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***EMBER® ‘GATHERING’ AGENCY CELEBRATES 10TH ANNIVERSARY ON GLOBAL MEETINGS INDUSTRY DAY***

***Boston-based event agency continues to unite people, companies and ideas through extraordinary gatherings that ignite brand fire***

**NEWBURYPORT, MA (April 11, 2018)** – Since its launch ten years ago, [Ember](https://www.emberbrandfire.com/), a leading Boston-based boutique event agency, has been guided by the belief that when people come together great things can happen. On April 12, [Global Meetings Industry Day](http://meetingsmeanbusiness.com/sites/default/files/FAQs.pdf), Ember will celebrate a decade of igniting brand fire through extraordinary meetings, events and gatherings around the world. With a multitude of industry awards for event planning and innovation to recently being named one of *Inc. Magazine’s* Best Workplaces for 2017, Ember, the world’s first “gathering” agency, remains committed to creating the world-class experiences that empower brands everywhere to burn bright.

“Ten years is a tremendous milestone for us, an opportunity to reflect on our achievements and set our course for the future,” said Chris Gasbarro, co-owner and President of Ember. “Ember was born from our passion for gatherings and only gatherings; we didn't’ set out to be an advertising or communications agency. That laser focus has allowed us to flourish and craft compelling sales meetings, customer events and other gatherings around the world, connecting brands with the people that mean the most to them−employees, colleagues, partners and customers.

“We’re excited that our anniversary coincides with Global Meetings Industry Day, designated to celebrate everything we do as an industry to bring people together. As we recognize the value of face-to-face gatherings and the impact of our industry on global business and economies, the whole Ember team would like to take this opportunity to thank our own clients and partners for continuing to embrace the Ember spirit; we could not have realized this milestone without their ongoing support.”

The U.S. meetings and events industry has good reason to celebrate as it marks its third annual Global Meetings Industry Day. According to a 2018 Events Industry Council (EIC) report, 1.9 million meetings were held in 2016, with 251 million participants. The U.S. Bureau of Labor Statistics estimates that the event industry is likely to grow 44% by 2020. Meeting Professionals International (MPI) anticipates that out of all market segments, corporate events are predicted to experience the most growth. Presently, corporate and business events now represent over half of all meetings spending (55.3%)according to the EIC report.

“Today with the major part of our business in the expanding corporate segment, we’re approaching company gatherings with a more thoughtful process and as part of an overall business strategy,” said Gasbarro. “Client expectations are elevated. Prioritizing the attendee experience is paramount. We see the focus increasingly shifting towards customization with enhanced personalization, better storytelling and use of nontraditional venues especially for a new generation entering the workforce that just doesn’t relate to a hotel ballroom.

“The emergence of artificial intelligence, virtual reality and social media are also shaping the future of the industry. Our challenge is to find a way to use technology in a manner that doesn’t keep people from making the all-important human connection. Newton’s third law of motion says that for every action, there is an equal and opposite reaction; we envision a digital world complimented by more authentic human- connection experiences, combined to create measurable brand engagement,” said Gasbarro.

“There’s a big difference between an event and a ‘gathering,’” said Kathy Del Medico, co-owner and Vice President of Gathering for Ember. “We understood that difference when we launched Ember a decade ago. If you just want to bring people together or pull a cool idea from your Pinterest wall, put on an event. If you want to deliver meaningful, inspired and measurable connections to your brand’s people, purpose and business objectives, then ‘gather’ with us.

“Celebrating our 10th anniversary concurrent with Global Meetings Industry Day highlights both the economic and social impact we create as event professionals. Over the next ten years, as the event industry continues to evolve, all of us at Ember are excited to reaffirm our commitment to uniting people, companies and ideas through extraordinary gatherings.” said Del Medico.

***About Ember:*** *Ember® is a leading global boutique event agency specializing in corporate, B2B and*

*consumer events. Founded in 2008, Ember continues to unite people, companies and ideas through extraordinary gatherings that ignite brand fire. Based in Newburyport, Massachusetts, Ember clients include Wolverine Worldwide®; Merrell®; Saucony®; Keds®; FootJoy®; The Hanover Insurance Group®; and Bauer®; among others. At Ember, we believe in the transformative power of people coming together. For more information, please visit* [*Ember*](https://www.emberbrandfire.com/) *or connect with us on* [*Facebook*](https://www.facebook.com/emberbrandfire/)*,* [*Instagram*](https://www.instagram.com/emberbrandfire/)*, or* [*LinkedIn*](https://www.linkedin.com/company/ember-llc/)*.*