherlands-based agency profile in the 2026 ranking, supported by BEA World Top 50 and shortlist evidence.

Editorial note

Daymakers' profile shows how proprietary formats are becoming a useful measure of agency originality and repeatable experience value.

Website: www.daymakers.nl

LinkedIn: www.linkedin.com/in/niels-janssen-daymakers/



#51 GUNDEGA SKUDRINA

Creative Director,
Skudras Metropole

Baltic creative direction across borders



#51 among 819 evaluated agencies



Power Index 2026: **79.81**



European finalist leader



Gundega Skudrina gives Skudras Metropole a Baltic voice that is visual, cross-border and deeply rooted in creative direction.

PROFILE

Gundega Skudrina, Creative Director of Skudras Metropole, ranks #51 among 819 evaluated agencies with a Power Index score of 79.81 out of 100. Her profile brings a Latvia / Ukraine dimension into the European finalist tier.

The ranking is supported by a BEA World Top 50 reference and an Eventex Index signal, giving the profile a traceable evidence base. Skudrina's role as creative director gives the editorial story its centre: leadership through visual language, atmosphere and the shaping of experiences that carry meaning beyond the event itself.

In the New Europe context, Skudras Metropole is best read as a reminder that strong creative direction can travel across borders, especially when regional identity becomes part of the work's distinctive voice.

WHY GUNDEGA STANDS OUT

Recognised for Baltic creative direction, cross-market relevance, BEA/Eventex evidence and New Europe visibility.

About Skudras Metropole

Skudras Metropole is a Latvia / Ukraine agency profile in the 2026 ranking, supported by BEA World Top 50 and Eventex evidence.

Editorial note

Skudras Metropole's profile shows how Baltic creativity is gaining European attention through distinctive visual authorship and regional fluency.

Website: www.linkedin.com/company/skudras-metropole/

LinkedIn: www.linkedin.com/in/gundega-skudrina-440780159/

#52 LANA BEDEKOVIĆ ROSANDIĆ

Owner & Managing Director,
Alert Croatia



Croatian operational leadership with learning depth



#52 among 819 evaluated agencies



Power Index 2026: **79.02**



European finalist leader



Lana Bedeković Rosandić gives Alert a Croatian profile where operational leadership meets the discipline of learning-oriented events.

PROFILE

Lana Bedeković Rosandić, Owner & Managing Director of Alert Croatia, ranks #52 among 819 evaluated agencies with a Power Index score of 79.02 out of 100. Her profile reflects Croatia's place in the New Europe section of the ranking.

Alert's evidence trail includes a BEA shortlist appearance, with a source category connected to educational and training events. That gives the profile a useful distinction: live communication not only as spectacle or launch activity, but as a format for knowledge, capability and behavioural change.

Bedeković Rosandić's leadership is read here through operational credibility and the ability to make structured experiences work for specific audiences. It is a quieter form of influence, but an increasingly important one.

WHY LANA STANDS OUT

Recognised for Croatian agency leadership, training-event relevance, BEA evidence and New Europe momentum.

About Alert Croatia

Alert is a Croatia-based agency profile in the 2026 ranking, supported by BEA shortlist evidence connected to educational and training event work.

Editorial note

Alert's profile broadens the ranking by showing how learning, training and capability-building are part of the live experience economy.

Website: www.alert.hr

LinkedIn: www.linkedin.com/in/lanabedekovicrosandic



#53 TOMAŠ RUČKAY

Managing Director,
Leopard Production

Slovak production leadership with sustainability signals



#53 among 819 evaluated agencies



Power Index 2026: **78.32**



European finalist leader



Tomaš Ručkay gives Leopard Production a Slovak profile, in which a sustainability signal sharpens production discipline.

PROFILE

Tomaš Ručkay, Managing Director of Leopard Production, ranks #53 among 819 evaluated agencies with a Power Index score of 78.32 out of 100. His profile brings Slovakia into the European finalist tier.

The agency's ranking is supported by a BEA shortlist appearance, with source-category relevance connected to sustainable events. That detail gives Ručkay's profile more editorial texture: operational agency leadership in a market where responsibility is becoming part of professional credibility.

Leopard Production's placement is also part of the New Europe story. Agencies from smaller markets are increasingly visible not because they imitate larger centres, but because they combine agility, craft and a clearer sense of purpose.

WHY TOMAŠ STANDS OUT

Recognised for Slovak market leadership, production discipline, sustainability evidence and New Europe relevance.

About Leopard Production

Leopard Production is a Slovakia-based agency profile in the 2026 ranking, supported by BEA shortlist evidence connected to sustainable event work.

Editorial note

Leopard Production's profile shows how sustainability is moving from specialist language into the evaluation of everyday agency leadership.

Website: www.leopardproduction.sk/en/

LinkedIn: www.linkedin.com/in/tomas-ruckay-3938a15/

#54

DALE
PARMENTER

Founder & Group CEO, DRPG

Founder-led international experience scale



#54 among 819 evaluated agencies



Power Index 2026: 78.29



European finalist leader



“

Dale Parmenter connects founder energy with the operating discipline required to make experience work across markets.

PROFILE

Dale Parmenter, Founder & Group CEO of DRPG, ranks #54 among 819 evaluated agencies with a Power Index score of 78.29 out of 100. His profile reflects an internationally connected agency group with European relevance.

Parmenter's leadership is best read through founder-led scale: the transition from entrepreneurial agency culture to a group capable of handling complex programmes, multiple services and cross-border client expectations. That journey is one of the defining stories of the modern experience economy.

DRPG's ranking adds texture to the Top 100 because it shows that live communication leadership is no longer only about local craft. It is also about building organisations that can carry strategy, content, production and measurement across markets.

WHY DALE STANDS OUT

Recognised for founder-led scale, international delivery, organisational maturity and strategic experience design.

About DRPG

DRPG is an internationally active agency group with European relevance, represented in the 2026 ranking through a founder-led leadership profile.

Editorial note

DRPG's profile reflects the role of larger independent groups in setting expectations for cross-border delivery and integrated experience services.

Website: www.drpgroup.comLinkedIn: www.linkedin.com/in/dale-parmenter-8997799/



#55

PATRICK
WALLDÉNChief Executive Officer,
BANG Agency

Swedish independent experience leadership



#55 among 819 evaluated agencies

Power Index 2026: **78.21**

European finalist leader

“

Patrick Walldén gives BANG Agency a Swedish profile built on independent strength and Nordic market fluency.

PROFILE

Patrick Walldén, Chief Executive Officer of BANG Agency, ranks #55 among 819 evaluated agencies with a Power Index score of 78.21 out of 100. His profile represents Sweden in the European finalist tier.

BANG Agency, connected here with Brand Arena Nordic Group, is read through agency leadership and documented market presence. The profile is less about a single awards category and more about professional consistency in a region where clients expect clarity, design discipline and reliable delivery.

Walldén's placement reflects a Nordic agency model that values trust as much as showmanship. In the European experience economy, that kind of steadiness is becoming a competitive position of its own.

WHY PATRICK STANDS OUT

Recognised for Swedish agency leadership, Nordic market fluency, independent strength and professional consistency.

About BANG Agency

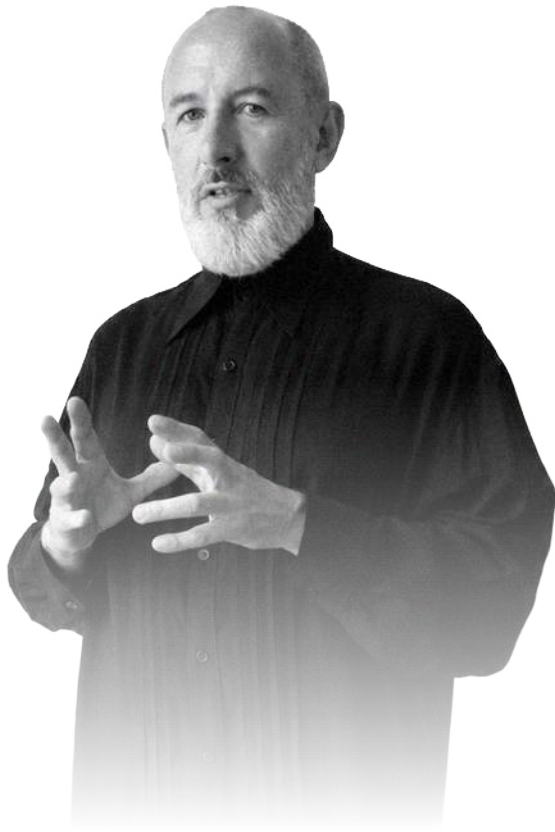
BANG Agency is a Sweden-based agency profile in the 2026 ranking, connected with Brand Arena Nordic Group and represented through documented market presence.

Editorial note

BANG Agency's profile shows how Nordic independents can hold European relevance through trust, clarity and delivery discipline.

Website: www.bangagency.com

LinkedIn: www.linkedin.com/in/patrick-walld%C3%A9n-1129b26/



#56 RENÉ CÉLESTIN

Founding Partner, OBO France

French entrepreneurial agency leadership



#56 among 819 evaluated agencies



Power Index 2026: **77.93**



European finalist leader



René Célestin gives OBO a French agency profile shaped by entrepreneurial focus and documented European visibility.

PROFILE

René Célestin, Founding Partner of OBO France, ranks #56 among 819 evaluated agencies with a Power Index score of 77.93 out of 100. His profile reflects a founder-led agency presence in the European finalist tier.

OBO's ranking is supported by a BEA World Top 50 reference, giving the profile a clear recognition signal. Célestin's leadership is best read through entrepreneurship: the work of building agency relevance through client trust, market focus and professional consistency.

In the French field, OBO's profile contributes a more independent note. It sits alongside larger network and institutional players, showing that founder-led agencies remain an important part of Europe's experience economy.

WHY RENÉ STANDS OUT

Recognised for French founder leadership, BEA evidence, independent agency relevance and market consistency.

About OBO France

OBO is a France-based agency profile in the 2026 ranking, supported by BEA World Top 50 evidence and a founder-led leadership structure.

Editorial note

OBO's profile shows how independent French agencies continue to contribute to a market often associated with larger communications groups.

Website: www.oboglobal.com

LinkedIn: www.linkedin.com/in/renecelestin/



#57

JYRKI AITTOLA

CEO and Senior Partner,
Wolttigroup

Finnish group-scale live communication



#57 among 819 evaluated agencies



Power Index 2026: **77.92**



European finalist leader

“

Jyrki Aittola gives Wolttigroup a Finnish profile rooted in senior leadership, group capability and Nordic trust.

PROFILE

Jyrki Aittola, CEO and Senior Partner of Wolttigroup, ranks #57 among 819 evaluated agencies with a Power Index score of 77.92 out of 100. His profile brings another Finnish and Nordic signal into the European finalist tier.

Wolttigroup is read here through group-scale leadership and documented market presence. Aittola's senior partner role gives the profile a sense of continuity: the kind of agency leadership that builds long-term client confidence rather than short-lived visibility.

