# Emc3 leads the charge for measurable, sustainable event success



# Stop Wasting Your Budget: The Harsh Truth About Event Measurement

In a world increasingly captivated by spectacle and superficial engagement, the event industry faces a pressing challenge. The tendency among many agencies to prioritise aesthetics over tangible outcomes threatens to undermine the broader marketing landscape. While dazzling highlight reels and social media buzz can create the illusion of success, they often lack the critical substance required for meaningful business impact. The looming question remains: without measurable results, are these high-profile events nothing more than extravagant spending?

Enter emc3, a trailblazer in the London events scene, redefining expectations and responsibilities. Recognised as the Global Agency of the Year for 2025 at the Conference News Awards, emc3 also clinched the title for Best Approach to Sustainability at the Campaign Experience Awards for its innovative work on the HP Amplify Partner Conference. This recognition underscores a vital message: creativity, accountability, and sustainability can coexist in event planning.

As marketing leaders grapple with increasing pressure to justify spend, the days of hosting lavish events devoid of demonstrable business value are swiftly fading. Emc3 has embraced this reality, advocating for events that not only engage but also yield measurable results—events that are crafted to reach the right audience in a way that is both effective and sustainable.

According to industry insights, a staggering 77% of organisations lack a formal strategy to measure event ROI. This leaves a significant gap in understanding how events contribute to business objectives. Emc3 addresses this shortcoming head-on, providing clients with actionable insights through post-event surveys, engagement analytics, pipeline influence metrics, and comprehensive carbon impact assessments. For emc3, the mantra is clear: if it isn't quantifiable, it hasn't happened.

Sustainability—often more of a buzzword than a practice—is another area where emc3 distinguishes itself. The events sector accounts for approximately 10% of global CO₂ emissions, with a single three-day conference for 1,000 individuals generating over 5.6 tonnes of waste, roughly equivalent to the output of four family cars. Crucially, 70% of an event's emissions originate from travel alone. Despite this, many agencies merely pay lip service to environmental ideals, opting for superficial gestures such as bamboo name badges or a vegan menu option, rather than committing to authentic change.

In contrast, emc3 has woven sustainability into the very fabric of its operations. The agency's dedication to the principles of a B Corp predates certification, demonstrating a longstanding commitment to responsible practices. Their recent acquisition of From Now, a sustainability consultancy, enhances their ability to integrate circular design and Net Zero strategies throughout the event lifecycle.

This holistic approach not only addresses environmental concerns but also aims to advance social and economic outcomes, aligning with the growing demand from businesses to meet their ESG (Environmental, Social, and Governance) goals. Emc3’s events are purpose-driven, ensuring that each experience serves specific, measurable objectives while reflecting a commitment to integrity and sustainability.

The data surrounding waste and resource consumption at events paints a troubling picture: the average attendee generates 1.89 kg of waste daily, with 85% ending up in landfills, while 20% of food served is wasted. These figures are alarming, yet many agencies turn a blind eye. Emc3, on the other hand, actively seeks to mitigate these effects, understanding that modern organisations require partners who are well-versed in sustainability and responsible event practices.

For over 25 years, emc3 has been at the forefront of the events industry, consistently adapting to the evolving landscape while remaining steadfast in its core beliefs. Its people-first culture is foundational to its success, shaping relationships with clients and attendees alike. This commitment to excellence has fostered enduring partnerships with global brands. As Isabella Phoenix, HP’s Global Channel Sustainability Director, noted, “We’ve had senior executives telling us it’s been the best event ever. Emc3 should feel extremely proud.”

Impact in this context transcends fleeting successes; it is about delivering meaningful experiences that are underpinned by creativity, integrity, and purpose. Emc3 distinguishes itself by creating inclusive, transformative events that resonate long after the applause has faded. Alistair Graham, CEO of emc3, encapsulates this ethos: “At emc3, we don’t cut corners or chase trends. We believe in doing the right thing: creatively, sustainably, and transparently. Because that’s what lasting partnerships are built on.”

As the marketing landscape continues to evolve, the role of events is becoming increasingly integral. The expectations placed on agencies are higher than ever. This raises a crucial question: Is your agency equipped to deliver the outcomes you need? At emc3, the answer is an emphatic yes.

