



## **The Creative Engagement Group launches new employee engagement consultancy Forty1**

**LONDON, 29 April 2019:** The Creative Engagement Group (TCEG) has launched Forty1, a new employee engagement division, focused on helping clients create strategies and content for deeper engagement with employees.

Richard Burton, who joined TCEG earlier this year, will head up the new division which will blend insight, expertise and creativity to deliver unforgettable employee experiences that drive engagement and business performance. The new strategic division will draw on the rest of the Group's in-house creative and executional capabilities in live events, environments, film, digital and immersive technologies. Burton reports to Russ Lidstone, Group CEO The Creative Engagement Group.

As a division of TCEG, the consultancy will work with its multi-national clients in sectors including healthcare, automotive, leisure and tourism, professional and financial services, and is already engaged on a number of strategic employee engagement programmes for a range of clients. Last year Beth Magee joined TCEG as senior strategic consultant and Magee will now work as part of the Forty1 consultancy, reporting to Burton. The consultancy is in the process of appointing several senior strategists to the team.

**Russ Lidstone, Group CEO of The Creative Engagement Group, said:** "We have launched Forty1 to meet the increasing strategic requirement of clients to engage all employees across generations and geographies. Forty1 is different to other communications consultancies because of its access to The Creative Engagement Group's best in class talent and in-house executional capabilities across our unusually shaped group – in environments, events, film, interactive and immersive technologies. I'm excited about the opportunities for further growth in this area."

**Richard Burton, Principal Consultant of Forty1 said:** "Creating a differentiated and motivating employee experience has become a C-suite agenda for today's leading businesses. The launch of Forty1 provides a great opportunity to leverage our proven engagement framework and pioneering technology with the unrivalled delivery capabilities of The Creative Engagement Group to help clients create unforgettable employee experiences with real commercial impact."

### **About Richard Burton, Principal Consultant, Forty1:**

Richard Burton heads up Forty1. Burton joined The Creative Engagement Group from BrandPie, where he was Partner & Head of Engagement for nearly four years. At BrandPie he successfully built up the employee engagement practice and worked across a range of employee engagement programmes, in client categories including professional services, industrial, financial services and pharmaceutical. Previously, Burton worked for 5 years at AstraZeneca as Head of R&D Communications and Engagement and spent over 8 years at EY in Global Brand, Marketing and Communications.

### **About Forty1:**

Forty1 is an employee experience consultancy and a division of The Creative Engagement Group. Its consultants blend insight, technology and creativity with the outstanding delivery capabilities of The Creative Engagement Group to help multi-national clients deliver unforgettable employee experiences that drive engagement and business performance.

Forty1 is different to other communications consultancies because of its access to The Creative Engagement Group's best in class talent and in-house executional capabilities in environments, events, film, interactive and immersive technologies.

### **About The Creative Engagement Group:**

The Creative Engagement Group (TCEG) 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 provide an international client base with the ability to generate deeper levels of engagement with their audiences. The group comprises of live event specialist WRG; Film, Immersive engagement and digital agency, The Moment; scientific engagement company Axiom; exhibitions business Just Communicate and employee experience agency Forty1. It employs over 360 people in Europe and the US and is part of Huntsworth PLC.

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