The profile fits the Nordic live communication story. It is measured, professional and rooted in trust, with relevance built through the ability to manage people, formats and client expectations over time.

WHY JYRKI STANDS OUT

Recognised for Finnish agency leadership, group-scale capability, Nordic trust and professional consistency.

About Wolttigroup

Wolttigroup is a Finland-based agency profile in the 2026 ranking, represented through group-scale leadership and documented market presence.

Editorial note

Wolttigroup's profile shows how Nordic agency leadership often gains strength from continuity, seniority and client confidence.

Website: www.wolttigroup.fi/en/

LinkedIn: www.linkedin.com/in/jyrkiaittola/



#58

LENE FERSTERE

CEO / Founding Partner,
SponsorKing

Latvian sponsorship and format entrepreneurship



#58 among 819 evaluated agencies



Power Index 2026: **77.91**



European finalist leader



Lene Ferstere gives SponsorKing a Latvian profile built around founder energy, sponsorship thinking and proprietary formats.

PROFILE

Lene Ferstere, CEO / Founding Partner of SponsorKing, ranks #58 among 819 evaluated agencies with a Power Index score of 77.91 out of 100. Her profile reflects Latvia's growing presence in the European experience economy.

SponsorKing's evidence trail includes a BEA shortlist appearance, with source-category relevance connected to proprietary formats. That gives Ferstere's profile a clear editorial angle: leadership through formats that can be owned, repeated and developed beyond a single event.

In the New Europe context, SponsorKing is a useful example of how smaller markets can build visibility through specialism, founder clarity and a strong understanding of partnership value.

WHY LENE STANDS OUT

Recognised for Latvian founder leadership, sponsorship thinking, proprietary formats and New Europe momentum.

About SponsorKing

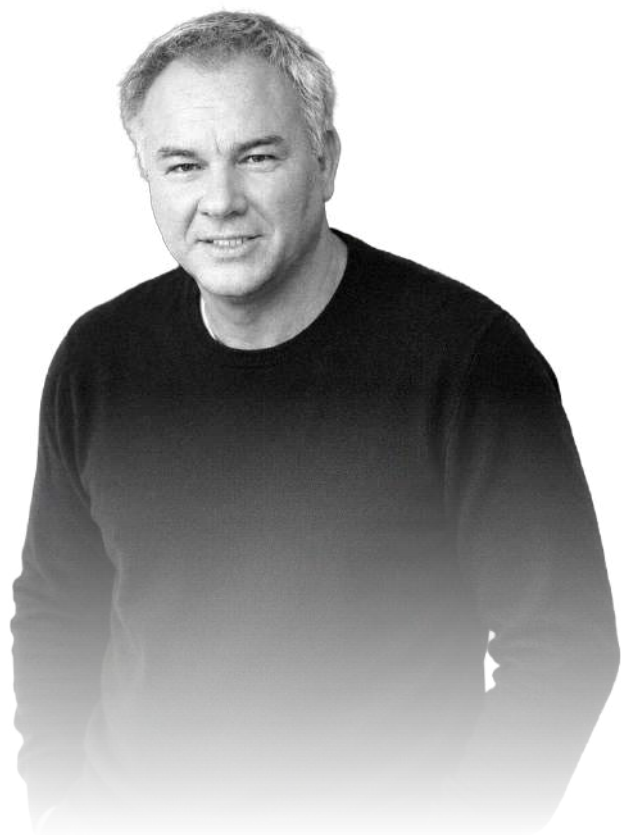
SponsorKing is a Latvia-based agency profile in the 2026 ranking, supported by BEA shortlist evidence connected to proprietary formats.

Editorial note

SponsorKing's profile shows how proprietary formats and sponsorship expertise can give smaller-market agencies a sharper European voice.

Website: www.sponsorking.lv

LinkedIn: www.linkedin.com/in/lena-ferstere-a36049387/



#59 CHRISTIAN POSWA

CEO, insglück Gesellschaft
für Markeninszenierung mbH

German brand staging and independent
agency leadership



#59 among 819 evaluated agencies



Power Index 2026: **77.90**



European finalist leader



Christian Poswa gives insglück a German profile where brand staging remains a serious craft of live communication.

PROFILE

Christian Poswa, CEO of insglück Gesellschaft für Markeninszenierung mbH, ranks #59 among 819 evaluated agencies with a Power Index score of 77.90 out of 100. His profile places German brand staging inside the European finalist tier.

insglück is read here through agency leadership, market presence and professional consistency. Even without relying on a single dominant awards signal in the source text, the profile has a clear position: an agency rooted in the German discipline of turning brand messages into staged, managed and memorable encounters.

Poswa's leadership signals a mature segment of the market. Brand experience is not only about novelty; it is about staging meaning with enough care that audiences understand why the moment matters.

WHY CHRISTIAN STANDS OUT

Recognised for German agency leadership, brand staging expertise, market presence and professional consistency.

About insglück
Gesellschaft für
Markeninszenierung mbH

insglück is a Germany-based agency profile in the 2026 ranking, represented through documented market presence and leadership relevance.

Editorial note

insglück's profile reinforces Germany's continuing strength in brand staging, where creative ideas must be matched by disciplined execution.

Website: www.insglueck.com

LinkedIn: www.linkedin.com/in/christian-poswa-6334998b/

#60 CÉSAR GONZÁLEZ PERDIGUERO

CEO, SOMOS Experiences

Spanish experience leadership for shared moments



#60 among 819 evaluated agencies



Power Index 2026: **75.68**



European finalist leader



“*César González Perdiguero gives SOMOS Experiences a Spanish profile built around the craft of shared, celebratory brand moments.*”

PROFILE

César González Perdiguero, CEO of SOMOS Experiences, ranks #60 among 819 evaluated agencies with a Power Index score of 75.68 out of 100. His profile closes this block of finalists with a clear Spanish experience-economy signal.

The agency's ranking is supported by a BEA shortlist appearance and an Eventex Index reference, with source-category relevance connected to celebration and festivity. That gives the profile a strong audience dimension: experiences designed around participation, emotion and collective memory.

González Perdiguero's leadership is best read through a Spanish market that understands social energy particularly well. SOMOS Experiences is presented here as part of the European shift from event execution towards brand moments that people want to join.

WHY CÉSAR STANDS OUT

Recognised for Spanish agency leadership, celebratory experience work, BEA/Eventex evidence and audience fluency.

About SOMOS Experiences

SOMOS Experiences is a Spain-based agency profile in the 2026 ranking, supported by BEA shortlist and Eventex evidence connected to celebration and festivity.

Editorial note

SOMOS Experiences' profile shows how collective emotion and audience participation remain central to the future of brand experience.

Website: www.somosexperiences.com

LinkedIn: www.linkedin.com/in/cesargonzalezperdiguero/

#61 VINCIANE MOREL DE WESTGAVER

General Manager,
WMH Project Brussels

Belgian live communication with civic discipline



#61 among 819 evaluated agencies



Power Index 2026: **75.62**



European finalist leader



“*Vinciane Morel de Westgaver gives WMH Project Brussels a profile rooted in responsibility, public trust and Belgian event craft.*”

PROFILE

Vinciane Morel de Westgaver, General Manager of WMH Project Brussels, ranks #61 among 819 evaluated agencies with a Power Index score of 75.62 out of 100. Her profile represents a cross-market WMH presence with a particularly strong Belgian event-sector signal.

The ranking is supported by BEA shortlist evidence connected to celebration and festivity. Still, Morel de Westgaver's wider public profile also points to something more civic: event leadership as a profession that can help organise public memory, stakeholder confidence and collective response.

In the catalogue, her leadership is best read through the quieter infrastructure of live communication. It is about building moments that feel human, controlled and culturally sensitive, while keeping the systems behind them dependable.

WHY VINCIANE STANDS OUT

Recognised for Belgian market leadership, civic event discipline, WMH group relevance and BEA recognition.

About WMH Group

WMH Group / WMH Project Brussels is a live communication and event agency profile active across France and Belgium, represented in the 2026 ranking with BEA shortlist evidence.

Editorial note

The profile shows how event leadership can embody civic responsibility and brand value, especially in markets where trust and public relevance matter.

Website: www.wmhproject.fr/en/

LinkedIn: www.be.linkedin.com/in/vinciane-morel-de-westgaver-80083b6

#62

FRANCO GATTINONI

Founder & President,
Gattinoni Group

Italian travel, MICE and experience stewardship



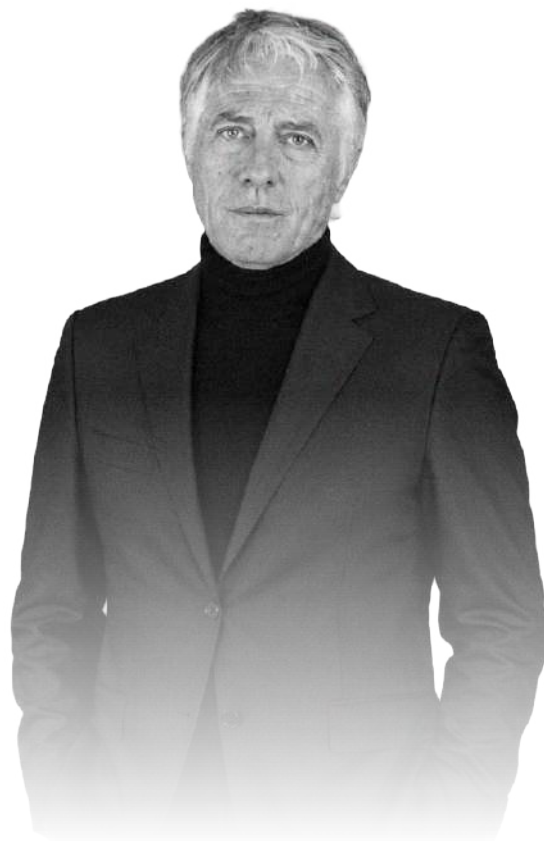
#62 among 819 evaluated agencies



Power Index 2026: **75.28**



European finalist leader



Franco Gattinoni has built a group where travel, events and MICE meet the Italian instinct for experience.

PROFILE

Franco Gattinoni, Founder & President of Gattinoni Group, ranks #62 among 819 evaluated agencies with a Power Index score of 75.28 out of 100. His profile brings one of Italy's long-running travel, events and MICE names into the European finalist tier.

Gattinoni's own company story traces the group back to 1983 and to Franco Gattinoni's passion for travel and event organisation. The ranking is also supported by BEA shortlist appearances, with evidence connected to creative installation and organisational complexity.

Gattinoni's leadership is therefore less about a single-event discipline than about the breadth of a group that understands movement, hospitality, meetings, and experience as connected parts of the same economy.

WHY FRANCO STANDS OUT

Recognised for Italian group leadership, MICE depth, organisational complexity and long-term market presence.

About Gattinoni Group

Gattinoni Group is an Italian group active across travel, events, MICE and business travel, with roots dating back to 1983.

