

PROVENCE  
CÔTE D'AZUR  
EVENTS

PROVENCE ALPES  
CÔTE D'AZUR:  
LAND OF EVENTS



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# EDITORIAL

**Those who work in the events sector, and particularly SMEs and micro-enterprises, are going through an unprecedented crisis, with the emergence of Coronavirus. From the beginning of March, their activities have been at a complete standstill for several months, at what is normally a time of peak activity for our sector.**

Our sector today is confronting a twin challenge, both on the health and economic fronts, which we have to meet. Our region has many assets, in terms of quality infrastructure with significant investments in renovations, a recognised know-how and professionalism in hosting major business meetings as well as seminars and events.

Lockdown meant that digital and virtual modes made further inroads for meetings, but they cannot replace the social bond our work provides, engendering, as it does, involvement, rich experiences which create emotions and sharing, and which will be essential in the aftermath of the crisis. The human element will remain at the centre of event communications.

Events will have to evolve, re-invent themselves with hybrid formats, and suitable content. Digital will have a greater share as long as it can add value with creativity, customisation, experiences to remember, communities interacting and being developed before and after an event.

Supported by Region Sud, Provence Côte d'Azur Events has been set up as a skills and expertise hub to maintain a high level of service and stimulate the dynamism of our business tourism sector. We aim to support professionals

in their development and promote the regional offer. This is based on an ambitious programme mainly involving promotional activities at national and international levels, prospecting activities and training sessions.

With more than 220 members spread from Avignon to Menton, along with Monaco and Ajaccio, Provence Cote d'Azur Events know that together, combining our strengths and our resources, putting the human element at the centre, we will be successful, competitive and attractive in this dog-eat-dog and constantly changing market. Will, know-how and talent combined are the key drivers of success.

To stay in the top three European tourist destinations, we have put training and professionalisation at the heart of our concerns. We work closely together with training institutes to meet tomorrow's challenges in terms of employment and professionalisation. We have established a degree course in events management with the Ecole Supérieure de Commerce in Aix-en-Provence (ESCAET), specialising in Tourism, Travel and Events.

In collaboration with the Institut Supérieure du Tourisme Sainte Marie de Chavagnes in Cannes, we are launching a 360° platform for events innovation which puts introductory and continuous training at the core of the facility. The aim is to enable areas and destinations to target excellence as regards events hosting, accelerate the development of professionals in the events sector, and adopt effective risk management strategies.

This platform is the only one in France to involve an International Research Chair on Risk Management in Tourism and Events (CIRTE).

Business, cultural and sporting events are particularly strategic for areas as they generate direct and indirect economic benefits throughout the year. The three legendary brands «Provence, enjoy the unexpected,» «Alpes French South» and «Côte d'Azur France,» reinforce this attraction for tourists.

With support from Région Sud and our partners we have launched a Large Events regional unit, with a dedicated team. Its purpose is to prospect for business events related to our regional sectors of excellence, to support our destinations to compete for calls for tender for international congresses and trade fairs, to develop a strong influential strategy and mobilise political and economic ecosystems and better host congress-goers thanks to customised hosting services.

Our territories have a wealth of heritage, innovation and experiences. Our region is very well positioned to pick up business events and meet their requirements. Our strength comes from the commitment of the professionals and partners alongside us in promoting this tremendous potential and support the attractiveness of our destinations, for the purpose of creating jobs and therefore the dynamism of our areas.

Provence Côte d'Azur Events is naturally at your service!

**Pierre-Louis ROUCARIES**  
*Chair of Provence Côte d'Azur Events.*

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## PROVENCE CÔTE D'AZUR EVENTS (PCE) A TEAM AT THE SERVICE OF THE EVENTS SECTOR

For more than 12 years, Provence Cote d'Azur Events (PCE) has been bringing together professionals in the events sector.

The purpose of this professional hub of seven permanent employees is to bring together stakeholders in the region and carry out collective mutualised actions to win market share, attract business events, create and maintain jobs in the region.

From Avignon to Menton with our partners in Monaco and Ajaccio, the hub has more than 225 members: conference centres, events venues, hotels, reception agencies, activity service-providers, caterers, transport providers and technical service-providers, 90% of which are SMEs, representing €1.4 billion annual turnover with more than 9,700 employees.

the hub has more than  
**225 members**

**1.4 billion** in  
turnover and more than  
**9 700 employees**

In 2019, almost **82%** of members benefited from a service provided by Provence Cote d'Azur Eventsd'Azur Events.

### PCE HAS TWO DEPARTMENTS

**A COMMERCIAL SERVICE** which carries out prospecting activities using a file of more than 5,875 business event organisers. More than 200 projects are dealt with annually by the team which produces between 50 and 60 projects every year in the region.

**MAJOR EVENTS UNIT** major international events. Its missions are: prospecting associations, organising promotional

operations with decision-makers, promoting hospitality and information procedures for congress-goers, while promoting an effective service offer to organisers.

85 specifications were sent to partner destinations in 2019. Twelve international events were confirmed.



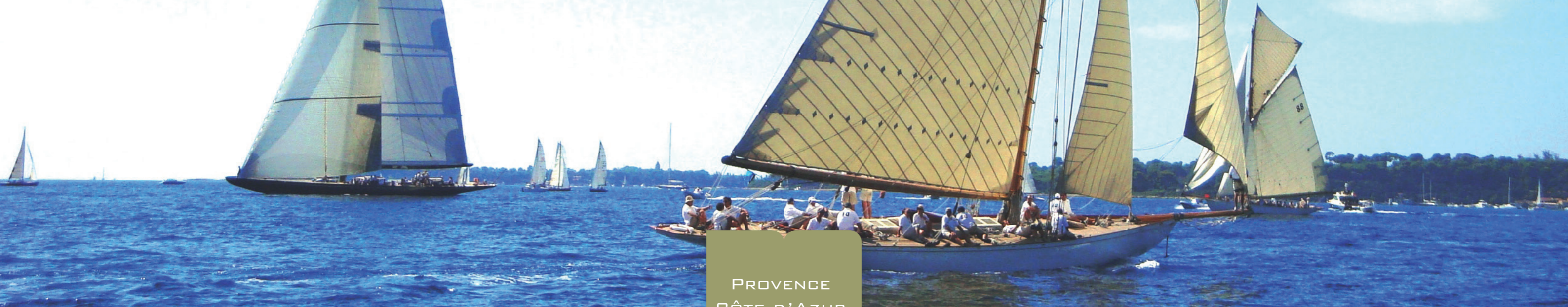
### PCE'S MISSIONS

- Promotion of the regional offer to decision-makers and specifiers for national and international events.
- Support members' in targeted collective actions (national and international fairs, workshops, educational tours, training, quality and CSR procedures, innovative tools and procedures). More than 82% of members have benefited from the services of the hub in 2019.
- Building bridges with the competitively hubs, business networks and encouraging new business events in the region.
- Promotion of the services of the Large Events Unit, which links directly with the Regional «Attract Congresses & Events» programme and the regional tourism development plan.



