



Cripps advise Strata Creative on acquisition of Trinity Event Solutions



Cripps' corporate team has advised Strata, an award winning brand experience agency, on its acquisition of Trinity Event Solutions, a venue procurement and event management agency.

This is the second acquisition Cripps has advised Strata on, having advised on its acquisition of On Event Production Co last year. The acquisition is part of its ambitious growth plans, cementing its commitment to providing clients with full-service support and delivery.

Cripps' multi-disciplinary team collaborated with Strata on due diligence in early 2024. The commercial team negotiated agreements related to venue sourcing and agency licensing with Edge Venues (the seller's software platform provider) whilst the corporate team drafted a complex share purchase agreement. The employment team prepared service agreements for senior executives and negotiated the agreement for a seller shareholder entering into a consultancy contract.

The team was led by [Alex Bishop](#) (corporate) and included [Julie Hughes](#), [Emma Storkey](#), [Hannah Morris](#), [Paul Maudgil](#), [Kendrik Taylor](#) (all corporate), [Kathryn Rogers](#), [Jasprit Kaur](#) (commercial) and [Emily Byrom](#) (employment).

Paul Querfurth, board director at Strata Creative commented: "Thanks to the Cripps team for their patience and clear explanations throughout the process. It was a pleasure working with them, and despite some external hurdles, the experience was smooth."



[Alexander Bishop](#)

Managing Associate