Editorial note

Gattinoni's profile underscores how Europe's experience economy also depends on companies that can connect live communication with travel, hospitality, and meeting design.

Website: www.gattinoni.it/en/

LinkedIn: www.it.linkedin.com/in/franco-gattinoni-12525725



#63 VOLKER SELLE

CEO & President,
Cheil Worldwide

Connected commerce and experience leadership



#63 among 819 evaluated agencies



Power Index 2026: **75.22**



European finalist leader



Volker Selle brings Cheil's German profile into the space where creativity, technology and connected commerce meet live experience.

PROFILE

Volker Selle, CEO & President at Cheil Worldwide, ranks #63 among 819 evaluated agencies with a Power Index score of 75.22 out of 100. His profile represents a network-led German agency presence with strong external recognition signals.

The ranking is supported by references to the BEA World Top 50 and the Eventex Index. Selle's public profile places him at the intersection of general management, connected commerce, and creative marketing, which gives it a broader frame than conventional event delivery.

Cheil's relevance in the experience economy lies in how brand encounters now span retail, technology, data, sustainability, digital engagement, and physical experience. Selle's leadership sits inside that convergence.

WHY VOLKER STANDS OUT

Recognised for connected commerce leadership, German network presence, BEA/Eventex evidence and creative technology relevance.

About CHEIL WORLDWIDE

Cheil Worldwide's German profile sits within a global communications network that operates across commerce, creativity, technology, and brand experience.

Editorial note

Cheil's profile shows how the live experience field is increasingly connected to commerce systems, digital engagement and measurable brand behaviour.

Website: www.cheil.de

LinkedIn: www.de.linkedin.com/in/volker-selle-4284779



#64 THOMAS KENYERI

Founder, KESCH Group

Austrian brand experience entrepreneurship



#64 among 819 evaluated agencies



Power Index 2026: **75.20**



European finalist leader



Thomas Kenyeri has made KESCH a distinctly Austrian example of brand experience entrepreneurship with a digital edge.

PROFILE

Thomas Kenyeri, Founder of KESCH Group, ranks #64 out of 819 evaluated agencies, with a Power Index score of 75.20 out of 100. His profile represents Austria through founder-led agency building and expertise in brand experience.

KESCH publicly presents Kenyeri as an event and brand experience specialist, with references to digitalisation and the use of artificial intelligence in events. That gives the profile a contemporary dimension: leadership shaped by both practical event craft and an interest in how technology changes audience engagement.

Kenyeri's ranking is best read through the Austrian market's strength in precise, commercially useful experience design. It is a profile built on entrepreneurship, professional consistency and a willingness to keep the agency model current.

WHY THOMAS STANDS OUT

Recognised for Austrian brand experience leadership, founder-led agency building, digitalisation and professional consistency.

About Kesch

KESCH is an Austrian brand experience agency group active across event, promotion and digital experience work.

Editorial note

KESCH's profile shows how independent agency leadership increasingly depends on combining event craft with technology fluency.

Website: www.kesch.com



#65 TIM LIVSON

**CEO & Founding Partner,
Lataamo Creative**

**Finnish encounter design powered by creativity,
emotion and AI-driven innovation**



#65 among 819 evaluated agencies



Power Index 2026: **75.19**



European finalist leader



Tim Livson gives Lataamo Creative a Finnish profile built around meaningful encounters, practical creativity and AI-enhanced live communication.

PROFILE

Tim Livson, CEO & Founding Partner of Lataamo Creative, ranks #65 out of 819 evaluated agencies, with a Power Index score of 75.19 out of 100. His profile reflects a Finnish agency working at the intersection of live experience, marketing, technology and business impact.

Lataamo Creative describes itself as an agency of action, creating moments where creativity and emotion meet: experiences that stay in memory and help move business forward.

The ranking is supported by strong international award evidence. Lataamo's Sanoma Get Tomorrow Executive Forum won Gold at BEA World in the Use of Artificial Intelligence category and Bronze in the Cost-effective Event category. The agency also received major recognition at Eventex Awards 2026, winning Gold in the Event AI Technology category and Bronze in both the Use of AI and Corporate Event categories.

In a market where live experiences must increasingly prove their value, Lataamo Creative's profile is especially relevant. It points to a leadership style in which creativity, efficiency and technology are not separate directions, but parts of the same client promise.

WHY TIM STANDS OUT

Recognised for Finnish founder leadership, meaningful encounter design, cost-effective event thinking, AI-driven event innovation and award-winning corporate experience work.

About Lataamo

Lataamo Creative is a Finland-based creative agency focused on memorable encounters, marketing communication, brand experiences and business-facing live communication.

Editorial note

Lataamo Creative's profile reflects a Nordic strength: designing experiences that feel human, useful, emotionally resonant and commercially accountable.

Website: www.lataamo.fi

LinkedIn: www.fi.linkedin.com/in/tim-livson-02748



#66 OLGA YUNAK

Founder, SUN Event

Ukrainian resilience in experiential communication



#66 among 819 evaluated agencies



Power Index 2026: **74.13**



European finalist leader



Olga Yunak gives SUN Event a Ukrainian profile in which experiential work embodies resilience, visibility, and purpose.

PROFILE

Olga Yunak, Founder of SUN Event, ranks #66 out of 819 evaluated agencies, with a Power Index score of 74.13 out of 100. Her profile is one of the important Ukrainian signals in the 2026 ranking.

SUN Event's evidence trail includes a BEA World Top 50 reference and a BEA shortlist appearance, with source-category relevance connected to non-profit and CSR event work. Yunak's public profile also connects SUN Event with 27Names and international experiential practice.

In the context of New Europe, Yunak's leadership carries more than just visibility in the agency. It reflects a market where live communication, brand experience and resilience increasingly overlap.

WHY OLGA STANDS OUT

Recognised for Ukrainian market leadership, CSR-oriented experience, BEA evidence, and New Europe resilience.

About SUN Event

SUN Event is a Ukraine-based event and experiential agency profile in the 2026 ranking, connected with 27Names and supported by BEA evidence.

Editorial note

SUN Event's profile shows how Ukrainian agency leadership remains visible and purposeful within Europe's wider experience economy.

Website: www.sunevent.com.ua

LinkedIn: www.linkedin.com/in/olga-yunak-117b66115

#67 MARIAN DUMITRESCU

Founder, Fieldstar Romania

Romanian field marketing and live brand experience



#67 among 819 evaluated agencies



Power Index 2026: **74.09**



European finalist leader



“*Marian Dumitrescu places Fieldstar at the practical edge of live brand experience: close to people, retail and everyday behaviour.*”

PROFILE

Marian Dumitrescu, Founder of Fieldstar Romania, ranks #67 out of 819 evaluated agencies, with a Power Index score of 74.09 out of 100. His profile represents Romania through a field marketing and live brand experience lens.

Fieldstar's public positioning connects the agency with BTL, shopper marketing, field marketing and live brand experiences. The ranking is supported by BEA evidence and a New Europe context, giving Dumitrescu's profile both practical and regional relevance.

This is a leadership profile rooted in proximity. Field marketing and live brand experience depend on understanding how people behave in real settings, not only how brands appear on a stage.

WHY MARIAN STANDS OUT

Recognised for Romanian agency entrepreneurship, field marketing expertise, live brand experience and New Europe relevance.

About Fieldstar

Fieldstar is a Romania-based agency active in BTL, shopper marketing, field marketing and live brand experience.

Editorial note

Fieldstar's profile broadens the ranking by showing the importance of agencies that connect brands with people in practical, everyday contexts.

LinkedIn: www.ro.linkedin.com/in/marian-dumitrescu-bb4a17



#68 MANUELA ŠOLA

Founder & CEO,
Komunikacijski laboratorij

Croatian strategic communication leadership



#68 among 819 evaluated agencies



Power Index 2026: **73.98**



European finalist leader



Manuela Šola gives Komunikacijski laboratorij a Croatian profile where public relations, strategy and event management meet.

PROFILE

Manuela Šola, Founder & CEO of Komunikacijski laboratorij, ranks #68 out of 819 evaluated agencies, with a Power Index score of 73.98 out of 100. Her profile represents Croatia in the New Europe layer of the ranking.

Komunikacijski laboratorij presents Šola as the founder of a strategic communication agency with long experience in public relations and event management. That gives the profile a sharper editorial frame: live communication as part of a broader communication discipline, not a separate production service.

Šola's placement reflects the growing importance of agencies that connect content, reputation, public dialogue and live formats. In this sense, the profile sits naturally inside the future of experience-led communication.

WHY MANUELA STANDS OUT

Recognised for Croatian strategic communication leadership, event management expertise and New Europe visibility.

About Komunikacijski laboratorij

Komunikacijski laboratorij is a Croatian strategic communication agency working across public relations, communication consulting and event management.

Editorial note

The profile shows how the experience economy is converging with reputation, public communication and strategic consulting.

Website: www.komunikacijskilaboratorij.com

LinkedIn: www.hr.linkedin.com/in/manuelasola



#69 MARIS ALTSOO

Co-Founder, CEO & Creative
Producer, ALL·SET

Estonian spatial experience and creative production



#69 among 819 evaluated agencies



Power Index 2026: **73.92**



European finalist leader



Maris Altsoo gives ALL·SET an Estonian profile in which strategy, production, and spatial experience sit under one roof.

PROFILE

Maris Altsoo, Co-Founder, CEO & Creative Producer of ALL·SET, ranks #69 among 819 evaluated agencies with a Power Index score of 73.92 out of 100. Her profile reflects Estonia's growing visibility in European live communication.

ALL·SET is publicly described as an ecosystem where creativity, strategy, production, and manufacturing meet, helping brands grow through events, launches, fairs, and spatial experiences. The ranking is also supported by evidence from the BEA shortlist, including convention-related work.

Altsoo's leadership is especially interesting because it joins creative direction with production capability. For smaller markets, that integration can be a competitive advantage: fewer layers, clearer authorship and stronger control over the finished experience.

WHY MARIS STANDS OUT

Recognised for Estonian creative leadership, spatial experience, integrated production and New Europe momentum.

About ALL·SET

ALL·SET is an Estonia-based creative event management and production company working across events, launches, fairs and spatial brand experiences.

Editorial note

ALL·SET's profile shows how Baltic agencies are building European relevance through integrated creative and production ecosystems.

Website: www.milestone.ee

LinkedIn: www.ee.linkedin.com/in/maris-altsoo-90731992



#70 LUCA BASSETTO

Founder & CEO, FMA Hub

Italian format innovation and sports experience



#70 among 819 evaluated agencies



Power Index 2026: **73.82**



European finalist leader



Luca Bassetto gives FMA Hub an Italian profile built on format innovation, unconventional locations and sports-led experience.

PROFILE

Luca Bassetto, Founder & CEO of FMA Hub, ranks #70 out of 819 evaluated agencies, with a Power Index score of 73.82 out of 100. His profile represents Italy through founder-led agency building and format development.

