

**ASPECT<sup>®</sup>**

ATTRACT MORE CUSTOMERS.  
INSPIRE YOUR PEOPLE.  
GROW YOUR BRAND.

[ASPECT-COMMUNICATIONS.COM](http://ASPECT-COMMUNICATIONS.COM)



ASPECT IS AN INDEPENDENT, AWARD-WINNING EVENT COMMUNICATIONS AGENCY.

OUR PURPOSE IS TO DELIVER AN AMAZING EXPERIENCE FOR OUR CLIENTS AND OUR TEAM.



# HOW WE CAN HELP YOU

## MARCOMMS PROFESSIONALS

We help our clients to inform and inspire their customers and prospects, building their brand and delivering bottom line growth for their business.

## EMPLOYEE ENGAGEMENT PROFESSIONALS

We help our clients to give their employees a feeling of purpose, value and belonging. They rely on events and technology to share their vision and strategy, and to ensure that the company culture embraces and supports a modern workforce.

## EVENT MANAGERS

We help our clients to create experiences that deliver a return on investment, on objectives and on engagement. They want advice on format, technology and how best to deliver on their sustainability agenda.

## SALES LEADERS

We help our clients to create experiences that inspire their teams to take action. They need their events to deliver a tangible return – ensuring teams achieve targets, deliver results and drive growth.



# OUR SERVICES

We'll provide you with the support you need, when you need it.

## ADVISORY

- Event strategy and planning
- ESG Advice
- Audience journey mapping
- Platform and technology advice
- Future trends and innovations
- Sponsorship and monetization
- Sustainability and CSR

## CONTENT

- Content Strategy
- Agenda design
- Copywriting
- Scriptwriting
- Communications planning
- Performance coaching
- Speaker support
- Audio content and podcasts

## CREATIVE

- Concept development
- Creative direction
- Storyboarding
- Video production
- Animation
- Graphic design
- 3D visualisation
- Music design
- 3D printing

## PRODUCTION

- Experiential technology
- Live audio / visual solutions
- Mixed and augmented reality
- 3D immersive environments
- Online video platform management
- Broadcast solutions
- Website development
- Audio content and podcasts
- Technical management and HSSE

## DELIVERY

- Project management
- Communications
- Budget management
- Registration management
- Venue sourcing and management
- Event logistics
- Project administration

## MEASUREMENT

- Measure carbon emissions
- Measure and track campaign data
- Gain rich insights
- Demonstrate impact
- Inform future activities
- Deliver improvement
- Transform attitudes and behaviours

# OUR DIFFERENTIATORS



## **We do it better**

and we have the professional accreditations to prove it.

## **We think differently**

We are a female led business and believe that a diverse work force and an inclusive approach result in better work.

## **Our experience is unsurpassed**

For over 26 years we have been trusted by more FTSE top 50 companies to deliver their most significant events than any other agency.