### 7-POINT STRATEGY OF THE REGIONAL CONGRESS BUREAU:

- 1** Increase the profile of our network with decision-makers in business events, future clients on the national and international markets,
- 2** Retain and bring together our members to carry out targeted collective actions and measure their impact,
- 3** Prospect and canvass decision-makers to encourage them to organise their business events in our region, in conjunction with our sectors of excellence,
- 4** Help our companies in their development and professionalisation pathways (training sessions, quality procedures, sustainable development activities, expert workshops on innovation and digital strategies),
- 5** Develop the Large Events Unit to support destinations competing for international calls for tender (congresses, conventions and trade fairs) via lobbying activities, setting up hospitality and ecosystem leadership services.
- 6** Develop the sector through structural projects such as events incubation, introductory and continuous training in collaboration with local education institutions.
- 7** Keep professionals informed about the development of our sector and current trends (e-news and social networks).



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**FOCUS - THE MAJOR EVENTS UNIT OF PCE,  
AN INNOVATIVE AND EFFECTIVE PROCESS:**

Hosting major economic events with great potential benefits for the area is part of the regional economic development plan (SRDEII) and the tourism economy growth plan (SRDT) adopted on 17 March 2017.

To capture and better host major economic events in a very competitive market, **Provence Côte d'Azur Events** launched, with support from Région Sud and its partners a Major Events Unit, in January 2018.



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- Represent and promote the Unit's partners in target promotional publicity operations.

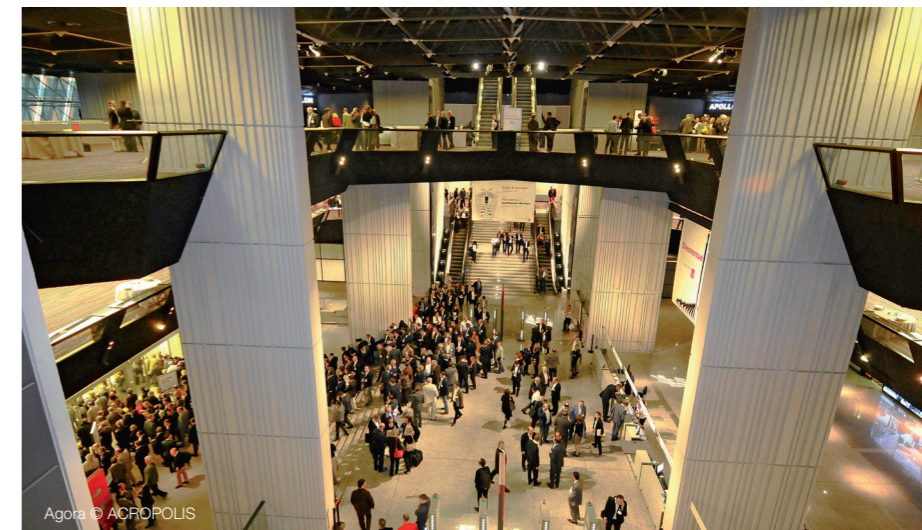
In 2019, eleven publicity operations were carried out: participation in international trade fairs, customised soliciting in European capitals to meet organisers of major events, networking operations with agencies, associations and business decision-makers, hosting educational tours with procurement venue teams of major French and foreign BCPs.

- Position partner destinations of the Unit on the shortlist for major events.

For this, the Unit regularly supports the destinations' applications: assistance in the technical preparation for written and oral applications (promoting the destination, SWOT analyses, study of competitors, lobbying the voters) and on study visits.

- Mobilise the economic and political ecosystems to advance applications: by activating local ambassadors who are related to the excellence hubs and elected representatives.

- Promote the Regional Programme, «Attract Congresses & Events» (ACE): Promotion of the assistance facility, support for funding requests, letters of support to the Attractiveness and Tourism Department of Région Sud and monitoring of destinations and organisers, issuing expert opinions on the eligibility of applications.



Agora © ACROPOLIS

- Better hosting of major economic events with the best international standards through an effective Welcome Pack.

Since 2019, organisers of major events can take advantage of a welcome pack which the Unit developed with Marseille-Provence and Toulon Hyères airports. Negotiations are under way with SNCF to expand reception facilities at stations. Finally, as regards security, a major events agreement has been reached with prefectures in the region, enabling organisers to take advantage of special conditions and measures.

- Incubate structural events in Région Sud related to the sectors of excellence (RTI and competitiveness hubs) - from 2020/2021.

Example action: support project leaders with a prefiguration study of the event (feasibility, placement, economic model, governance) while integrating the promotion of local expertise.

12 major events were prospected and won

**FOR THIS, THE MAJOR EVENTS UNIT CARRIES OUT SEVERAL MISSIONS:**

- win and prospect for international applications (2020 - 2025) of more than 1,000 people over at least three to four days.

In 2019, the Major Events Unit sent 85 specifications to its partner destinations and helped to confirm 12 major events for partner destinations in 2019.



**OUR PARTNERS**

- RÉGION SUD • Provence Alpes Côte d'Azur Regional Tourism Committee • Côte d'Azur France Regional Tourism Committee • Toulon Provence Méditerranée Metropolitan Authority • Marseille Visitors & Convention Bureau • Nice Côte d'Azur Metropolitan Visitors Bureau • Cannes Palais des Festivals et des Congrès • Nice Côte d'Azur Chamber of Commerce & Industry • Chamber of Commerce and Industry of the Var.





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## NEW FOR PCE PROVENCE CÔTE D'AZUR EVENTS

### CREATION OF A 360° PLATFORM FOR INNOVATION IN THE EVENTS SECTOR

The COVID-19 health crisis which has severely affected activity in tourism and events clearly shows our sector of activity's sensitivity to and dependence on risks.