FMA Hub's public profile points to innovation in formats, the use of unconventional locations and the development of high-level sporting events. The ranking is supported by a BEA shortlist appearance related to sporting-event work.

Bassetto's profile is therefore not simply about events as a form of communication. It is about how formats, venues and sporting culture can become tools for more distinctive and international brand experiences.

WHY LUCA STANDS OUT

Recognised for Italian founder leadership, sports-event expertise, format innovation and BEA evidence.

About FMA Hub

FMA Hub is an Italy-based agency profile in the 2026 ranking, with recognition for its work in sporting events and format innovation.

Editorial note

FMA Hub's profile shows how sport, place and format design are becoming part of the strategic vocabulary of live communication.

Website: www.futuristing.com/en

LinkedIn: www.it.linkedin.com/in/luca-bassetto-20aa147

#71 FRAN SÁNCHEZ DEL FORCALLO

CEO, AB SO LU TE

Spanish experiential marketing with social energy



#71 among 819 evaluated agencies



Power Index 2026: **72.73**



European finalist leader



Fran Sánchez del Forcallo gives AB SO LU TE a Spanish profile shaped by experiential marketing, social energy and brand purpose.



PROFILE

Fran Sánchez del Forcallo, CEO of AB SO LU TE, ranks #71 among 819 evaluated agencies with a Power Index score of 72.73 out of 100. His profile reflects a Spanish live communication leader with a distinctive experiential voice.

An Eventex Index reference supports the ranking. Public Unicorn Awards communication describes Sánchez del Forcallo as one of Spain's distinctive voices in live communication and experiential marketing, which gives the profile a useful editorial centre.

In the Spanish market, experience often works through social energy: the ability to make people feel part of something. This is where Sánchez del Forcallo's profile sits most clearly.

WHY FRAN STANDS OUT

Recognised for Spanish experiential marketing leadership, social energy, Eventex evidence and brand-purpose relevance.

About Grupo Absolute

Grupo Absolute / AB SO LU TE is a Spain-based experiential marketing and live communication profile in the 2026 ranking.

Editorial note

The profile shows how Spanish experience agencies often turn participation, emotion and social purpose into live brand value.

Website: www.grupoabsolute.com

LinkedIn: www.es.linkedin.com/in/fran-s%C3%A1nchez-del-forcallo-9b2415145

#72

SEBASTIAN OPRZĄDEK

President, El Padre



Polish event leadership with industry stamina



#72 among 819 evaluated agencies



Power Index 2026: **72.61**



European finalist leader

“

Sebastian Oprządek gives El Padre a Polish profile built on event craft, resilience and the discipline of long-term agency leadership.

PROFILE

Sebastian Oprządek, President of El Padre, ranks #72 out of 819 evaluated agencies, with a Power Index score of 72.61 out of 100. His profile represents Poland through institutional agency leadership and documented market presence.

El Padre's public materials connect Oprządek with long-running event agency leadership, integrated marketing, ambient and BTL activity, and a record of recognised campaigns. That gives the profile more depth than a generic agency listing.

Oprządek's leadership is best read through stamina: the ability to keep building agency relevance through changing economic, staffing and ESG pressures while maintaining the practical craft of event delivery.

WHY SEBASTIAN STANDS OUT

Recognised for Polish event leadership, agency resilience, integrated marketing experience, and relevance to New Europe.

About El Padre

El Padre is a Poland-based event and integrated marketing agency, profiled in the 2026 ranking, with long-term leadership and a documented market presence.

Editorial note

El Padre's profile reflects a Polish market in which event agencies have become more strategic, more resilient, and more visible in the wider European landscape.

Website: www.elpadre.pl

#73 OLIVIER MONOD DE FROIDEVILLE

CEO & Partner, 360Experience Group

Dutch experience group building



#73 among 819 evaluated agencies



Power Index 2026: **72.48**



European finalist leader



Olivier Monod de Froideville has turned entrepreneurial production roots into a Dutch group-scale experience story.



PROFILE

Olivier Monod de Froideville, CEO & Partner of 360 Experience Group, ranks #73 out of 819 evaluated agencies, with a Power Index score of 72.48 out of 100. His profile reflects Dutch group-scale leadership in the live experience field.

Public sources connect Monod de Froideville's journey with Livetime Productions, the later 360 Experience Group story and recent group development. The ranking is supported by an Eventex Index reference, giving the profile a traceable external signal.

His leadership is best read as a build-and-grow story: technical production roots evolving into a broader experience group capable of serving larger and more complex client ambitions.

WHY OLIVIER STANDS OUT

Recognised for Dutch group building, entrepreneurial scale, technical production roots and Eventex recognition.

About 360 Experience Group

360 Experience Group is a Netherlands-based experience group profiled in the 2026 ranking, specialising in large-scale live production and group development.

Editorial note

The profile shows how production-led companies can evolve into broader experience groups when craft, strategy and acquisition logic meet.

Website: www.360experiencegroup.com

LinkedIn: www.nl.linkedin.com/in/oliviermonod



#74

ANTON JERGES

Founder & CEO, We Are Collider

British experiential strategy and cultural connection



#74 among 819 evaluated agencies



Power Index 2026: **72.31**



European finalist leader



Anton Jerges gives We Are Collider a British profile built around sociality, culture, and audience behaviour.

PROFILE

Anton Jerges, Founder & CEO of We Are Collider, ranks #74 out of 819 evaluated agencies, with a Power Index score of 72.31 out of 100. His profile represents the United Kingdom through founder-led experiential marketing leadership.

Jerges' public profile indicates more than 30 years of experience in experiential marketing. We Are Collider's public voice frequently returns to sociality, community, inclusion and cultural engagement, which gives the profile a strong strategic edge.

An Eventex Index reference supports the ranking. Jerges' leadership is best read through the idea that experiences work when they understand how people connect, play, belong and talk.

WHY ANTON STANDS OUT

Recognised for British experiential leadership, social-engagement thinking, founder-led agency building, and Eventex evidence.

About We Are Collider

We Are Collider is a UK-based experiential marketing agency focused on brand experience, audience behaviour and live engagement.

Editorial note

We Are Collider's profile shows how experience strategy increasingly depends on understanding culture and community, not only producing moments.

Website: www.wearecollider.com

LinkedIn: www.uk.linkedin.com/in/anton-jerges-5b692b8



#75

DOMINIK
GÓRKÁ

Co-CEO, Live Age

Polish creative strategy for live solutions



#75 among 819 evaluated agencies



Power Index 2026: 72.26



European finalist leader



Dominik Górká gives Live Age a Polish profile where strategy, creativity and problem-solving meet in live experience.

PROFILE

Dominik Górká, Co-CEO of Live Age, ranks #75 out of 819 evaluated agencies, with a Power Index score of 72.26 out of 100. His profile adds another Polish agency leader to the New Europe section of the ranking.

Górká is publicly connected with strategy, creative direction and Live Age's work for major brands. Eventex also lists him as a judge, describing a profile that combines marketing, strategy and creative direction.

Live Age is best read here as an agency focused on experience as a route to solutions. That phrasing matters: in a mature market, live communication is expected to do more than impress; it must clarify, connect and solve.

WHY DOMINIK STANDS OUT

Recognised for Polish creative strategy, live-experience problem-solving, market presence, and New Europe momentum.

About Live Age

Live Age is a Poland-based agency profile in the 2026 ranking, specialising in creative strategy, live experience, and brand engagement.

Editorial note

Live Age's profile reinforces Poland's position as one of New Europe's most active live experience markets.

Website: www.liveage.pl/

LinkedIn: www.linkedin.com/in/dominik-g%C3%B3rk%C3%A1/

#76

BARTEL VAN ISEGHEM

Managing Director,
meetmarcel & Partner, 62MILES

British experiential strategy and cultural connection



#76 among 819 evaluated agencies



Power Index 2026: **71.88**



Top 100 finalist leader



Bartel Van Iseghem gives meetmarcel a Belgian profile where boutique experience craft meets strategic brand relevance.

PROFILE

Bartel Van Iseghem, Managing Director of meetmarcel and Partner at 62MILES, ranks #76 out of 819 evaluated agencies, with a Power Index score of 71.88 out of 100. His profile represents Belgium through the lens of a specialist agency.

The ranking is supported by a BEA World Top 50 reference and a BEA shortlist appearance, with evidence connected to product and service launch work. MeetMarcel's public communication also points to meaningful brand experiences and a boutique event sensibility.

Van Iseghem's profile sits at the intersection of private-event craft, brand experience, and strategic agency leadership. It is a reminder that smaller, more focused agencies can help define the market's tone.

WHY BARTEL STANDS OUT

Recognised for leadership in Belgian boutique experience, launch expertise, BEA evidence, and strategic agency craft.

About meetmarcel

meetmarcel is a Belgium-based agency profile in the 2026 ranking, working across brand experiences, boutique events and launch-related formats.

Editorial note

The profile shows how focused agencies can hold European relevance by combining intimacy, craft and strategic clarity.

Website: www.meetmarcel.be

LinkedIn: www.be.linkedin.com/in/bartelvaniseghem



#77 GORO KIDO

CEO, Kuoni Tumlare

Global destination management and MICE leadership



#77 among 819 evaluated agencies



Power Index 2026: **71.62**



Top 100 finalist leader



Goro Kido brings Kuoni Tumlare into the ranking as a global meetings and destination-management profile built on connection.

PROFILE

Goro Kido, CEO of Kuoni Tumlare, ranks #77 out of 819 evaluated agencies, with a Power Index score of 71.62 out of 100. His profile brings destination management, MICE and travel-led experience into the Top 100.

Kuoni Tumlare's leadership materials present Kido as the Chief Executive Officer, overseeing strategy, planning, and organisation for the JTB Europe Group. His CEO message frames travel and events as forms of exchange that remain essential to human connection.

That makes Kido's profile distinct from a conventional agency entry. It belongs to the part of the experience economy in which meetings, congresses, destinations, and global movement create the conditions for people to connect.

WHY GORO STANDS OUT

Recognised for MICE leadership, destination management expertise, global scale and connection-led experience thinking.

About Kuoni Tumlare

Kuoni Tumlare is an international destination management and MICE company, active across meetings, congresses and travel-led experiences.

Editorial note

Kuoni Tumlare's profile broadens the ranking by showing how destination management remains part of Europe's live experience infrastructure.

Website: www.kuonitumlare.com



#78

RAFAŁ KUPIDURA

Owner & CEO, IF NATION GROUP

Polish marketing and technology group building



#78 among 819 evaluated agencies



Power Index 2026: **71.59**



Top 100 finalist leader

“

Rafał Kupidura gives IF NATION GROUP a Polish profile where communication, events and technology sit inside one entrepreneurial system.

PROFILE

Rafał Kupidura, Owner & CEO of IF NATION GROUP, ranks #78 among 819 evaluated agencies with a Power Index score of 71.59 out of 100. His profile reflects a Polish group-building story in the New Europe field.

