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Macgregor Communications Acquires the Culture Summit

TORONTO, ON, February 1, 2022 – Macgregor Communications, a leading event producer in Project Management, Business Analysis, IT, Administrative Professionals, Telecommunications, and Veterinary Medicine markets has acquired the Culture Summit conference.

This is the first acquisition this year for Macgregor as part of a concerted effort to expand its portfolio through acquisitions.

The Culture Summit was founded in 2014 by Hung Pham to solve his own problems with disengagement. His passion for culture comes from his experience as a disengaged employee. Looking for a solution, he noticed most conferences targeted executives and focused on a top-down approach. Rather than wait for change, he decided to become that change. He wanted a conference that approached building culture from the bottom up; the employee level, and the Culture Summit was born.

“We are really excited to be working with Hung Pham to produce the Culture Summit. This is an exciting summit that will add synergistic value to our Business Group containing project management, business analysis, and administration professional education and information events. This high energy summit with a loyal following will make a great addition to the Macgregor portfolio,” said Bob Macgregor, President & CEO, Macgregor Communications.

“Eight years ago, we hosted the first-ever Culture Summit in San Francisco with the dream of bringing together the HR leaders and culture champions from around the world. Since then, we’ve worked endlessly to bring culture transformation to the fore front and define what it means for a company to make culture part of their business strategy”, said Hung Pham, Founder, Culture Summit.

Hung Pham added, “by joining Macgregor Communications, we now have the ability to dream bigger as our organizations are in alignment on delivering high quality, educational, and engaging events. I look forward to supporting Macgregor as it continues to grow Culture Summit’s position as a thought leader in organizational and corporate culture.”

With the addition of the Culture Summit, Macgregor continues to build its portfolio of education and information centric events and communities.

ABOUT MACGREGOR COMMUNICATIONS

Macgregor Communications operate over 20 conferences & exhibitions in North America annually. Macgregor Communication events are knowledge-driven events with professional development at the core of what they do. To provide world-class leading educational content, they develop strong relationships with leading education providers that include institutions, associations, thought leaders, industry experts, and speakers. Macgregor Communications creates unique marketplaces that bring together various industry stakeholders to advance industry learning and communication. They’re able to do this effectively due to their high level of automation and operational systems. For more information, visit macgregorcom.com.

ABOUT CULTURE SUMMIT

Whether it’s employee engagement, employee experience, or employee effectiveness, when you attend Culture Summit, you’ll learn about the latest trends and tools to help you in your journey to transform company culture. To help you build a better culture from end to end, we coach our speakers and workshop facilitators to give you actionable insights, tips, and strategies that you can take back to your company and immediately implement. We know building culture is tough which is why we’ve built a community of thousands of culture champions to support you in building culture 365 days a year. For more information, visit culturesummit.co.

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