This pandemic emphasises the need for more focused thinking, to demonstrate creativity to implement strategic crisis management plans, to come up with new solutions to maintain activity and prepare post-crisis marketing plans to relaunch the attractiveness of destinations.

It can also be observed that the COVID-19 pandemic has contributed to accelerating trends which were already under way beforehand, particularly the necessity to re-invent the events sector. This will come through hybridisation of formats between physical and digital and by looking for new added value, that of a new sense of the events sector. This is the major challenge that stakeholders in the events sector have to meet: knowing how to adapt constantly to the changing environment.

To support stakeholders in the events sector in this process of transformation, Provence Côte d'Azur Events, in collaboration with the Institut Supérieure de Tourisme of Cannes and the PACA-Est Incubator, is launching a 360° platform for innovation in the events sector, 4EVENT.

#### CREATION OF A REGIONAL MARKETPLACE FOR THE EVENTS SECTOR 4EVENT CONSISTS OF 4 SERVICE HUBS:

- > **4EVENT Careers & learning**  
Introductory and ongoing training: a differentiated training programme to meet the needs of professionals;
- > **4EVENT Research**  
International Research Chair in Risk Management in Tourism and Events - CIRTE: academic publications based on data supplied by technical partners, educational engineering and preparation of operational and practical tools for professionals;
- > **4EVENT Resources**  
Prospecting and networking studies: services to businesses, studies and forecasts, working groups (e.g. attractiveness, sustainable development), networking, provision of spaces, conference and seminar organisation.
- > **4EVENT Incubation**  
Support for innovative companies: support in setting up, experimentation and financing, coaching/expertise in the events sector;

**These four service hubs, with, at their core, an international research Chair in risk management in the tourism and events sector, constitute a unique ecosystem to promote the emergence of ideas and innovations, dedicated 100% to the events sector.**

**Thanks to the support of Région Sud and support as part of the Opération d'Intérêt Régional Tourisme et Industries Créatives [Operation of Regional Interest: Tourism and Creative Industries], 4EVENT may come online from January 2021.**

**Located in Cannes, in a legendary area for creativity in the events sector, 4EVENT is the innovation of the post-holiday period.**

### CREATION OF A REGIONAL MARKET PLACE FOR THE EVENTS SECTOR

Faced with the COVID-19 crisis, we urgently need to carry out ambitious projects and invest in innovative and effective solutions to support the commercial development of the companies of Région Sud Provence Alpes Côte d'Azur, to supercharge a recovery from September 2020.

In September 2020, with the support of the Region, Provence Côte d'Azur Events (PCE) will be launching a digital regional business platform «A MICE Market Place» to connect member companies of the PCE network with organisers of French business events at first, then internationally a year later.

Provence Côte d'Azur Events has formed a partnership with a French operator, InfoProDigital, which, drawing on its 40 years of experience in the business tourism sector, supports MICE professionals in the commercial development of their activities and simplifies connecting event organisers and service providers.

This platform will put together requests from purchasers (professional event organisers) with those who can meet them (service providers and venues in the region).

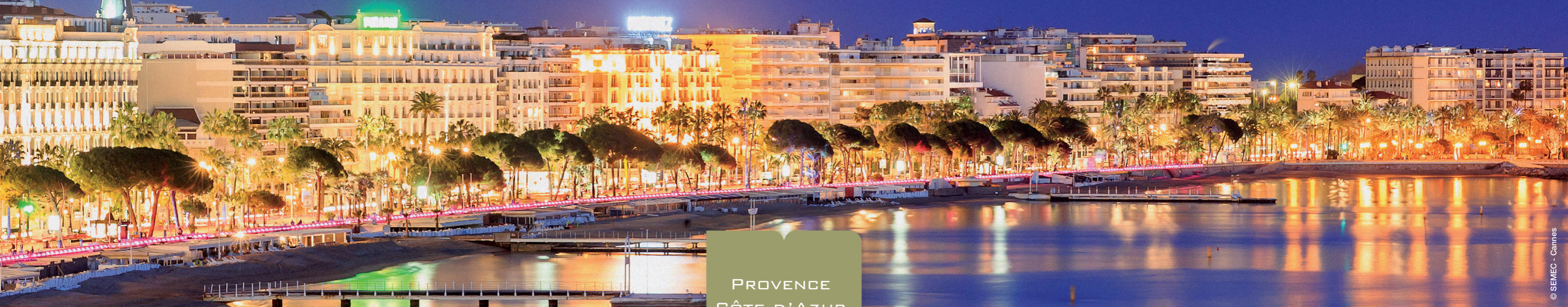
PCE will use a new website with a «Business Platform» slant which will enable users to be directed straight to the networking platform to make their requests of our professionals.

An ambitious publicity plan will be carried out by Provence Côte d'Azur Events which will deploy strong marketing activities to promote its market place to business event organisers via acquisition campaigns in managed digital media, advertising inserts in business magazines, etc..



#### OBJECTIVES OF THE PROJECT:

- Promote the business tourism offer of companies in Région Sud Provence Alpes Côte d'Azur and the three strong Regional brands, to B2B event organisers and produce business flows in this COVID 19 crisis situation, which our sector is experiencing.
- Quickly win market share for the benefit of regional companies on resumption of economic activity.
- Support Provence Côte d'Azur Events members in developing their MICE activities, particularly through providing innovative digital solutions, as we start to make our way out of the crisis from September 2020.
- Supercharge demand by investing in strong marketing campaigns at national level.



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# ANNUAL ACTION PLAN

## KEY ACTIONS COVERING THE MAJOR BUSINESS MEETINGS OF THE SECTOR



### HEAVENT MEETINGS CANNES

Taking place in Cannes, it's a business trade show specially for destinations, events venues, hotels, agencies, service and technical service providers, which aims to promote direct face-to-face contact between Top Decision-Makers and Exhibitors through appointments pre-arranged before the event.

More than 400 exhibitors in 2019 and 500 Top Decision-Makers in attendance. More than 9000 business appointments are arranged during the show. Provence Côte d'Azur Events attends every year at the core of the show with a regional area of almost 160 m2 with more than 45 members on destination stands, individual and shared.



### MICE PLACE MARSEILLE

Organised by the Groupe Meet and Com, Mice Place Marseille is a professional trade show exclusively for event organisers from businesses, events agencies, associations and federations which is held at the Inter-Continental Marseille Hôtel Dieu.

