



Creative Powerhouse

PARTNERSHIP

PRESS RELEASE

A powerful new partnership for the AV services industry

A dynamic new partnership has been forged between two high profile events services organisations: Media Powerhouse and Staging Connections.

The Creative Powerhouse Partnership is a powerful new force within the industry, offering an improved and greatly expanded service to its customers. The partnership aims to provide a one-stop-shop for live, virtual and hybrid events, covering staging, installation and print.

Going forward, customers will benefit from a greater depth of knowledge and expertise, and gain access to a wider range of equipment for sale and hire. They will also enjoy the cost benefits that will result from the partnership's enhanced buying power.

The benefits of collaboration

Michael Breen of Media Powerhouse and Ashwin Shah of Staging Connections are two highly respected industry leaders who have previously worked together on a number of joint operations.

"During the pandemic, the events industry has faced some exceptional challenges," says Alan MacDonald. "This new partnership will help us re-energise and emerge from lockdown with a much stronger offering."

Michael Breen agrees: "The exceptional service delivery and reputation of our businesses will be enhanced by this coming together. The collaboration allows us to combine some of the best people and practices in the AV services industry."

Ray Sappal says, "Over the years we have built strong relationships and by uniting our expertise our customers can only benefit from this partnership bringing together some of the most talented people within the AV industry."

Experience and emerging talent

The board of the Creative Powerhouse Partnership will consist of, Michael Breen, Executive Chairman, Alan MacDonald, Managing Director, Ray Sappal (Visual Systems Sales), Director, and Rashid Chinchawala (Media Powerhouse), Finance Director.

This highly experienced board and management team is supported by some of the best and brightest young talent in the industry today.

The Creative Powerhouse Partnership unites the following organisations:

Media Powerhouse Ltd.

Based in Radlett, Hertfordshire, the group offers AV sales, rental and installation services to the live events industry. The group incorporates the audiovisual system integration business **Powerhouse Systems Ltd.** and graphic design company **The Creative Place.**

<https://www.media-powerhouse.com/>

<https://creativeplace.co.uk/>

Staging Connections Ltd.

Located in Acton, West London, Staging Connections is comprised of **Myriad Audiovisual Sales Ltd.**, a much-respected veteran in the AV industry, **Creative Staging Ltd.**, one of the longest running industry leaders within the events sector, and **Visual Systems Sales Ltd.**, a multi award-winning company providing technical support and AV equipment to the events industry and system integration services to organisations across many sectors.

<https://myriad-av.co.uk/>

<https://creativestaging.co.uk/>

<https://visualsystems.co.uk/>

All businesses involved will retain their independent brands whilst operating as part of the larger group. For more information on the services available from the Creative Powerhouse Partnership, www.cp-partnership.com