## **Unbeatable customer satisfaction**

Our NPS scores are the best you will find in the market

# THE CLIENTS WHO TRUST US WITH THEIR BRAND



# WHAT OUR CLIENTS THINK OF US:



**98%**

Understand business challenges



**96%**

Creative



**96%**

Solutions-driven



**99%**

Team passion and commitment

Based on client NPS surveys 2022/23

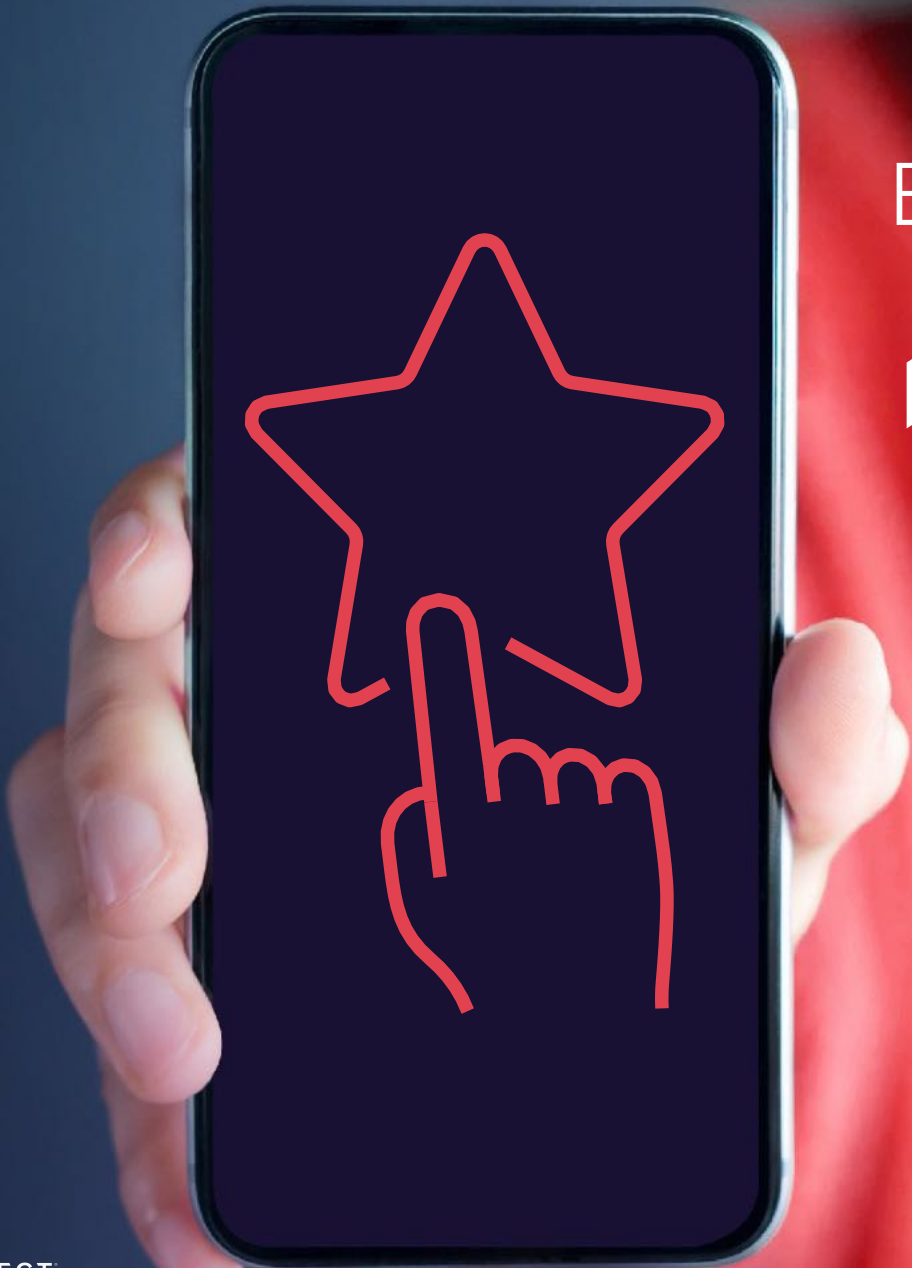




**DON'T JUST TAKE OUR WORD FOR IT**

To the team at Aspect – thank you for your creativity, knowledge and energy. This event was made possible by your collaboration, confidence and ability to constantly problem solve.





BEST OF ALL

100%

OF OUR CLIENTS WOULD  
RECOMMEND US



# GLOBAL REACH, LOCAL KNOWLEDGE

Aspect is headquartered in London with trusted industry experts and third-party suppliers all over the world.

We are big enough to cope (with anything) but small enough to care (about everything).



## DOING OUR BIT...

### ... FOR THE ENVIRONMENT

In 2022 Aspect formally joined isla, an independent industry body set up to support the events sector to transition to a more sustainable future. Combined with our ISO20121 accreditation, we are committed to designing experiences that impact your audience and your bottom line – not our planet.



### ... FOR SOCIETY

We are proud to support Creative Access, a non-profit organization dedicated to providing training and career opportunities in the creative industry for under-represented communities.

We also support The Felix Project, working with them to minimize food waste from events and providing opportunities for our team to volunteer and become #FELIXFOODHEROES.







### **DON'T JUST TAKE OUR WORD FOR IT**

Your team have been amazing... They've kept me calm all the way through, they've thought of everything, prepared for every eventuality, been so patient with our constant edits and changes, and been available to us at all hours of the day. I cannot praise them enough.

# ASPECT'S CUSTOMER SERVICE GUARANTEE



No surprises –  
guaranteed



If it's not right,  
we'll make it right



Time is precious –  
we will never waste yours



There for you –  
senior executive level support 24/7



# LET'S TALK

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