Public materials describe IF NATION GROUP as an independent marketing and technology group built around FOCUS NATION, IMAGINE NATION and MOONSTEPS, combining communication, events and digital solutions. The group is also described as operating with a team of more than 100 people.

Kupidura's leadership embodies a contemporary agency model: not a single-service event company, but a connected platform where live communication is one part of a broader marketing and technology offering.

WHY RAFAŁ STANDS OUT

Recognised for Polish group leadership, marketing technology integration, event capability and entrepreneurial scale.

About IF NATION GROUP

IF NATION GROUP is a Poland-based marketing and technology group combining communication, events and digital solutions through specialised agencies.

Editorial note

The profile shows how New Europe agencies are increasingly building group structures that connect live, digital and communication capabilities.

Website: www.if-nation.pl

LinkedIn: www.pl.linkedin.com/in/rafa%C5%82kupidura



#79

MARIUSZ PAZIK

COO & Creative Director,
Ministry of Creativity

Polish creative operations in live experience



#79 among 819 evaluated agencies



Power Index 2026: **70.16**



Top 100 finalist leader



Mariusz Pazik gives Ministry of Creativity a Polish profile where creative authorship and operational responsibility meet.

PROFILE

Mariusz Pazik, COO & Creative Director of Ministry of Creativity, ranks #79 out of 819 evaluated agencies, with a Power Index score of 70.16 out of 100. His profile represents Poland through the dual lens of creative direction and operations.

The ranking is supported by an Eventex Index reference, giving the profile a traceable external signal. Pazik's role is itself editorially useful: COO and Creative Director suggests a leader who must connect the idea, the team and the delivery model.

In New Europe markets, this dual capability is often decisive. Agencies need creative authority, but they also need operational leadership strong enough to turn ideas into reliable client value.

WHY MARIUSZ STANDS OUT

Recognised for Polish creative direction, operational leadership, Eventex evidence and New Europe relevance.

About Ministry of Creativity

Ministry of Creativity is a Poland-based agency profile in the 2026 ranking, represented through creative direction and operational leadership.

Editorial note

The profile shows how creative leadership in live experience increasingly depends on operational fluency as much as imagination.

Website: www.ministryofcreativity.pl



#80 MARCUS WILD

Founder,
IDEAL Live Marketing GmbH

Austrian live marketing with cultural reach



#80 among 819 evaluated agencies



Power Index 2026: **70.09**



Top 100 finalist leader



Marcus Wild gives IDEAL Live Marketing an Austrian profile built on extensive experience, an award culture, and live-marketing instinct.

PROFILE

Marcus Wild, Founder of IDEAL Live Marketing GmbH, ranks #80 out of 819 evaluated agencies, with a Power Index score of 70.09 out of 100. His profile closes this block with one of Austria's experienced live marketing figures.

Wild's public profile lists decades of experience in live and event marketing. At the same time, IDEAL Live Marketing is publicly described as one of Austria's most awarded event and live marketing agencies. That gives the profile a strong local-market authority.

The leadership story is also culturally interesting: live marketing here is not only corporate communication but also part of a broader understanding of venues, audiences, nightlife, brand culture, and public attention.

WHY MARCUS STANDS OUT

Recognised for Austrian live marketing leadership, extensive experience, an award culture, and independent agency strength.

About IDEAL Live Marketing

IDEAL Live Marketing is an Austria-based live marketing and event agency profile in the 2026 ranking.

Editorial note

IDEAL's profile shows how live marketing remains strongest when it understands both business communication and the cultural environments where audiences gather.

Website: www.ideal.co.at

LinkedIn: www.at.linkedin.com/in/marcus-wild-529063a3



#81 MADEA MOJCA MAJHEN

Founder & CEO, Paideia Events

Slovenian event craft with lasting memory



#81 among 819 evaluated agencies



Power Index 2026: **69.72**



Top 100 finalist leader



Madea Mojca Majhen gives Paideia Events a Slovenian profile built on care, responsibility and events designed to stay with people.

PROFILE

Madea Mojca Majhen, Founder & CEO of Paideia Events, ranks #81 among 819 evaluated agencies with a Power Index score of 69.72 out of 100. Her profile brings Slovenia into the closing section of the Top 100 through founder-led event leadership and long-term local credibility.

Paideia presents itself as a specialised agency for organising events, creative concepts and communication formats, active since 2005. The agency's own language emphasises unforgettable experiences, responsibility, and lasting memories, which gives Majhen's profile a warmer, more precise editorial centre than a generic market presence.

Her leadership is best read through the craft of making events feel both professionally controlled and emotionally remembered. In a smaller market, that combination matters: trust is earned through delivery, but reputation is built through the way people feel after the room has emptied.

WHY MADEA STANDS OUT

Recognised for Slovenian founder leadership, event craft, local trust and memory-led experience design.

About Paideia Events

Paideia Events is a Slovenia-based event agency focused on event organisation, creative concepts, communication formats and memorable client experiences.

Editorial note

Paideia's profile shows how independent agencies in smaller European markets can define quality through care, responsibility and long-term client trust.

Website: www.paideia-events.si/en/

LinkedIn: www.si.linkedin.com/in/madea-mojca-majhen-790b389

#82 THOMAS STRANDSKOGEN

CEO, Z Event

Norwegian convention work with quiet precision



#82 among 819 evaluated agencies



Power Index 2026: **69.71**



Top 100 finalist leader

“*Thomas Strandskogen gives Z Event a Norwegian profile shaped by convention work, careful delivery and Nordic operational calm.*”



PROFILE

Thomas Strandskogen, CEO of Z Event, ranks #82 among 819 evaluated agencies with a Power Index score of 69.71 out of 100. His profile represents Norway through a specialist event agency presence supported by BEA shortlist evidence.

The available evidence connects Z Event with convention-related recognition. That matters because conventions sit at the practical centre of the experience economy: they require timing, logistics, stakeholder sensitivity and an ability to make many different audiences feel served by one live format.

Strandskogen's profile is therefore less about theatrical volume than about precision. It belongs to the part of the market where a well-run experience is measured by clarity, flow, reliability and the confidence it gives to organisers and participants.

WHY THOMAS STANDS OUT

Recognised for Norwegian event leadership, convention delivery, BEA evidence and operational dependability.

About Z Event

Z Event is a Norway-based event agency profile in the 2026 ranking, supported by BEA shortlist evidence connected to convention work.

Editorial note

Z Event's profile reminds the reader that Europe's live economy depends on quiet operational competence as much as on visible creativity.

Website: www.zevent.no

LinkedIn: www.linkedin.com/in/thomasstrandskogen/



#83 ANDRÁS PALKÓ

CEO, Special Effects Ltd.

Hungarian event technology at international scale



#83 among 819 evaluated agencies



Power Index 2026: **69.70**



Top 100 finalist leader



András Palkó brings Special Effects into the ranking as a technology-led production house with Hungarian roots and international reach.

PROFILE

András Palkó, CEO of Special Effects Ltd., ranks #83 among 819 evaluated agencies with a Power Index score of 69.70 out of 100. His profile represents Hungary through one of the region's most established technical production and event technology companies.

Special Effects describes itself as a provider of audiovisual, creative technology and production services, with international event capability and decades of market experience. Palkó's appointment as CEO added a new management chapter to a company known for technical depth, AV services, exhibitions, conferences and immersive event solutions.

His leadership profile is particularly relevant because live communication is becoming more technology-dependent without becoming less human. The best technical partners now shape atmosphere, visibility, safety and emotion at the same time.

WHY ANDRÁS STANDS OUT

Recognised for Hungarian event technology leadership, AV production strength, international reach and technical credibility.

About Special Effects Ltd.

Special Effects Ltd. is a Budapest-based event technology and production company working across audiovisual services, creative technology, exhibitions, conferences and live events.

Editorial note

Special Effects shows how Central European technical production companies are becoming strategic partners in the wider experience economy.

Website: www.speceffect.com

LinkedIn: www.hu.linkedin.com/in/andr%C3%A1s-palk%C3%B3-01751356



#84 JESPER GÖTSCH

Founder & Managing
Partner, Jazzunique

German spatial experience with aesthetic discipline



#84 among 819 evaluated agencies



Power Index 2026: **69.52**



Top 100 finalist leader



Jesper Götsch gives Jazzunique a German profile where architecture, communication and experience design meet with unusual visual discipline.

PROFILE

Jesper Götsch, Founder & Managing Partner of Jazzunique, ranks #84 among 819 evaluated agencies with a Power Index score of 69.52 out of 100. His profile represents Germany through a studio known for aesthetic experiences, immersive spaces and event design.

Jazzunique was founded in 2004 by Götsch and has developed into a multidisciplinary company working across strategy, communication, design, architecture and event management. The ranking is supported by BEA shortlist evidence connected to celebration and festivity, adding an external recognition signal to the agency's public positioning.

Götsch's leadership sits in a distinctive zone of the market: not simply producing events, but designing environments where brands can be encountered physically, spatially and emotionally. That makes the profile especially relevant to the future of experience architecture.

WHY JESPER STANDS OUT

Recognised for German spatial experience leadership, aesthetic discipline, multidisciplinary design and BEA evidence.

About Jazzunique

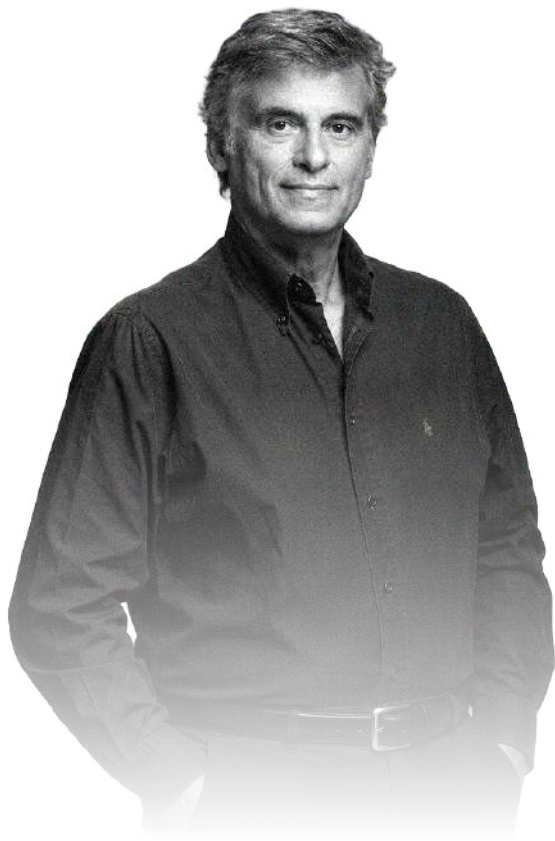
Jazzunique is a Frankfurt-based agency working across strategy, communication, design, architecture and event management, creating aesthetic experiences and immersive brand spaces.

Editorial note

Jazzunique's profile reflects the growing overlap between events, architecture and spatial brand experience.

