

Edinburgh event agency named business of the year

Scotland's leading creative event and experiential agency named outstanding business of the year at the Women's Enterprise Scotland Awards

YOURGB, Scotland's leading creative event and experiential agency, was named 'outstanding business of the year' at the prestigious Women's Enterprise Scotland Awards held last night at the voco Grand Central Hotel in Glasgow.

The award win is the latest achievement in a long list of accolades for the award-winning agency spearheaded by Gilly Bain. The agency has earned a reputation for delivering exceptional, and sustainable, national and international events, from large-scale brand activations and sponsorships to corporate conferences, premium experiential and online and hybrid events.

With decades of industry experience, **YOURGB** is a collective of passionate creatives, who bring exceptional ideas to life for beloved brands and companies from across the globe. Their collective focus on sustainability has led to the launch of their Event Carbon Calculator, created to monitor carbon data and reduce emissions spent on the events they produce. Headquartered in Edinburgh, **YOURGB** operates throughout Scotland, the UK, and beyond, ensuring that all events and experiences are stand-out, inspiring and impactful.

YOURGB works relentlessly to understand the brand DNA of their

clients and designs fitting and captivating experiences – live, online, and hybrid – that hold the power to create emotional connection, educate, entertain, amplify, inspire and leave a long-lasting impression. Last night, **YOURGB** took home the gold in the ‘outstanding business of the year’ category after the judging panel reviewed and assessed an unprecedented number of entries in this year’s event.

Gilly Bain, CEO at YOURGB, said: *‘It’s a genuine honour for us to be awarded outstanding business of the year. I see that it’s who we are as a group of individuals, that makes the work we produce brilliant – so it’s incredible to have the team recognised in this way. It means the world to us all.’*

“It’s no surprise to anyone that the events landscape has been challenging over the last few years, but our resilience, determination and complete belief in what we do – and how we do it – have helped us to not only survive, but thrive. Watch this space, we really feel that the best is yet to come...”

Carolyn Currie, Chief Executive at Women’s Enterprise Scotland, said; *“Our Awards recognise the considerable contribution women-led businesses make to Scotland’s economy. It is our opportunity to come together and celebrate success, as well as to provide visible role models for the women and girls who follow.*

Both the volume and the calibre of entries for the Awards were very high and the judging panel had a very challenging task to compile the list of finalists. We are now looking forward to a fantastic Awards evening in October, when we will shine a spotlight on the diverse range of women led businesses which are starting up and thriving across Scotland.”

Women’s Enterprise Scotland (WES) was established in 2011 as a not-for-profit Community Interest Company (CIC) working to close the gender gap in enterprise participation.



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