



The Creative Engagement Group hires Lauren Ince for leadership role

5th November 2018: The Creative Engagement Group (TCEG), which delivers live events, film, digital and immersive content, has hired senior agency client lead Lauren Ince as Head of Client Service.

Lauren Ince joins from Evidently, the film content agency, where she was the Managing Director.

At TCEG, Lauren will work across its four brands, WRG, The Moment, Axiom, and Just Communicate, to help manage its growing client service offering and help deliver outstanding brand thinking and creative solutions for clients. She will report to Russ Lidstone, Group CEO TCEG.

Her appointment at TCEG re-unites Lauren with Russ, with whom she worked during five years as an Account Director and Associate Director at Lowe between 2000 and 2005.

Lauren then progressed to several senior roles in advertising, including Group Account Director at WCRS, European MD of Arnold Worldwide, and Head of Account Management at VCCP. Immediately prior to taking the senior role at Evidently in 2016, she was the Global Business Director on Unilever at Mullen Lowe.

Russ Lidstone, TCEG Group CEO said: “With her vast experience in integrated and international client roles, not to mention her management skills, Lauren is brilliantly placed to take this leadership role in our unusually shaped business. She is a terrific fit because she is not only hugely talented and future focussed, but she is a team player and a great person.”

Lauren said: “I am excited about being part of The Creative Engagement Group, with its immense capabilities to create immersive and transformative events, content and experiences, especially at a time when the industry is moving strongly in this direction. The agency team have big ambitions and I look forward to being part of that journey.”

About The Creative Engagement Group:

The Creative Engagement Group is an unusually shaped group of communications companies focused on engaging audiences through the creation and delivery of live experiences, film digital & immersive, training and scientific content. United by a philosophy to ‘Create Unforgettable’, The Creative Engagement Group provide an international client base with the

ability to generate deeper levels of engagement with their audiences. The group comprises of live event specialist WRG; Film, Immersive engagement and digital agency, The Moment, healthcare training company Axiom and exhibitions business Just Communicate. It employs over 300 people in Europe and the US and is part of Huntsworth PLC.