For two days, 85 top French and European (Belgium, Great Britain, Italy, Germany, Spain, etc) decision-makers meet to try out what's new on the market in the Provence-Alpes-Côte d'Azur region, Occitanie, Malta, Greece and Spain. PCE supports around 30 members every year.



### SEMINAIRES BUSINESS EVENTS LYON

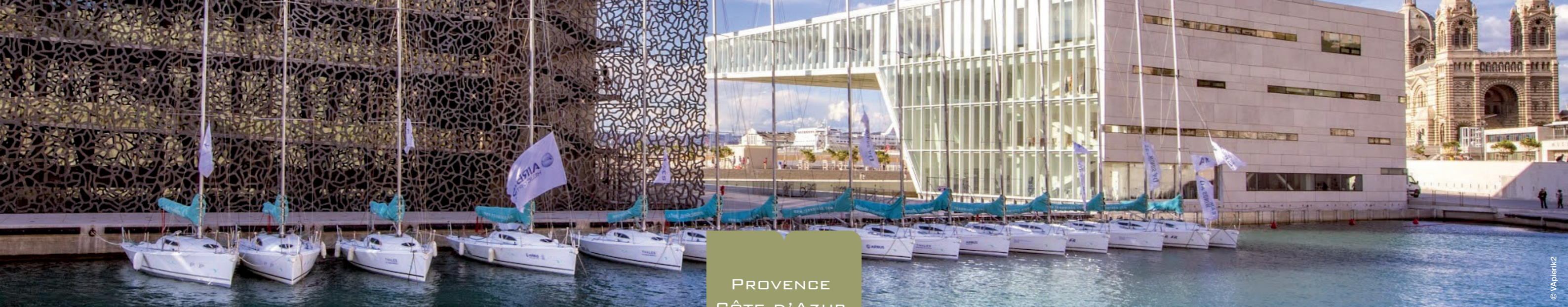
The SBE professional trade show has become an essential shop-window over the years in the Rhône Alps basin for any reception venue and events service provider. Almost 1350 accredited visitors over two days, 188 exhibitors / 281 establishments represented. Provence Côte d'Azur Events brings together between ten and twelve members every year, on a 20m<sup>2</sup> regional stand.



### IMEX FRANKFURT

A world-class international meeting which welcomes more than 9,000 accredited international visitors and 4,000 decision-makers from 85 countries in May of each year. These decision-makers are looking for destinations and services for congresses, business conventions, seminars and incentives.

Each year, Provence Côte d'Azur Events brings together around 15 members in the France space, on a 50 m2 regional zone, «Provence Côte d'Azur,» in partnership with the Regional Tourism Committee, Côte d'Azur France and the Marseille and Nice destinations. Next edition in 2021.



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# ANNUAL ACTION PLAN

KEY ACTIONS COVERING THE MAJOR BUSINESS MEETINGS OF THE SECTOR



## IBTM BARCELONA

The second biggest international annual meeting with more than 8,700 visitors, including 2,700 top decision-makers, more than 5,200 visitors and 660 visiting purchasers from 82 countries in 2019. The 2,600 exhibitors from 150 countries meet between 30 and 40 top purchasers in pre-programmed appointments as well as purchasers visiting the show.

In the France area and in a regional «Provence Côte d'Azur» zone of 60 m2, PCE brings together a score of members in partnership with the Regional Tourism Committee, Côte d'Azur France and the Marseille and Nice destinations.



## ANNUAL PARIS WORKSHOP

For 10 years, Provence Côte d'Azur Events has been organising a major event twice a year (in July and December) in the form of a workshop. In a new, central location, many PCE partners meet event organisers and prescribing agencies thanks to B2B appointments. In 2019, the July edition took place at Les Belles Plantes in Paris with seventeen partners and almost 80 purchasers in attendance. Last December, it was at the Elyseum that 21 partners met 80 event organisers.



## FAMTRIP PROVENCE & CÔTE D'AZUR

For several years, Provence Côte d'Azur Events has organised two annual educational tours for congress or convention decision-makers from companies with great potential for 48 hours to one of the region's destinations.

The aim is to make the decision-makers aware of the know-how of professionals representing our «business» destinations. These destinations present their commercial offers for hosting congresses and company conventions in the area.



## WORKSHOP EUROPE

In partnership with the Regional Tourism Committee, Côte d'Azur France, Provence Côte d'Azur Events, organises an event in the form of a B2B meeting workshop with around ten partners from the region and a score of purchasers, in a central location or during an attractive cultural or sporting event. In 2019, two workshops were organised, in February in Berlin and in June in London during the famous Royal Ascot.



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# AN OVERVIEW OF MICE TRENDS

THE EVENTS SECTOR IS RESISTANT TO THE CORONA VIRUS CRISIS, BUT NEVERTHELESS IT NEEDS TO BREATHE.

Particularly badly hit by the current health crisis, the events sector has been at a complete standstill for more than five months.

According to first estimates by Unimev, announced on 30 April, 15 billion of losses are due to the crisis for events and tourism companies (indirectly) over the period from March to August 2020 (€2.1 billion in annual economic spin-offs from fairs, trade shows, congresses, company and institutional events, plus an estimated €0.9 billion for the events sector involving companies and institutions with fewer than 50 participants).

The events sector, particularly fairs and trade shows, is also the source of flows of business representing a total volume of around €1 billion for their companies over this same period. With the period of lockdown and health restrictions, the French economy has therefore been deprived of one of its main vectors.

(source: Le Figaro 3 June 2020, <https://www.lefigaro.fr/economie/quel-avenir-pour-la-filiere-evenementielle-nbsp-20200603>)



To respond to this unprecedented crisis situation, stakeholders in the sector have been strongly mobilising with one voice from March to examine, propose and develop shared re-launch solutions.

Working as a group, the Union Française des Métiers de l'Événement (Unimev) with the involvement of other federations in the sector (Coésio and Crealians, France Congrès et Événement, LÉVÈNEMENT, SYNPASE and Traiteurs de France), have had many discussions with the government to suggest support plans for the sector, and has mobilised to pool members' technical resources with the common objective of a rapid and strong re-launch, which is long-awaited.

