



DeSilva+Phillips and AMR International to Announce New Report on the Events Industry on September 4th

DeSilva+Phillips, Media Investment Bankers, and AMR International, a leading consultancy in the media and events industries, will make public their major new study of the trade show, exhibitions and conferences industries worldwide: "The Events Industry - The Opportunity for Sustained Growth." This new white paper will be introduced to the press and an invited audience of events industry leaders at a breakfast meeting at the Paley Center, New York City, September 4, 2008. The Events Industry covers M&A activity and prospects, the industry's internal growth, and key developments in content and management.

New York, NY ([PRWeb](#)) September 2, 2008 -- DeSilva+Phillips, Media Investment Bankers, and AMR International, a leading consultancy in the media and events industries, will make public their major new study of the trade show, exhibitions and conferences industries worldwide: "The Events Industry - The Opportunity for Sustained Growth." This new white paper will be introduced to the press and an invited audience of events industry leaders at a breakfast meeting at the Paley Center, New York City, September 4, 2008. The Events Industry covers M&A activity and prospects, the industry's internal growth, and key developments in content and management.

The meeting will be from 7:30 a.m. until 10:30 a.m. at The Paley Center for Media - at 25 West 52nd Street, between 5th and 6th Avenues - and will be hosted by Denzil Rankine, chief executive of AMR International, and Roland DeSilva and Reed Phillips, managing partners of DeSilva + Phillips.

The key topics of the white paper, "The Events Industry - The Opportunity for Sustained Growth," include the size and growth of the global events industry, major trends impacting growth and value-add and M&A market activity and outlook. The panel will consist of a discussion of the current state of the events industry with six executives. In addition to discussing the current state of the market, the panel will discuss where they believe the industry is going in the future. The format of the discussion will be Q&A moderated by Mr. Rankine.

Panelists include: Richard Kerr, Head of Group Development, United Business Media; Don Pazour, President and CEO, Access Intelligence; Mike Schneider, CEO, Affinity Group; Jeff Stevenson, Co-CEO and Managing Partner, Veronis Suhler Stevenson; and Neal Vitale, President and CEO, 1105 Media. The event is by invitation only, and the limited number of seats has been filled.

The Authors:

DeSilva + Phillips and AMR International have been very active in transactions which have involved events. Between us, we advised on four of the six largest M&A transactions that included events from 2005 through June 2008. AMR advised on the acquisition of Advanstar Communications by Veronis Suhler Stevenson and the acquisition of ALM by Incisive Media. DeSilva + Phillips advised on the acquisition of Hanley Wood by CCMP (formerly JPMorgan Partners) and Penton Media by Wasserstein & Co.

About DeSilva + Phillips, Media Investment Bankers:

Founded in 1996, DeSilva + Phillips is a leading media M&A firm, having completed 200 transactions worth



over \$8 billion. Many of its transactions involving events have been with, or for, some of the largest companies in the events sector: Penton Media, (20 trade shows), Hanley Wood (15 trade shows), Virgo Publishing (10 shows/conferences), Cygnus Business Media (16 trade shows), Randall Publishing, Reed Exhibitions, Advanstar Communications, Summit Business Media, dmg world media, Tarsus Group, Euromoney, CCMP (United Business Media), Canon, Red 7 Media and BNP Media.

About AMR International:

Founded in 1991 by Denzil Rankine, AMR International is a strategic management consultancy with offices in New York, London and Frankfurt. Within AMR's media practice, events are a key sector. In events, we have conducted well over 200 assignments, working on the ground in 30 countries. We have a particular strength in commercial due diligence, but have also conducted dozens of market entry, performance improvement and other strategic assignments for various events businesses. AMR supports many of the world's most active events businesses such as Reed Exhibitions, United Business Media and Messe München, as well as investors such as Veronis Suhler Stevenson.

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