

INDUSTRY POWERHOUSES FORM ALLIANCE

“More Than Experience” Helps Clients Engage Stakeholders and Increase ROI

November 2, 2021

Today, creative communications group, DRPG, and experience design company, Maritz Global Events, have announced a new global alliance – **MORE THAN EXPERIENCE™** – that promises to revolutionize the communications industry and the way experiences are designed, created, executed and measured.

More Than Experience™ is the coming together of two trusted powerhouses in the global communications sector, placing an ever-stronger focus on the delegate experience, and delivering memorable, sustainable solutions. Leveraging behavioral science, research and insights as well as unparalleled global expertise in communication methodology and design, DRPG and Maritz Global Events continue to lead the way in helping organizations navigate the new, post-pandemic realities of engaging their key stakeholders.

“The pandemic has forever changed the landscape of our industry, and our clients are asking ‘What’s next?’ They want and need something new and different as they are expected to push boundaries, justify budgets and increase the power of their event investments,” says David Peckinpaugh, president, Maritz Global Events. “With this creative alliance, clients can expect an even more considered approach, putting the audience and the outcome at the very heart of the solution.”

“With **More Than Experience™** we’re challenging the ways our industry has always done things. It’s a different way of looking at communication, a different way of working. We want to shake things up, by making all the things the market has told us they wanted more of, possible,” said Dale Parmenter, founder and CEO, DRPG. “The combined strength of the DRPG and Maritz Global Events brands is an incredibly compelling proposition, as it brings together some of the most experienced and skilled industry talent globally.”

More Than Experience™ is a promise that guides DRPG’s and Maritz Global Events’ close collaboration. It will deliver exactly what it suggests: more than the combined experience of both companies, more than the experience the audience will expect. It will pull on the global expertise of both companies to create solutions that go way beyond the brief, opening up possibilities never before considered by unlocking and activating a new level of creativity, strategic thinking, content development, engagement, technology and impeccable logistics and operations.

“DRPG and Maritz Global Events share similar values and philosophies, which only enhances the creative alliance,” concludes Parmenter. Peckinpaugh adds: “This alliance enables us to focus on experiences like never before, ultimately benefiting our clients with solutions that are purposeful, scalable, holistic and customized to fit their needs.”

For more information about this unique alliance, visit www.morethanexperience.com.

About Us

DRPG is a global creative communications group. The group creates and delivers integrated communications solutions for an industry wide range of clients and brands, for both external and internal audiences worldwide.

Maritz Global Events is an experience design company that does events around the globe...really, really well. As a leader in the industry, it is focused on applying behavioral science and data-driven insights to design and deliver exceptional guest experiences through trade shows, associations, corporate meetings, incentives and live events. Maritz Global Events is Like no other™.