



## The Creative Engagement Group launches Axiom in Europe

**LONDON, 15<sup>th</sup> April 2019:** The Creative Engagement Group (TCEG) announced today that it is launching its medical training and scientific engagement division, Axiom, in Europe.

The new Axiom division combines the strategic Healthcare Communications team in the UK (previously part of WRG) with the award-winning scientific and skills-based training capabilities of the US Axiom team.

The creation of Axiom in Europe will enable TCEG to offer a wider range of scientific and creative engagement services. With this global integration, Axiom now has an even greater capability to combine its medical training and engagement expertise with the creative, live events, environments, film and immersive technology services of the broader group.

The Axiom team will be led globally by Mike Ballas and headed in Europe by Jayne Marks. Both will report to Russ Lidstone, Group CEO of The Creative Engagement Group.

Axiom will have a presence across TCEG's UK offices, including London, Plymouth and Manchester, along with Yardley and Philadelphia in the US.

The launch comes soon after TCEG (the immersive division of Huntsworth plc) posted like-for-like growth of 34% for 2018, underpinning the commitment to enhance its strategic relationships with clients.

**Russ Lidstone, Group CEO of The Creative Engagement Group, said:**

"We are delighted to launch Axiom in Europe. This launch comes at a time when clients are increasingly looking to us to provide strategic leadership and engaging, innovative content that can be executed using a range of channels including live events and immersive technologies. This move really strengthens The Creative Engagement Group's offering and reaffirms our strategic capability in healthcare, both in Europe and the US".

**Mike Ballas, Global CEO of Axiom said:**

"This is a truly exciting opportunity to grow Axiom's offerings on a global scale. By combining our US training and strategy expertise with the scientific engagement capabilities in the UK, we'll be able to deliver a unique, best-in-class value proposition to our clients. The enhanced Axiom team will blend their knowledge, industry experience and creativity with the outstanding capabilities of The Creative Engagement Group to partner with our clients to deliver unforgettable experiences that drive scientific engagement and business performance".

The Creative Engagement Group is the immersive division of Huntsworth plc having been acquired by the group in 2017.

## **About Axiom**

Axiom's mission is to create unforgettable scientific engagement solutions with a focus on immersive training, development and healthcare communications.

Axiom empowers cross-functional pharmaceutical and biotech teams to achieve and maintain their leadership in evolving competitive landscapes.

Axiom's expertise is built on people. Axiom's in-house scientific content experts have advanced degrees to include MDs, PhDs, PharmDs, MSs, RNs, and CNEs. The leadership team at Axiom are all also veterans of the pharmaceutical industry.

## **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, physical environments, film, digital & immersive, employee engagement, learning, healthcare communications and training.

United by a philosophy to 'Create Unforgettable', The Creative Engagement Group provides an international client base with the ability to generate deeper levels of engagement with their audiences. The group comprises: live event specialist WRG; film, immersive engagement and digital agency The Moment; scientific engagement company Axiom and exhibitions business Just Communicate. It employs over 360 people in Europe and the US and is part of Huntsworth plc.