## Reference Map:

* Paragraph 1 – [[1]](https://www.independent.co.uk/news/business/business-reporter/events-agencies-roi-sustainability-experiences-marketing-b2744768.html)
* Paragraph 2 – [[1]](https://www.independent.co.uk/news/business/business-reporter/events-agencies-roi-sustainability-experiences-marketing-b2744768.html), [[2]](https://www.independent.co.uk/news/business/business-reporter/events-agencies-roi-sustainability-experiences-marketing-b2744768.html)
* Paragraph 3 – [[1]](https://www.independent.co.uk/news/business/business-reporter/events-agencies-roi-sustainability-experiences-marketing-b2744768.html), [[2]](https://www.independent.co.uk/news/business/business-reporter/events-agencies-roi-sustainability-experiences-marketing-b2744768.html)
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* Paragraph 5 – [[1]](https://www.independent.co.uk/news/business/business-reporter/events-agencies-roi-sustainability-experiences-marketing-b2744768.html)
* Paragraph 6 – [[1]](https://www.independent.co.uk/news/business/business-reporter/events-agencies-roi-sustainability-experiences-marketing-b2744768.html), [[5]](https://www.conference-news.co.uk/news/conference-news-agency-awards-winners-announced/)
* Paragraph 7 – [[1]](https://www.independent.co.uk/news/business/business-reporter/events-agencies-roi-sustainability-experiences-marketing-b2744768.html), [[4]](https://emc3.com/3x-wins-at-the-conference-news-awards/)
* Paragraph 8 – [[1]](https://www.independent.co.uk/news/business/business-reporter/events-agencies-roi-sustainability-experiences-marketing-b2744768.html)
* Paragraph 9 – [[3]](https://emc3.com/moments/hp-amplify-partner-conference/)
* Paragraph 10 – [[1]](https://www.independent.co.uk/news/business/business-reporter/events-agencies-roi-sustainability-experiences-marketing-b2744768.html), [[7]](https://emc3.com/event-trends-and-predictions-2025/)
* Paragraph 11 – [[6]](https://www.prnewswire.com/news-releases/events-agency-emc3-has-achieved-a-kings-award-for-enterprise-in-international-trade-302185704.html), [[7]](https://emc3.com/event-trends-and-predictions-2025/)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.independent.co.uk/news/business/business-reporter/events-agencies-roi-sustainability-experiences-marketing-b2744768.html> - Please view link - unable to able to access data
2. <https://www.independent.co.uk/news/business/business-reporter/events-agencies-roi-sustainability-experiences-marketing-b2744768.html> - This article discusses the importance of measurable results in event marketing, highlighting how emc3, a London-based event agency, challenges industry norms by delivering immersive experiences that drive tangible business outcomes. Recognized as Global Agency of the Year 2025 at the Conference News Awards and awarded Best Approach to Sustainability at the Campaign Experience Awards for their work on the HP Amplify Partner Conference, emc3 demonstrates that creativity, impact, and responsibility can coexist in event planning.
3. <https://emc3.com/moments/hp-amplify-partner-conference/> - This case study details emc3's execution of HP's Amplify Partner Conference in Las Vegas, attended by over 2,250 partners, media, and industry analysts. The event aimed to deepen attendee connections with HP, provide insights into the company's future vision, and showcase its latest products and services. Emphasizing sustainability, the conference achieved carbon neutrality through initiatives like reusing building materials and donating leftover food to food-insecure communities.
4. <https://emc3.com/3x-wins-at-the-conference-news-awards/> - In this announcement, emc3 celebrates winning three awards at the Conference News Agency Awards, including Global Agency of the Year. The awards recognize excellence, innovation, and outstanding achievements in the events industry, highlighting emc3's commitment to delivering impactful and sustainable events.
5. <https://www.conference-news.co.uk/news/conference-news-agency-awards-winners-announced/> - This article announces the winners of the Conference News Agency Awards, including emc3 as the Global Agency of the Year. The awards celebrate the best agencies in the events industry, recognizing their innovative and sustainable approaches to event planning and execution.
6. <https://www.prnewswire.com/news-releases/events-agency-emc3-has-achieved-a-kings-award-for-enterprise-in-international-trade-302185704.html> - This press release announces that emc3 has been awarded the King's Award for Enterprise in International Trade. The award recognizes emc3's excellence in creating transformative global events and its commitment to sustainability, diversity, equity, inclusion, and accessibility.
7. <https://emc3.com/event-trends-and-predictions-2025/> - This article discusses the evolving role of events in marketing strategies, emphasizing the importance of in-person interactions, data-driven decision-making, and sustainability. It highlights how events are becoming integral to comprehensive marketing strategies, focusing on measurable business impact and aligning with broader brand objectives.