

TSEC Unveils Bold Rebrand Reflecting Its Evolution to a Strategic Experience Partner

From Events to Experiences: TSEC Redefines Engagement with a Bold New Identity

APEX, NC, UNITED STATES, March 18, 2025 /EINPresswire.com/ -- The Special Event Company (TSEC), a multi-award-winning leader in experiential events, has unveiled a bold transformation—evolving beyond traditional event production into a full-service strategic [experience](#) agency.



With a sleek new name and a refreshed brand identity, TSEC now offers a powerhouse of capabilities. From video production, animation, and 2D/3D design to website and app development, expo, strategic branding, marketing and communications, TSEC ensures seamless, high-impact experiences and communications for global clients.

“

This rebrand is not just a visual refresh—it's a bold step into the future of experiences and engagement, made possible by the passion and expertise of our team.”

Matt Franks, CEO

"This transformation is a direct result of the incredible talent and dedication of our team," said Hunter Gray, VP of Live Experience. "We are so much more than events. We've evolved into a full-service experience and communications partner, providing turnkey solutions that drive real business results."

With the creative strength of 400+ global experts through its parent company, DRPG, TSEC is redefining what's possible in live, virtual and hybrid events.

"Our new name reflects not only our [expanded capabilities](#) but also the innovation and strategic vision of our people," said Matt Franks, CEO. "This rebrand is not just a visual refresh—it's a bold step into the future of experiences and engagement, made possible by the passion and expertise of our team."

TSEC's transformation will roll out across its digital platforms, marketing materials and headquarters starting today.

Explore the new era of TSEC at wearetsec.com.

About TSEC

TSEC is a global experiential agency specializing in events and strategic communications. With over 35 years of expertise, we blend insight-driven strategy with world-class creative to deliver high-impact events, brand storytelling and communications that drive business results. Acquired by creative communications group DRPG in January 2024, TSEC is powered by a global team of 400+ creatives, offering fully in-house end-to-end solutions for corporate communications, brand activations and immersive experiences. Headquartered in Apex, North Carolina, we partner with clients across all industries to craft compelling narratives that inspire, connect and ignite change. For more information, visit www.wearetsec.com.

Joy Matheny

TSEC

+1 919-459-8788

joy.matheny@specialeventco.com

Visit us on social media:

[Facebook](#)

[LinkedIn](#)

[Instagram](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/794684253>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.