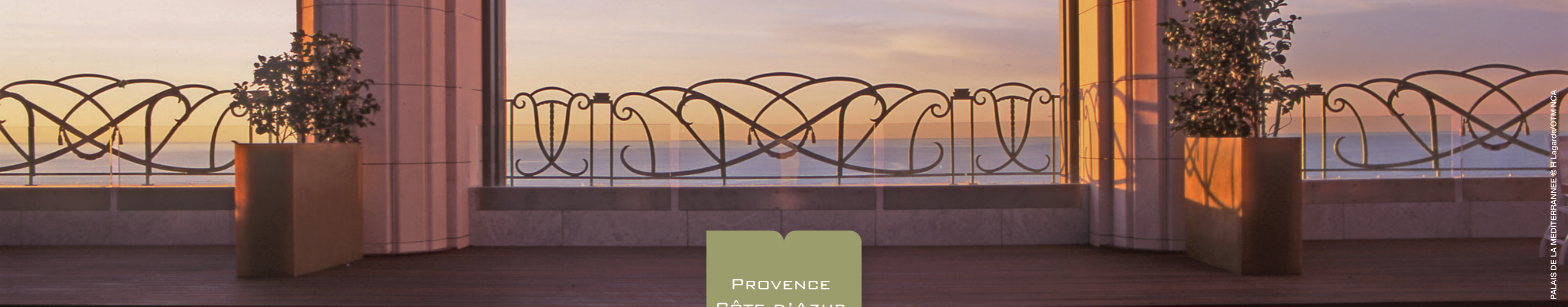
After Covid things will not be the same for the events sector. The health crisis is not a fracture which will shatter the sector, requiring reconstruction to its original condition, but an acceleration of changes observed over the last five years, linked to strategic challenges of digitalisation, production of new events formats and even redefinition of KPIs more centred on quality parameters,



linked to participants' requirements, than to quantitative ones...» stated Anthony Fauré, Marketing and Innovation Director, Unimev, 3 June in Le Figaro. «Events must position themselves as market intermediaries by offering new services and added value, to meet the business and innovation challenges of their audiences throughout the year, with physical meetings as the high point,» he summed up.

The first study of the impact and spin-off of company and institutional events shows the economic importance and strategic dimension of this activity segment for the French economy and regional development.





PALAIS DE LA MEDITERRANEE © H. Lagarde/OTM NCA

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In 2019, Atout France, the professional organisations, UNIMEV and LÉVÈNEMENT, the Paris Bureau of Tourism and Congresses (OTCP), the Direction Générale des Entreprises (DGE) of the Ministry of the Economy and Finance, the Banque des Territoires and the Ministry of Europe and Foreign Affairs (MEAE), launched a major study so as to better understand and monitor company and institutional events in France.

**IN 2018, FRANCE HOSTED 380,000 COMPANY AND INSTITUTIONAL EVENTS.**

At the macro-economic level, this study evaluated the economic impact of company and institutional events at almost €2 billion in 2018. The beneficiaries are events production companies and tourist hospitality companies (accommodation, catering, transport, etc.). The dynamism of the events sector enabled the creation of 335,100 jobs in 2018.



© Hyatt regency Nice Palais de la Méditerranée



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**THIS STUDY REVEALED SEVERAL MAJOR TRENDS:**

- **Development of small-scale events:** the majority of events are company seminars organised by companies with more than 500 staff over a relatively short period (lasting less than one day).
- **Search for unusual venues:** even though most events continue to be organised in venues which are dedicated to business events, an increasing share of events are being organised in unusual venues which are not exclusively for business events.
- **Content and experience count:** the reasons for participating in a company or institutional event are first of all training, information, inspiration and co-development of a strategy. Experience and friendliness are two other very important factors.

**Add to this, the rise of digital sector-wide,** an increasingly demanding clientele (price, quality, ethics), implementation of travel policies to better control staff spending as regards transport and accommodation and the integration of sustainable development.

**New stakeholders and jobs have emerged, traditional stakeholders change position, venues and events hybridise.** Everyone involved in this transformation is looking to make sense of their activities so they do not succumb to a succession of passing fashions.

**D**igital has become a cross-cutting element throughout the events sector.

First of all, in the back office, booking platforms are in use, then support technologies for analysis, publicity, assistance solutions for events planning and ticketing. In the front office, we find all the management tools for those involved, participatory and interactive tools enabling the participant's experience to be improved (exhibitor or visitor), solutions which help us better understand the client and customise their visit (data collection and management; marketing automation), in short, everything that allows us to analyse the follow-up of an event. Of course, digital resources also allow us to extend the relationship with the events community, via social networks, for example.

**THESE TECHNOLOGICAL SOLUTIONS BRING SIMPLICITY, SPEED AND EFFECTIVENESS TO THE EVENTS SECTOR.**

They also allow us to respond to more connected clients, «the millennials,» who nowadays represent half of the working population. Major agencies have already incorporated these changes and have created new jobs, e.g.: data manager.

**RESULTS**

This study therefore demonstrates clearly the potential of the sector and its growth. Through these figures, fierce competition can also be seen: competition between events, competition between geographical areas which host events, competition between stakeholders in events production.





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**D**igital resources have also led to the emergence of new stakeholders who are competing with traditional stakeholders in segments of their activities.

For example, in the business events segment, **venue finders** (experts who specialise in recommending suitable venues for hosting events). Platforms allow clients to compare various venue options, request quotes and receive very quick responses.

Still in the business events segment, hotels which had 80% of the market for meetings and seminars find themselves in competition from **third-party venues**, shared or collaborative work spaces, which offer high-end services, easy-use and efficient technical and technological equipment, at an affordable price. Often third-party venues also differentiate themselves by the unique setting in which co-workers come to seek their inspiration.



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**INNOVATION!**

In this context, innovation has become the new standard for the events sector. In the future, those who succeed will be those who know how to be different, offer added value, meet requirements in a customised manner. This particularly affects reception and events venues.

**This sector is undergoing profound changes which are accompanied by many questions about core business. Giving a rationale for physical encounters will remain the task for business tourism professionals.**



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**As for venues**, the emergence of multi-activity venues can be noted and events spaces are increasingly located in social spaces. Venues also have to respond to a dual trend: on the one hand spaces for small-scale meetings and, on the other hand, large-sized venues which meet flexibility, technical and connectivity requirements. Finally, companies on tight budgets are increasingly looking for unusual venues or venues loaded with meaning to create an impression and please their staff at a lower cost. Traditional events reception sites must therefore adapt to these needs and hybridise their activities to ensure their facilities are cost-effective and meet competition from third parties.