Website: www.jazzunique.de/en/

LinkedIn: www.de.linkedin.com/in/jespergoetsch



#85 HÉLIO SOARES

CEO, UPPartner

Portuguese partnership thinking with sustainable ambition



#85 among 819 evaluated agencies



Power Index 2026: **68.92**



Top 100 finalist leader



Hélio Soares gives UPPartner a Portuguese profile rooted in partnership, long agency memory and a practical interest in sustainability.

PROFILE

Hélio Soares, CEO of UPPartner, ranks #85 among 819 evaluated agencies with a Power Index score of 68.92 out of 100. His profile brings Portugal into the final twenty through a mature agency voice and 27Names visibility.

UPPartner presents partnership as part of its operating culture, while public references connect Soares with the agency's long trajectory and with sustainability-oriented choices in how work is organised. The ranking is also supported by BEA shortlist evidence connected to product and service launch work.

Soares' profile is strongest when read in terms of continuity. It is the story of an agency that has stayed relevant by treating the client relationship, the team and the event format as connected parts of the same communication challenge.

WHY HÉLIO STANDS OUT

Recognised for Portuguese agency leadership, 27Names visibility, launch evidence and sustainability-aware practice.

About UPPartner

UPPartner is a Portugal-based communication and event agency profile in the 2026 ranking, represented through 27Names membership and BEA shortlist evidence.

Editorial note

UPPartner's profile shows how long-running agencies can remain contemporary by turning partnership into an operating principle rather than a slogan.

Website: www.uppartner.pt/en/

#86 JAN LIEBREGTS

Partner & Managing Director,
Obsession



Dutch live communication with collective depth



#86 among 819 evaluated agencies



Power Index 2026: **68.83**



Top 100 finalist leader



Jan Liebrechts gives Obsession a Dutch profile built on live communication, collective ownership and long-term event-sector confidence.

PROFILE

Jan Liebrechts, Partner & Managing Director of Obsession, ranks #86 among 819 evaluated agencies with a Power Index score of 68.83 out of 100. His profile represents the Dutch market through a leader with long experience in corporate and public-sector events.

Public sources connect Liebrechts with Obsession, Congress by design and the wider GMI Collective, placing him inside a broader ecosystem of event, congress and communication expertise. The ranking is supported by BEA shortlist evidence connected to incentive and team-building work.

Liebrechts' profile is particularly interesting because it sits at the intersection of entrepreneurship and collective infrastructure. It suggests a leadership model where specialist agencies gain strength by sharing knowledge, systems and complementary live communication capabilities.

WHY JAN STANDS OUT

Recognised for Dutch live communication leadership, collective agency depth, incentive expertise and BEA evidence.

About Obsession

Obsession is a Netherlands-based live communication and event agency profile, connected with GMI Collective and supported by BEA shortlist evidence.

Editorial note

Obsession's profile shows how the Dutch market continues to develop through collaborative agency ecosystems as well as individual firms.

Website: www.obsession.nl

LinkedIn: www.nl.linkedin.com/in/janliebrechts



#87

MARCK FELLER

Founder & CEO, We Are Live

Dutch broadcast-minded live experience



#87 among 819 evaluated agencies



Power Index 2026: **68.59**



Top 100 finalist leader



Marck Feller gives We Are Live a Dutch profile where broadcast instinct, digital production and live storytelling converge.

PROFILE

Marck Feller, Founder & CEO of We Are Live, ranks #87 among 819 evaluated agencies with a Power Index score of 68.59 out of 100. His profile reflects the Dutch market's strength in hybrid, digital and broadcast-informed live production.

Feller's public profile connects him with entrepreneurship, broadcast production and content leadership. The ranking is supported by BEA shortlist evidence connected to organisational complexity management, a category that fits the agency's ability to manage layered, content-rich formats.

His leadership is best read through fluency between screens and rooms. In today's experience economy, events are rarely only live or only digital; they need direction, pacing, narrative and production grammar that can travel across both.

WHY MARCK STANDS OUT

Recognised for Dutch broadcast-led experience, hybrid production, organisational complexity and BEA evidence.

About We Are Live

We Are Live is a Netherlands-based agency working at the intersection of live communication, digital event production, content and broadcast-style formats.

Editorial note

We Are Live's profile captures the post-hybrid reality of events: live formats now need the discipline of content production as much as stagecraft.

Website: www.wearelive.nl

LinkedIn: www.nl.linkedin.com/in/marckfeller

#88

KONRAD WIELGÓRSKI

CEO & Co-Founder, *Bespoke

Polish tailored marketing and event leadership



#88 among 819 evaluated agencies



Power Index 2026: **68.55**



Top 100 finalist leader



*Konrad Wielgórski gives *Bespoke a Polish profile built around tailored events, integrated marketing and measured emotional value.*

PROFILE

Konrad Wielgórski, CEO & Co-Founder of *Bespoke, ranks #88 among 819 evaluated agencies with a Power Index score of 68.55 out of 100. His profile represents Poland through agency entrepreneurship and integrated marketing capability.

*Bespoke describes itself as a marketing agency active since 2014, working across strategy support, sales support, communication and creation programmes, events, incentive travel, DMC and graphic design. That breadth gives Wielgórski's profile a commercially grounded frame.

The leadership story here is not about scale for its own sake. It is about fit: the ability to design event and communication work that is tailored to the client, the audience and the business need behind the brief.

WHY KONRAD STANDS OUT

Recognised for Polish agency entrepreneurship, integrated marketing, tailored events and New Europe relevance.

About *Bespoke

*Bespoke is a Poland-based marketing agency working across events, incentive travel, DMC, strategy support, communication programmes and creative services.

Editorial note

*Bespoke's profile shows how Polish agencies are connecting event craft with broader marketing architecture.

Website: www.bespoke.com.pl/en/

LinkedIn: www.pl.linkedin.com/in/konrad-wielg%C3%B3rski-7189808a



#89

OLIVIER
MOTHES

President, Groupe Manifestory

French experiential storytelling and learning culture



#89 among 819 evaluated agencies



Power Index 2026: 68.12



Top 100 finalist leader



Olivier Mothes gives Manifestory a French profile where event direction, serious-game thinking and learning culture meet.

PROFILE

Olivier Mothes, President of Groupe Manifestory, ranks #89 among 819 evaluated agencies with a Power Index score of 68.12 out of 100. His profile represents France through a creative leadership lens shaped by event direction and experiential storytelling.

Mothes' public profile connects him with serious-game meeting design, event direction, Apprentiscène and Groupe Manifestory. That gives the profile a distinctive position: live experience as a space for learning, performance, participation and meaning.

A BEA World Top 50 reference supports the ranking. Editorially, Mothes stands out as a leader whose work suggests that events can be more than brand occasions; they can also be formats for confidence, education and collective expression.

WHY OLIVIER STANDS OUT

Recognised for French experiential storytelling, serious-game formats, learning culture and BEA recognition.

About Manifestory

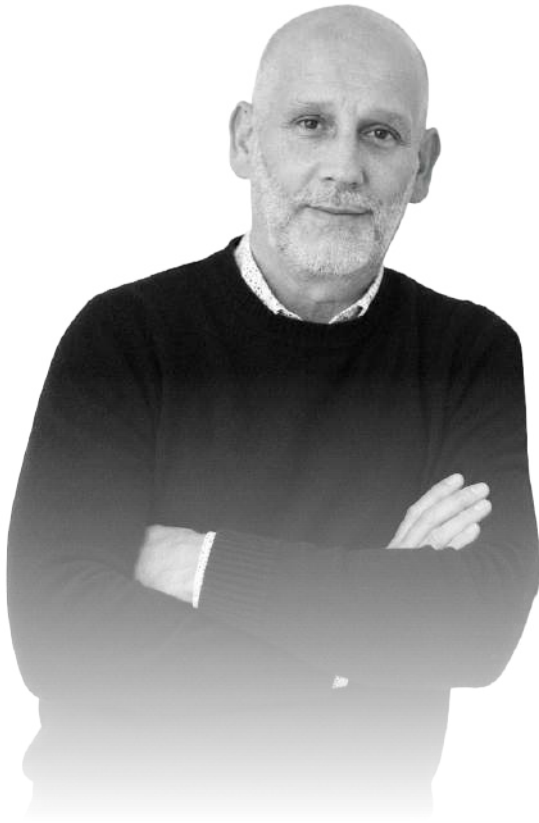
Manifestory is a France-based agency profile in the 2026 ranking, associated with experiential storytelling, event direction and participatory formats.

Editorial note

Manifestory's profile widens the idea of live communication towards learning, performance and participatory culture.

Website: www.manifestory.fr

LinkedIn: www.fr.linkedin.com/in/olivier-mothes-825b5224



#90

XAVIER VINCENT

CEO, VO Group

Belgian public-purpose event communication



#90 among 819 evaluated agencies



Power Index 2026: **67.39**



Top 100 finalist leader



Xavier Vincent gives VO Group a Belgian profile where event communication, European affairs and purpose-driven engagement meet.

PROFILE

Xavier Vincent, CEO of VO Group, ranks #90 among 819 evaluated agencies with a Power Index score of 67.39 out of 100. His profile represents Belgium through event communication, European affairs and public-purpose engagement.

VO Group's public presence connects the group with VO Event, VO Europe and wider communication work around public affairs, citizenship and creative engagement. The ranking is also supported by 27Names visibility, placing the group inside a European independent agency network.

Vincent's profile sits in a part of the market where events must often carry civic, institutional and policy meaning. In that context, experience is not entertainment alone; it is a way of making complex public messages visible and participatory.

WHY XAVIER STANDS OUT

Recognised for Belgian event communication leadership, European affairs relevance, purpose-driven engagement and 27Names visibility.

About VO Group

VO Group is a Belgium-based communication and event group working across event communication, European affairs, public engagement and creative strategy.

Editorial note

VO Group's profile shows how live communication can serve public institutions and civic themes as well as commercial brands.

Website: www.vo-group.be

LinkedIn: www.be.linkedin.com/in/xavier-vincent-35577b1

#91 DACE OZOLA- SLAIDIŅA

Owner, Meduza Events



Latvian hybrid-event resilience and continuity



#91 among 819 evaluated agencies



Power Index 2026: **67.30**



Top 100 finalist leader



Dace Ozola-Slaidiņa gives Meduza Events a Latvian profile built on continuity, hybrid fluency and practical client confidence.

PROFILE

Dace Ozola-Slaidiņa, Owner of Meduza Events, ranks #91 among 819 evaluated agencies with a Power Index score of 67.30 out of 100. Her profile represents Latvia in the final section of the ranking and adds another New Europe voice to the Top 100.

Ozola-Slaidiņa's public profile has been linked to Meduza for a long time and highlights her expertise in online and hybrid events. The ranking is also supported by BEIC visibility, which gives the profile a traceable industry-network signal.

Her leadership is best understood through continuity: the ability to keep adapting event expertise as audiences, technologies and formats change. For Baltic agencies, that adaptability is often the route to European relevance.

WHY DACE STANDS OUT

Recognised for Latvian event leadership, hybrid expertise, long-term continuity and BEIC visibility.

