

First Protocol Press Release - 1st September

First Protocol Celebrates 15th Anniversary

Global event marketing agency First Protocol this month celebrates its 15th anniversary. The agency was founded in the UK in September 1996 by Richard Waddington (CEO) and Mark Riches (Managing Director), entering the US market in 2004 through the acquisition of Ryan Fable Productions with Maureen Ryan Fable joining the Board as President and COO.

From humble beginnings with two desks and only one computer, First Protocol has grown into a leading global event marketing agency, delivering a full suite of event management services from its offices in London, New York and Los Angeles.

Richard Waddington commented "I am extremely proud of what we've achieved. The last year in particular has been transformational. Through new business wins we have doubled the size of the business, opened an office in Los Angeles and will soon be announcing the acquisition of a highly respected creative agency. We were also pleased to announce the appointment of Peter Godfrey, former President of American Express and an angel investor in First Protocol, as Non-Executive Chairman last month."

As part of the celebrations, First Protocol will be hosting dinners in London and New York for its key clients, while the team have already enjoyed a summer barbeque along with their partners and families to mark the occasion. Ryan Fable commented

"Service businesses are successful only to the degree to which they can maintain a group of clients who use their services on an ongoing basis. Our team, many of whom have been with us for well over five years, have played and will continue to play a fundamental role in our success, consistently delighting our clients and exceeding their expectations. We would not be where we are today without their hard work and commitment and it was therefore right that we celebrated our collective success."

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