**As for events**, the creation of content and experiences becomes central to justify physical meetings in a digital world. Events hybridise by hosting events within events, combining business, culture and sport meetings, offering new experiences. As regards content, events look to intensify the impact of a physical encounter with a view to stimulating collective intelligence, enabling better interactions and better long-term effects. This holds true for business events, as well as for local communities which are looking to anchor expertise in a region by creating an event which promotes the sectors in which they excel.

Lockdown meant that digital and virtual modes made further inroads for meetings, but they cannot replace the social bond our work provides, engendering, as it does, involvement, rich experiences which create emotions and sharing, and which will be essential in the aftermath of the crisis. The human element will remain at the centre of events communication,» said Pierre Louis ROUCARIES, Chair of Provence Côte d'Azur Events

«Events will have to evolve, reinvent themselves, with hybrid formats, and suitable content. Digital will have a greater share as long as it can add value with creativity, customisation, experiences to remember, communities interacting and being developed before and after an event,» he added.

■ Anne-Sara Budowniczy «Kactus, the venue finder which meets the expectations of millennials,» *Revue Espaces*, n°351, November-December 2019, pp 82-84

■ Anne-Marie Baezner, Stéphanie Brunet, Zakaria El Asri, «Hybridisation, Inventiveness, A strong Personality: the meeting venue sector is booming,» *Revue Espaces*, n°351, November-December 2019 pp 58-62

■ le Figaro du 3 June 2020 <https://www.lefigaro.fr/economie/quel-avenir-pour-la-filiere-evenementielle-nbsp-20200603>



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# NEW, IN THE SOUTH!

## GREEN AT ALL COSTS!

**The business tourism world was one of the first sectors to invest in this field, particularly by certification of Conference Centres in terms of ISO standards and also hotels with eco-certification.**

Members of PROVENCE CÔTE D'AZUR EVENTS - accommodation providers, resorts, destinations, agencies, transport providers, events venues - display their commitment in the field of sustainable development. Labels, charters and certificates are many: Green Globe, GEO®, High Environmental Value, Natur'Act, Green Engage, Marque Qualité Tourisme, European EcoLabel, ISO, etc..

In the South, accommodation providers, restaurants and caterers favour short organic supply chains for buffets via fair-trade coffees, not forgetting company solidarity actions. Advertisers who are concerned about the environmental approach of the destinations which host them pay a great deal of attention, taking into account the image associations which are often observed.

### DID YOU KNOW?

**Nice Côte d'Azur** has an ambitious proactive policy to preserve the environment, particularly in the transport sector.

**Nice Côte d'Azur Airport is the first in France to have 100% electric passenger shuttle buses.** This initiative is part of a series of actions which enabled it to become first in France to reach carbon neutrality with the target of reaching zero CO2 emissions by 2030.

The complete opening in late 2019 of lines 2 and 3 of the tramway and the introduction of urban electric buses travelling on the Promenade des Anglais contribute to reducing greenhouse gas emissions.

In addition, since January 2020, ferries stopping at the Port de Nice use, on the initiative of the Metropole Nice Côte d'Azur, fuel with 0.1% sulphur, i.e. five times less than the current national standard!

## GASTRONOMY, SYMBOL OF THE FRENCH LIFESTYLE.

French cuisine is listed in the Intangible Cultural Heritage of Humanity and it is notable that chefs and restaurants, major chains and smaller houses - members of PCE - have a marked inclination on their menus for Provençal and Côte d'Azur culinary specialities, thus favouring recipes which are tried and tested in our territories and short supply chains using local farmers.

In this way, menus abound with traditional dishes, specialities, revisited essentials, not forgetting oenology and olive oil production which are dear to the South of France! Lifestyle à la Française is also the lifestyle of our regions and, to make the company experience unforgettable, immersion also comes through flavours.



© C. MOIRENC



Aéroport de Nice © Nickas

### 100% Electric

Nice Côte d'Azur Airport is the first in France to have 100% electric passenger shuttle buses.

### The first airport

in France to reach carbon neutrality with the target of reaching zero CO2 emissions by 2030

## ADDED VALUE – LIVING HERITAGE COMPANIES (EPV [LHC]).



We are familiar with the labels, «Maîtres-Restaurateurs, Qualité Tourisme and Tourisme et Handicap,» but the label «Entreprises du Patrimoine Vivant» [Living Heritage Companies], launched by the State in 2005, is a unique distinction awarded to French companies for the excellence of their know-how in industry, art and gastronomy.

From the perfumer, Molinard, to the Hotel Négresco via Château Saint Martin, craft workers have been striving to maintain properties thanks to their exceptional know-how: it is a guarantee of excellence.



© Négresco - AG



Marseille © Igor Stepovik - Fotolia

PROVENCE  
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NEW FROM ACCOMMODATION PROVIDERS:

The new ideas listed in Région Provence-Alpes-Côte d'Azur are focused on a certain Southern lifestyle! Culinary traditions which promote short supply chains, architecture and gentle and elegantly coloured decoration, landscape gardens with Mediterranean plants and stunning views of the sea: an embracing atmosphere for meetings, seminars and incentives to remember.

HERE IS AN OVERVIEW OF WHAT'S NEW (NOT EXHAUSTIVE).

IN CANNES,  
THE 1835 RADISSON BLU

is undergoing a phase of complete renovation of its bedrooms, as well as its famous 500m<sup>2</sup> rooftop with a 180° panoramic view. A place which will become an essential as soon as summer comes



THE HOTEL  
CHÂTEAUFORM'

Opening in summer 2020 of the Hotel Châteauform' in the very trendy district of Longchamp with 51 bedrooms and 10 work rooms of 20 to 85 m<sup>2</sup>. One floor consisting of two work rooms and a cocktail area with a view of the garden can be privately booked.



THE HOTEL  
LE PIGONNET

In the Bouches du Rhône, in Aix-en-Provence, the Hotel Le Pignonnet is opening a new and sublime villa of the same name.



MERCURE MARSEILLE  
CANEBIÈRE VIEUX-PORT

As for Marseille, 2019 saw the opening of several new hotels, including the Mercure Marseille Canebière Vieux-Port (90 bedrooms) located in a Haussmann building and a new events venue, «Les Salons de Camille,» in a former 19th century townhouse which has retained its magnificent original decor. 300 m<sup>2</sup> to host gala evenings or other prestigious events.