About Meduza Events

Meduza Events is a Latvia-based event agency profile in the 2026 ranking, associated with live, online and hybrid event work.

Editorial note

Meduza's profile shows how Baltic agencies use flexibility and format fluency to remain relevant in a changing live communication market.

Website: www.meduza.events

LinkedIn: www.lv.linkedin.com/in/dace-ozola-slaidi%C5%86a-3b626ba

#92 FELICE CASTRIGNANÒ

Owner, Mosaico Studio

Italian narrative design and production craft



#92 among 819 evaluated agencies



Power Index 2026: **67.24**



Top 100 finalist leader



Felice Castrignanò gives Mosaico Studio an Italian profile where communication, architecture and narrative production are treated as one craft.



PROFILE

Felice Castrignanò, Owner of Mosaico Studio, ranks #92 among 819 evaluated agencies with a Power Index score of 67.24 out of 100. His profile represents Italy through a studio associated with narrative, design and integrated production.

Public sources describe Mosaico Studio as an agency founded in 2005 that integrates architecture and communication to deliver complete and innovative projects. The ranking is supported by BEA World Top 50 and BEA shortlist evidence, giving the profile meaningful external recognition.

Castrignanò's leadership sits naturally inside the Italian experience tradition, where space, aesthetics and storytelling often come together. Mosaico Studio's relevance lies in translating that sensibility into contemporary brand and event formats.

WHY FELICE STANDS OUT

Recognised for Italian narrative design, integrated production, BEA recognition and spatial communication craft.

About Mosaico Studio

Mosaico Studio is an Italy-based agency specialising in communication, architecture, event production, and narrative-led experience design.

Editorial note

Mosaico Studio's profile shows how Italian agencies continue to merge spatial culture with contemporary brand communication.

Website: www.mosaicostudio.com

LinkedIn: www.it.linkedin.com/in/felice-castrignan%C3%B2-53931a1a1



#93

DIETER ZAND

Executive Partner, brandmood

Austrian event architecture and agency integration



#93 among 819 evaluated agencies



Power Index 2026: **67.11**



Top 100 finalist leader



Dieter Zand gives brandmood an Austrian profile where event architecture, full-service delivery and agency integration meet.

PROFILE

Dieter Zand, Executive Partner at brandmood, ranks #93 among 819 evaluated agencies with a Power Index score of 67.11 out of 100. His profile represents Austria through a full-service event agency with a visible event-architecture dimension.

brandmood presents itself as a full-service event agency with locations including Salzburg, Linz and Vienna, and with its own unit for event architecture. Zand's public profile connects him directly with that agency positioning.

The profile is useful because it highlights a discipline sometimes hidden inside event work: architecture. As live experiences become more spatial, more immersive and more measurable, the ability to design environments becomes a leadership asset in its own right.

WHY XAVIER STANDS OUT

Recognised for Austrian event leadership, event architecture, full-service delivery and agency integration.

About brandmood

brandmood is an Austria-based full-service event agency with a dedicated event-architecture capability and offices across key Austrian markets.

Editorial note

brandmood's profile shows how event architecture is becoming a serious part of brand experience, not just a production detail.

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LinkedIn: www.at.linkedin.com/in/brandmood-dieterzand



#94

MICHAEL MEYER

CEO & Managing Partner,
JEFF Zürich AG

Swiss agency leadership with strategic restraint



#94 among 819 evaluated agencies



Power Index 2026: **67.04**



Top 100 finalist leader



Michael Meyer gives JEFF Zürich a Swiss profile defined by strategic restraint, agency confidence, and carefully made communication.

PROFILE

Michael Meyer, CEO & Managing Partner of JEFF Zürich AG, ranks #94 among 819 evaluated agencies with a Power Index score of 67.04 out of 100. His profile presents Switzerland through a focused lens for agency leaders.

JEFF's public profile places the agency in the communication and experience field, while Meyer's leadership role gives the entry a clear editorial anchor. The ranking is supported by 27Names visibility, connecting the Swiss profile to a wider European independent network.

Meyer's profile feels distinctly Swiss in the best sense: less interested in noise than in precision, craft and trust. In the live experience economy, that kind of restraint can be a serious competitive position.

WHY MICHAEL STANDS OUT

Recognised for Swiss agency leadership, strategic communication, 27Names visibility and focused market credibility.

About JEFF Zürich AG

JEFF Zürich AG is a Switzerland-based agency profile in the 2026 ranking, connected with communication, experience and independent European agency networks.

Editorial note

JEFF's profile shows how smaller high-trust markets can contribute a precise, restrained form of experience leadership.

Website: www.jeff.agency

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#95

MARCUS HÅKONSEN

Managing Director & Partner,
Appetite for Production AS

Norwegian premium production with audience value



#95 among 819 evaluated agencies



Power Index 2026: **66.83**



Top 100 finalist leader



Marcus Håkonsen gives Appetite for Production a Norwegian profile where premium production is measured by audience value.

PROFILE

Marcus Håkonsen, Managing Director & Partner of Appetite for Production AS, ranks #95 among 819 evaluated agencies with a Power Index score of 66.83 out of 100. His profile represents Norway through a production-led agency with a clear value-creation philosophy.

Appetite describes its strategy as complementing, contributing and collaborating, with a focus on value creation through creative storytelling and technical production. The ranking is supported by BEIC visibility, giving the profile a recognised industry network signal.

Håkonsen's leadership is best understood through the practical intelligence of production: the ability to make audience engagement happen through planning, technical confidence and a clear sense of why the experience matters.

WHY MARCUS STANDS OUT

Recognised for Norwegian production leadership, creative storytelling, audience engagement and BEIC visibility.

About Appetite for Production AS

Appetite for Production AS is a Norway-based event production agency focused on creative storytelling, technical production and audience engagement.

Editorial note

Appetite's profile shows that technical production is increasingly judged by the value it creates for audiences, not only by the scale it can deliver.

Website: www.appetite.no

LinkedIn: www.no.linkedin.com/in/marcushaakonsen

#96 SIMONE TOMAELO

CEO, 2night Spa



Italian proprietary formats for culture and nightlife



#96 among 819 evaluated agencies



Power Index 2026: **65.42**



Top 100 finalist leader



Simone Tomaello gives 2night an Italian profile shaped by proprietary formats, nightlife culture and brand activation.

PROFILE

Simone Tomaello, CEO of 2night Spa, ranks #96 among 819 evaluated agencies with a Power Index score of 65.42 out of 100. His profile represents Italy through a company focused on nightlife, cultural activation, and proprietary experience formats.

The ranking is supported by BEA shortlist evidence in the proprietary format category. Tomaello's public profile connects him with long-running leadership at 2night, placing the company at the intersection of events, audience culture, entertainment and brand communication.

His profile is interesting because it points to a less formal but commercially powerful side of the experience economy. Nightlife and social formats can teach brands how attention, participation and community are actually built.

WHY SIMONE STANDS OUT

Recognised for Italian format leadership, nightlife culture, proprietary experience design and BEA evidence.

About 2night Spa

2night Spa is an Italy-based company profile in the 2026 ranking, associated with nightlife, event formats, brand activation and cultural audience engagement.

Editorial note

2night's profile shows how social culture and proprietary formats remain sources of innovation for live brand experiences.

Website: www.2night.it

LinkedIn: www.it.linkedin.com/in/tsimon25

#97

KIM MEISINGER

Managing Director,
Pure Perfection GmbH



German premium events with operational poise



#97 among 819 evaluated agencies



Power Index 2026: **64.27**



Top 100 finalist leader



Kim Meisinger gives Pure Perfection a German profile built on premium live delivery, operational control and business development.

PROFILE

Kim Meisinger, Managing Director of Pure Perfection GmbH, ranks #97 among 819 evaluated agencies with a Power Index score of 64.27 out of 100. His profile represents Germany through a premium event agency with a strong operational reputation.

Pure Perfection lists Meisinger as Managing Director, while industry reporting has connected his management role with operations and business development. The ranking is supported by BEA shortlist evidence in product and service launch work.

Meisinger's profile is best read through the discipline behind elegance. Premium events depend on taste, but they also depend on systems, budgets, timing and teams that know how to make complexity look calm.

WHY KIM STANDS OUT

Recognised for German premium event leadership, operational control, launch expertise and BEA evidence.

About Pure Perfection GmbH

Pure Perfection GmbH is a Germany-based agency profile in the 2026 ranking, working across premium live experiences, event delivery and launch formats.

Editorial note

Pure Perfection's profile shows how premium experience work is strongest when creative polish is matched by operational discipline.

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#98 JOE BAŠIĆ

Founder & CEO,
MPG South-East Europe

Adriatic live, retail and festival experience leadership



#98 among 819 evaluated agencies



Power Index 2026: **64.11**



Top 100 finalist leader



Joe Bašić gives MPG South-East Europe an Adriatic profile where live, digital, retail and festival culture share the same stage.

PROFILE

Joe Bašić, Founder & CEO of MPG South-East Europe, ranks #98 among 819 evaluated agencies with a Power Index score of 64.11 out of 100. His profile represents Slovenia and Croatia through a regional marketing and experience platform.

Bašić's public profile connects him with MPG Southeast Europe and with live, digital and retail marketing. Public references also connect MPG with large-scale regional moments, including festival and destination-related activity.

His leadership is best understood through a regional lens. In South-East Europe, experience agencies often operate across borders, audiences and disciplines, turning live presence into retail value, digital amplification and destination visibility.

WHY JOE STANDS OUT

Recognised for Adriatic regional leadership, live-digital-retail integration, festival culture and long-term market presence.

About PG South-East Europe

MPG South-East Europe is a regional agency profile connected with live, digital and retail marketing across Slovenia, Croatia and the wider Adriatic market.

Editorial note

MPG's profile shows how South-East Europe contributes to the experience economy through regional agility and cross-format execution.

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LinkedIn: www.hr.linkedin.com/in/joe-basic-66a28b1



#99 MARKO PERICA

CEO & Founder, fakat.

Croatian event production with concert culture



#99 among 819 evaluated agencies



Power Index 2026: **64.08**



Top 100 finalist leader

“*Marko Perica gives fakat. a Croatian profile where concert culture, technical production and corporate experience meet.*”

PROFILE

Marko Perica, CEO & Founder of fakat., ranks #99 among 819 evaluated agencies with a Power Index score of 64.08 out of 100. His profile represents Croatia as one of the region's recognisable voices in event production.

fakat. presents itself as a leading event agency in the region, offering creativity, technical production and full organisational service under one roof. Public interviews and company materials connect Perica with concerts, festivals, corporate parties, stage design, sound, light, video and event management.

Perica's leadership is valuable because it brings brand events closer to concert culture. That is a useful lesson for the wider market: audiences respond to energy, rhythm, anticipation and the feeling that something real is happening in front of them.

WHY MARKO STANDS OUT

Recognised for Croatian event production, concert culture, technical capability and full-service agency leadership.

