



Creative Group Celebrates 55 Years of Helping People Thrive

The leading meeting, events, and incentive company celebrates its 55th year in business

SCHAUMBURG, Ill. (July 8, 2025) -- [Creative Group, Inc.](#), a full-service meeting, events, and incentive agency, is proudly celebrating its 55th anniversary. Since designing one of the nation's first incentive programs in Appleton, Wis. in 1970, Creative Group has remained devoted to its founding vision: designing experiences that help individuals reach their greatest potential.

What began as a boutique advertising firm in 1970 rapidly evolved into a pioneer of incentive travel programs, rewarding grocery distributor clients with Chicago convention trips to drive sales growth. Over the decades, Creative Group has expanded across the U.S. and Canada, including several acquisitions. The company integrated into Direct Travel in 2015 to amplify resources and global reach.

"Our mission from day one has been simple—help people and organizations thrive. After more than half a century, that commitment continues to energize us. I'm proud of how we've stayed true to our roots while building pathways to new innovations and global impact," said Janet Traphagen, president of Creative Group. "Our team defines excellence at every touchpoint, and we simply wouldn't be where we are today without their dedication to our clients."

Creative Group's signature frameworks—including ThrivabilitySM, the i|xperience[®] Design Methodology, AMPWorks[®], and EventAPP[™]—continue to set industry benchmarks. The proprietary approaches combine art and science to deliver an extraordinary experience for audiences.

The company is [regularly recognized](#) in the industry for its continued innovation. Creative Group has earned multiple SITE Crystal Awards, considered the highest honor in the incentive industry, recognizing programs that keep employees engaged and improve the bottom line. The organization also holds an 18-year streak on MeetingsNet's prestigious CMI 25 list of top meeting and incentive agencies. Additionally, in 2024, Creative Group earned a top rating from the CDP SME Climate Disclosure—underscoring its leadership in sustainable event practices.

"We've grown alongside our clients and the industry as a whole, adapting to shifting needs and redefining event excellence. Our focus on human insight, data-informed engagement, and sustainable practices positions Creative Group for continued success in the next 55 years," said Melissa Van Dyke, senior vice president, integrated marketing and innovation at Creative Group.

Learn more about Creative Group at www.creativegroupinc.com.

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About Creative Group:

Creative Group is a full-service meeting, event, and incentive agency that delivers business results by inspiring people to thrive. An industry leader, Creative Group has been honored with numerous Society for Incentive Travel Excellence (SITE) awards and the CMI 25 Awards, which recognize the top 25 most influential meeting and incentive management companies in the U.S.

Creative Group was founded in 1970, and continues to serve clients in financial services, life sciences, insurance, manufacturing, retail, technology, automotive, and hospitality. Employing more than 220 people, the company is headquartered in Schaumburg, Illinois, and maintains offices in San Francisco, Appleton, Wisconsin, and Toronto, Canada. For more information about Creative Group, visit www.creativegroupinc.com.

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