MERCURE MARSEILLE  
CENTRE BOMPARD  
LA CORNICHE

In 2020, make way for lovely renovations to hotels, such as the legendary Mercure Marseille Centre Bompard La Corniche of the former Marseille hotel chain, NewHotel, which has just been acquired by the Accor Group. This 4-star Mercure, nestling in greenery at the foot of Notre Dame de la Garde offers 55 bedrooms, a bar, a restaurant, a swimming pool and two flexible meeting for up to 60 people. Opening June 2020.



THE JW MARRIOTT  
LOCATED ON THE  
CROISSETTE

8 months of work enabled the renovation of 260 bedrooms, including 50 suites, 13 conference rooms. Re-opening planned shortly.



THE NÉGRESO  
IN NICE

is continuing its renovation of bedrooms and 13 of them will be «home-made,» and owe their facelift to the talent of the qualified craft workers of this exceptional hotel.



MAS DE PIERRE,  
ST PAUL DE VENCE

At the foot of the famous village of Saint Paul de Vence, the Mas de Pierre is having a makeover. Renovation of bedrooms, extensions and a new SPA of 2,000 m<sup>2</sup>. Delivery in 2021.



THE HOTEL ESTÉREL -  
PIERRE & VACANCES  
ESTÉREL VILLAGE

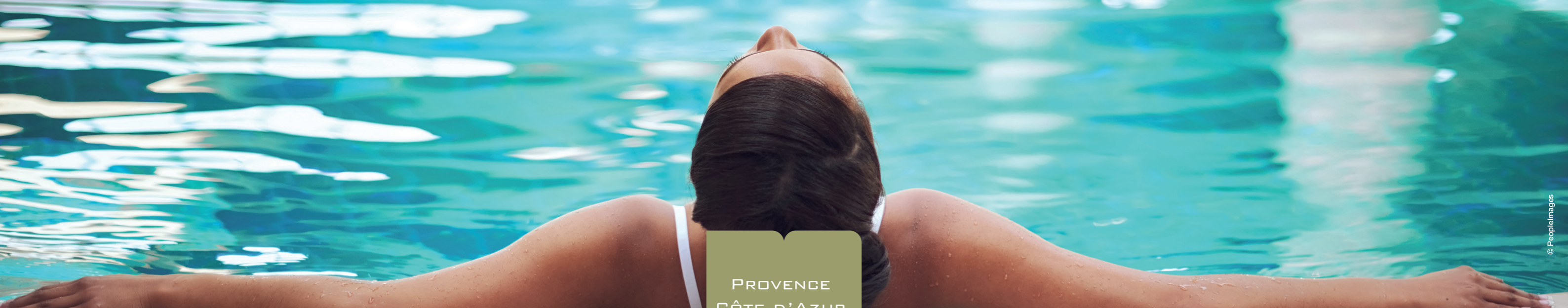
In the Var, the Hotel Estérel - Pierre & Vacances Esterel Village is also completely renovated and its offers have been redesigned around the terroir.



THE HOTEL NHOW,  
MARSEILLE

is a new designer hotel located in one of the most beautiful bays of the Mediterranean. Built in 1976 and completely renovated in 2018, the hotel presents a modern decor inspired by the designers and architects Teresa Sapey, Claire Fatosme and Christian Lefèvre. Nestling ingeniously into the rocky coast, the hotel offers a view of the sea and the myriad beaches, to admire all day long.





© PeopleImages

PROVENCE  
CÔTE D'AZUR  
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## RESORTS? THEY'RE ON-TREND!

THE IDEA IS TO OFFER A MULTIPLICITY OF SERVICES WITHIN A DEFINED PERIMETER.

### TERRE BLANCHE

In line with this, in the Var, Terre Blanche complements its hotel and golf offer with several immersive experiences, in partnership with the Clos de Callian, as regards perfume flowers, oenology as well as e-mountain bike rides.



### CHÂTEAU PONT ROYAL

In the Bouches du Rhône, Château Pont Royal, Pierre & Vacances Pont Royal and the Moulin de Vernègues, totalling some 11 hectares, have strengthened their links to bring their offers together and thus offer a multi-dimensional play area on three sites.



### CHÂTEAU SAINT MARTIN

In Taradeau, the Chateau Saint Martin, has sustainable development in its DNA. Its offer combines history, oenology and lifestyle. Just like the Hotel Negresco in Nice, it is part of the prestigious circle of the «Entreprises du Patrimoine Vivant,» [Living Heritage Companies].



### INTERCONTINENTAL MARSEILLE HOTEL DIEU

In the Bouches du Rhône, the famous InterContinental Marseille Hotel Dieu offers an exceptional events range, which has been reviewed and improved, particularly thanks to unusual new venues, like the Presidential Suite or the Alcyone gastronomic restaurant, with oenology and e-bike rides.



### JACQUES BON

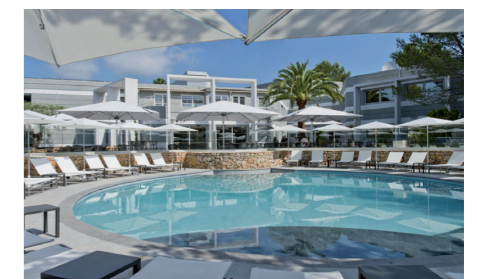
Jacques Bon, the most famous of the manades [herds] of Saintes-Maries de la Mer, is undertaking a partial renovation of its site, particularly La Cabano Dis Ego, a reception area located on the wild side of the property.



## NEW SEMINAR SPACES

### GOLDEN TULIP

The Golden Tulip of Sophia-Antipolis is opening a new 110 m<sup>2</sup> seminar room.



### IN NICE, THE SERVOTEL

offers a new 220 m<sup>2</sup> hall and up to 300 seats in the restaurant.



### THE VILLAGE AZUREVA

The Village Azureva La Londe les Maures offers an entire site dedicated to experiences: one village, two plenary venues, four committee rooms, 115 bedrooms and a restaurant which seats 200 people. An immersion in Provence!



### CHÂTEAU MENTONE

In Saint Antonin du Var, the Château Mentone offers a complete site where oenology, gastronomy and an accommodation offer have been thought through according to a philosophy entirely oriented towards environmentally friendly practices.



### CHÂTEAU LA COSTE

In the Pays d'Aix, at the heart of a miraculously preserved wilderness, the Château La Coste is to be found, a huge 240-hectare estate where the organically-grown vines, art and architecture are given free expression.