About fakat.

fakat. is a Croatia-based event agency working across event design, event management, technical production, concerts, festivals and corporate experiences.

Editorial note

fakat.'s profile shows how regional production houses can bring the energy of live entertainment into brand communication.

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#100 JOSE IGNACIO HERNÁNDEZ MARTÍN

Managing Director, Experientia

Spanish experience leadership connecting people, brands and business



#100 among 819 evaluated agencies



Power Index 2026: **64.07**



European benchmark leader



Jose Ignacio Hernández Martín closes the Top 100 with a Spanish experience profile built around a simple but powerful idea: experiences should connect people, brands and business in ways that last beyond the event itself.

PROFILE

Jose Ignacio Hernández Martín, Managing Director of Experientia, ranks #100 among 819 evaluated agencies with a Power Index score of 97.85 out of 100. His position closes the Top 100, but the score tells the more important story: Experientia stands as a high-performing benchmark profile in the European experience economy.

His professional focus is clear: creating experiences that connect people, brands and business. That makes Experientia's profile especially relevant in a market where events are no longer just moments in a calendar, but platforms for emotion, engagement, community and measurable commercial value.

Hernández Martín represents a new kind of experiential leadership: strategic, audience-aware and business-minded. His work points to a wider shift across Europe, where live communication, sport, brand experience, travel, content and community are increasingly part of the same connected ecosystem.

As the final name in the Top 100, his profile gives the ranking a strong closing message. The future of the industry will not belong only to agencies that stage events well, but to those that understand how experiences can move people, shape brands and create business momentum.

WHY JOSE STANDS OUT

Recognised for Spanish experiential leadership, people-first brand experience, business-focused event strategy and strong benchmark Power Index performance.

About Experientia Group

Experientia is a Spain-based experience group associated with experiential marketing, business events, brand engagement and audience-led experience design.

Editorial note

Experientia closes the Top 100 with a profile that feels very current: less about isolated event production, more about connected experience platforms where people, brands and business meet.

Website: www.experientiaigroup.com

LinkedIn: www.linkedin.com/in/jose-ignacio-hernandez-martin-81224819a/

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JURY

President of the Jury



Ángeles MorenoVallejo

GM Spain & Portugal, Jack Morton

As GM Spain & Portugal at Jack Morton, Ángeles leads the agency's Iberian growth and brand experience agenda. As President of the Jury, she brings strategic clarity, creative leadership, and a sharp eye for work that delivers real impact.

www.linkedin.com/in/angelesmoreno/



Professional experts



Jens Oliver Mayer

Managing Director at Jack Morton Worldwide

As Managing Director at Jack Morton Worldwide, Jens leads brand experience work in one of Europe's most competitive markets. He brings rich expertise in live, digital, and integrated experiences that connect brands with those who matter.

www.linkedin.com/in/jensoliver-mayer-3248065/



Gerd De Bruycker

Founder NimbleX

Founder of NimbleX, Gerd advises brands and teams on marketing, transformation, AI, ROI, and business impact. His jury perspective combines strategic marketing thinking with a strong focus on measurable value.

www.linkedin.com/in/gerddebruycker/



Vesna Vlašić

Managing Director at McCann Sarajevo

Vesna leads McCann Sarajevo as Managing Director, working across advertising, PR, and events. She brings a regional perspective shaped by storytelling, collaboration, and smart work under complex market conditions.

www.linkedin.com/in/vesnavlasic-a42ba2a/



Mary Kirilov

CEO & Founder at BEIC | Global

Circle of Independent Event Mary is CEO & Founder of BEIC, a global circle of independent event agencies. Her perspective is rooted in international agency collaboration, operational excellence, and the standards that help creative event businesses grow.

www.linkedin.com/in/marykirilova-13647355/



Patrick Delaney

Managing Partner at SoolNua

Patrick is Managing Partner at SoolNua, advising destinations, venues, and organisations across the meetings and events industry. He brings decades of MICE expertise, with a strong understanding of strategy, marketing, training, and sustainability.

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Meta Pavlin Avdić

Strategic Director and General Manager at prvi. prvi.

Meta serves as Strategic Director and General Manager at prvi.prvi., leading creative, sustainable, and corporate marketing projects. Her work connects strategic communication, social impact, content, and measurable brand outcomes.

www.linkedin.com/in/metapavlin-avdi%C4%87-418927135/



Pigalle Tavakkoli

Founder, Director at School of Experience Design

Pigalle founded the School of Experience Design, where she trains leaders and teams to design experiences with emotional and behavioural impact. She brings an academic, specialist view on how events create lasting memories and drive transformation and permanent value.

www.linkedin.com/in/pigalletavakkoli



Inese Lukaševska

Founder, LUKA AGENCY

Inese is the Founder of LUKA AGENCY, leading communication and reputation projects across corporate, cultural, and creative sectors. She is known for turning unconventional ideas into oneoff event experiences with a strong design sensibility.

www.linkedin.com/in/ineseluka%C5%A1evska-3b11bb187/



Maarten Schram

Managing Director, IDEA (Independent Dutch Event Association)

Maarten connects agencies and live communication professionals across Europe as Managing Director of IDEA and Founder/Managing Director of LiveCom Alliance. His perspective spans industry standards, reputation, and collaboration.

www.linkedin.com/in/maartenschram/



Ivo J. Franschitz

Founder & Owner, ENITED Business Events GmbH

Ivo founded ENITED Business Events and advises organisations in the international business events and live communication sector. His focus is on purpose-led strategy, excellence, and the value behind every event decision.

www.linkedin.com/in/ivofranschitz/

International media



Jose Garcia-Aguarod

Co-Founder at Grupo eventoplus and Sports & Events World

Jose co-founded Grupo eventoplus and Sports & Events World, working at the crossroads of media, events, and industry leadership. He brings the perspective of an entrepreneur, publisher, organiser, and speaker.

www.linkedin.com/in/josegarcia-aguarod/



Rui Ochoa

Director at Event Point

Rui directs Event Point, one of Portugal's key meetings industry publications. His jury perspective is shaped by journalism, editorial judgement, and a long-standing view of how events are communicated and understood.

www.linkedin.com/in/ruiocha/

Past Grand Prix winners



Alexandros Makris

CEO at Magna Events

Alexandros leads Magna Events, an agency known for strategic, creative, and technology-driven event solutions. A past Grand Prix winner, he brings direct insight into what it takes to create award-winning work.

www.linkedin.com/in/alexandros-makris-89743b40/



Stefan Kozak

Founder & CEO at CREATIVE PRO group, Member at YPO

Stefan founded and leads CREATIVE PRO group, a regional live communication group active across multiple European markets. His contribution combines entrepreneurial energy, agency leadership, and a strong instinct for creative production.

www.linkedin.com/in/stefankozak-5814b811/

Client representatives – associations



Ori Lahav

CEO, Kenes Group, Board Member, PCM, Past President, IAPCO

Ori leads Kenes Group and serves as a Board Member of PCMA, following his term as President of IAPCO. He brings a senior client-side view on international meetings, innovation, and sustainable growth.

www.linkedin.com/in/orilahav-13391119/



Ruth Ann Felismino

Global Events & Advocacy Leader at CGIAR

Ruth Ann works at CGIAR as Global Events & Advocacy Leader, connecting events, policy dialogue, stakeholder engagement, and international development. Her perspective is mission-driven, focused on events that support global conversations.

www.linkedin.com/in/ruthannfelismino/

Client representatives - corporations



Zsuzsanna (Vanessa) Bartha Nagy

Global Events at Trivium Packaging

Zsuzsanna works in Global Events at Trivium Packaging, managing corporate event and MICE-related initiatives for business audiences. She brings a client-side view on executive engagement, incentive travel, and event value.

www.linkedin.com/in/zsuzsanna-barthanagy-91236022/



Imre Diosi

Event & Sponsoring at Michelin

Imre works in Event & Sponsoring at Michelin, with experience across brand activations, sponsorships, motorsport, and corporate events. His perspective is grounded in ROI, partnership value, and the quality of the guest experience.

www.linkedin.com/in/diosiimre-0ab0415/



Fanny Favre

Customer Experience at Apollo Vredestein Tyres

Fanny works in Customer Experience at Apollo Vredestein Tyres across automotive, tyre, and premium-brand contexts. She brings a refined understanding of customer journeys, brand touchpoints, and experiential detail.

www.linkedin.com/in/fannyfavrevitale/



Martin Hampl

Expert Coordinator Brand Events and Conferences at ŠKODA AUTO a.s.

Martin is Expert Coordinator for Brand Events and Conferences at ŠKODA AUTO, contributing to major brand platforms, conferences, and international experiences. He brings the perspective of a global automotive brand with high expectations for execution.

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Christian Heubner

Director Experience Communications at Volkswagen Passenger Cars

Christian leads Experience Communications at Volkswagen Passenger Cars, one of the world's most recognisable automotive brands. His expertise spans strategic communication, global brand storytelling, and high-impact experience platforms.

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Justyna Lachowicz-Ścisłowska

Brand Advocacy Leader @ L'Oréal Poland & Baltics

Justyna leads Brand Advocacy at L'Oréal Poland & Baltics, working at the intersection of beauty, influence, sustainability, and consumer engagement. She brings a strong perspective on culturally relevant brand activation.

www.linkedin.com/in/justynalachowicz/



Aleš Petejan

Marketing Leader and Sponsorship Strategist at Mastercard

Aleš is a marketing leader and sponsorship strategist at Mastercard, developing partnerships, activations, and campaigns that strengthen brand relevance. His expertise sits at the intersection of marketing, sponsorship, innovation, and business growth.

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Irena Oven

Head of Corporate Communications and CSR at NLB d.d at NLB Bank

Irena heads Corporate Communications and CSR at NLB, leading communication in a highly regulated banking environment. Her experience covers PR, CSR, internal and crisis communication, events, protocol, and reputation management.

www.linkedin.com/in/irenaoven-317502aa/



Christoffer Sapienza

SVP Creative at DNB Bank ASA

Christoffer serves as SVP Creative at DNB Bank ASA, leading creative thinking within Norway's largest financial institution. His perspective focuses on ideas that are distinctive, useful, and commercially relevant.



Tereza Vrankova

Marketing director at ORLEN Unipetrol

Tereza leads marketing at ORLEN Unipetrol, a major energy and retail brand. Her experience spans regional brand communications, automotive experiences, technology, and consumerfacing campaigns.

www.linkedin.com/in/terezavrankova/



Peter Stopiak

Communication Director, Corporate & Marketing

Communication at VÚB banka Peter directs Corporate and Marketing Communication at VÚB banka, leading brand and communication work in the financial sector. He brings longstanding experience in banking, reputation management, marketing communications, and brand transformation.

www.linkedin.com/in/peterstopiak/



Till-Peter Kerner

Senior Events Manager at BYD Europe B.V.

Till-Peter is the Senior Events Manager, Europe, at BYD Europe, working on live marketing and automotive brand experiences across a fast-growing European market. His expertise covers event planning, production, and brand activation.

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