



LATERAL EVENTS SIGN MAJOR NEW CONTRACT

Lateral Events have won, through a competitive process, a three-year extension of their event management Agreement with American Express. The deal extends the relationship between Lateral and American Express to twenty years.

Under the Agreement, Lateral delivers upscale money-can't-buy experiences and events to achieve varied business objectives and goals, delivering more than 100 events a year across Australia and New Zealand.

Account Director, Isabelle Cherry, praised her team; "Our Event producers and managers are incredibly skilled at understanding our client's vision and delivering unforgettable and ground breaking events".

ABOUT LATERAL EVENT MANAGEMENT

Now in its 23rd year of operations, Lateral Event Management is a multi-award winning independent, creative and diverse event management company that creates extraordinary public and corporate events across Australia, the United Kingdom, New Zealand, Singapore and Hong Kong.

Lateral works in three areas of event management; Corporate Events, Intellectual Entertainment Public Events and Mass Participation Events.

www.lateralevents.com

For enquiries

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