The Story of Willwork: Building Success One Event at a Time

For more than three decades, Willwork Global Event Services has been the team behind the scenes, setting up unforgettable experiences for some of the world's biggest brands. It began in 1987 with founder Bill Nixon's desire to raise the standard of trade show labor in New England and provide meaningful work for individuals willing to go the extra mile. He named his company Willwork — a nod to the hardworking spirit of his team and a tribute to his father, William Nixon Sr., whose influence shaped not only the company's name but also its ethos of teamwork, leadership, and integrity.

Since the very beginning, Bill Jr. embraced his father's coaching mentality in business. Focused on growing and developing his team, Bill is constantly scouting for talent. He then coaches that talent to teach them the industry and customer service skills needed to succeed. This is the Willwork Way. By developing the team approach in everything he did, Bill fostered a culture that not only thrived but was noticed and envied by many in the industry. Early on, exhibitors quickly took notice of the Willwork team's energy and professionalism. Crews weren't just skilled; they had a quickness in their step, a sharp appearance, and a willingness to do whatever it took to make the client successful. Everyone wants to be part of a successful, tight-knit team; that includes team members and clients. People were and still are drawn to our team by our exceptional team culture.

As Willwork's reputation grew, so did its footprint. The company expanded from its Boston roots by opening warehouses in Las Vegas and Orlando, connecting key markets coast to coast. Client demand drove innovation, leading to the creation of new service lines: corporate and private event management, general contracting, AV production, lead management, and virtual event solutions. Each evolution was born from listening to clients, understanding their needs, and adapting quickly.

One of the most defining moments in Willwork's history came in 2008, when an electrical fire consumed its headquarters. What could have been the end instead became a remarkable story of resilience. The team rallied overnight, some traveling from as far as Chicago to ask, "Now what?" By the following day, the phones were ringing again, and labor orders were being taken. Through sheer determination and teamwork, the company rose from the ashes — rebuilding its headquarters with new state-of-the-art facilities and expanding its ability to deliver outstanding service.

At the core of Willwork's success is its commitment to people. Willwork University, established in the 1990s, remains one of the industry's most unique training programs, offering hands-on instruction in everything from blueprint reading and vinyl application to customer service and client-specific technology and equipment. This dedication to developing talent has resulted in a team known for consistency, expertise, and loyalty — with many employees staying for decades and some advancing from the show floor to become company partners.

Willwork's impact on the industry is unmistakable. With a client list that includes Google, Adobe, McKesson, IBM, and Under Armour, the company's work can be seen on stages and exhibit floors around the world. From intricate brand activations to general contracting road shows, Willwork's innovative, white-glove service is trusted by some of the most recognized names in business.

As Willwork looks to the future, it remains focused on *our team approach to* bringing clients' visions to life, embracing sustainable practices, and staying at the forefront of industry trends — all while maintaining the personal touch and dedication that have defined its journey from day one.