WELL-BEING is a trend which is spreading in companies. Accommodation providers favour these areas dedicated to letting go.

■ **A Cannes**, the events spaces at the Port offer a new 54 m<sup>2</sup> room, ideally located on the quays.

■ In Arles, **the Hotel Arles Plaza** has completely renovated its well-being area with a completely new hammam near the swimming pool.



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## THE BEACHES, A PLAYGROUND REMODELLED FOR EVENTS

**T**he law on coastal tenancies has recently imposed new arrangements on the Mediterranean coast and the post-Covid-19 situation has reshuffled the deck as regards health standards.

Bathing options have been remodelled both as regards aesthetics and principles of conserving the environment. Beach establishments of a new kind, with completely natural materials, where wood, linen, hemp and raw cotton play their part in an architecture which respects the human element, thus enabling beaches to meet the new expectations of clients.

These beautification efforts are also based on a re-alignment of public spaces, particularly along the promenade.

### IN THE ALPES-MARITIMES AND THE VAR, ALMOST ALL THE BEACHES HAVE THEREFORE BEEN REDESIGNED.

For example, in **Cannes**, the beaches have taken twenty metres of sea and almost all the private beaches have been re-shaped and redecorated, thus offering new settings for event organisers.

The beaches from **Golfe Juan** to **Menton** have also been the subject of significant developments.

In the **Gulf of Saint-Tropez**, Pampelonne beach is starting phase 2 of its new layout. A beach free of buildings, opened up, with views and an expanse of sand to rediscover for everyone to enjoy.

Over in the **Var**, among the beaches oriented towards events, **El Morito Plage** at Roquebrune Sur Argens, **Le Mas d'Estelle** in Fréjus, **Le Maïva** at Les Issambres and **Le Maobi** at Agay are stand-outs.

Not forgetting the essential **Iles Paul Ricard** over by **Bandol**.

3500m<sup>2</sup> off the coast of Marseille, dedicated to prestigious events of all kinds: cocktails, parades, gala evenings.

95% Almost all the private beaches of Cannes have been re-shaped and redecorated, thus offering new settings for event organisers.



Mademoiselle Grayo - Jean-Michel Sordelle

### IN MARSEILLE

**Ile Degaby** : 3500 m<sup>2</sup> off the coast of Marseille, dedicated to all kinds of prestigious events: cocktails, parades, gala evenings. A small fort of almost 200 m<sup>2</sup>, fully equipped for the purpose, three panoramic terraces of 55, 200 and 223 m<sup>2</sup>, as well as a little private rocky beach, which is reserved for guests of the five-star **C2** and four-star **Nhow** hotels, or for a complete private booking of the islet.



**Le Sport Beach**, an exceptional venue in an elegant and refined setting, located by the seaside, meets the new demands of the business events market. The space extends over 2000 m<sup>2</sup>, including 1500 m<sup>2</sup> outdoors. This is a unique venue, flexible, with sound system throughout, with an open space, including a lounge bar and restaurant, a separate private salon and a panoramic terrace with a view of the Bay of Marseille and its islands.



**MamaBeach** : private beach of white sand, with a permanent straw hut of around 180 m<sup>2</sup>, with a bar and a catering area. This venue can be privately booked for much of the year. From mid-June, evenings are reserved for group party events which vary from evening to evening (Arty Party etc..)



### ART CENTRES AND MUSEUMS

Art venues and museums have long understood the importance of opening up to companies.

#### Among the new ideas:

- The **Musée Océanographique** of Monaco will be re-organised for new thematic immersive routes investigating coral
- **Hôtel de Caumont Centre d'Art** in Aix en Provence, spaces can be privately booked outside public opening hours.





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## AGENCIES: IMAGINATIVE, CREATIVE AND FUN!

Innovation and made-to-measure projects are typical of PCE's member agencies which take advantage of an exceptional and wide-ranging playground which enables them to come up with an infinite variety of programmes from sea, mountains, typical villages, legendary venues, indoor, outdoor, cultural and sporting traditions, gastronomy and lifestyle. Not forgetting the importance of meeting, talking and sharing.

### BOULE D'ÉNERGIE

**CORPORATE SOCIAL RESPONSIBILITY.** The aim: give team-building a purpose by adding a charitable dimension to it. Encourage and develop relations between staff on the team while undertaking a useful social action for disadvantaged children. Ball of Energy hands over what has been made at the end of the activities to the Association Adrien for the following programmes: Construction of a cardboard Babyfoot, Charity Bike Challenge, Robot Challenge, Custom Soap Box Derby.

**THE BOULISTERIE.** First concept of a pop-up pétanque event indoors and out. Installation of pop-up pétanque rinks across France and in Los Angeles. Online Shop.

**MEHARI RALLY.** A new fleet of 20 iconic vehicles which can carry 80 participants to reconnect with the vintage pleasures of old-style driving.

**BUILDING A CARDBOARD BABY FOOT TABLE.** The «Babyfoot Kustom Contest» can be done inside or outside. The Babyfoot tables are entirely made of recyclable cardboard and wood. Awaken your slumbering internal artist and decorate a Babyfoot table using felt-tip pens and accessories to match the theme chosen by your team! A grand league tournament on the Babyfoot tables when the customisation is complete!

**GET TACTILE!** Four team building activities using the touch-screen tablets: Urban Rally, Police Investigation, Escape Game, The Grand Quiz.

**CREATIVE SPIRIT.** The agency takes pride in putting together events combining maximum immersion, experiential activities and encounters, while restoring exceptional settings.



### DIMENSION SUD

#### TEAM BUILDING «PROVENÇAL CULINARY CHALLENGES»

A specialist in Provençal gastronomy, Dimension Sud offers team culinary challenges.

Typical aperitif recipes are prepared by participants before being judged and eaten. In a friendly and welcoming atmosphere, teams concoct a complete aperitif buffet with tapenade, anchoïade, pistou or fresh goats cheese glasses.

A fun, participatory and team-oriented activity which relies on our region's know-how.

In the spirit of sustainable development, activities do not require water or electricity, produce is selected from small local producers and all materials used can be recycled.



### ESTEREL AVENTURE

#### THE MARKETS OF PROVENCE

The task: Organise a Provençal themed evening, without relying on clichés, with elegant Provençal connotations of the lively and authentic atmosphere of Provençal markets for a real moment of Southern friendliness! In the form of stands and workshops set up in real wooden cabins, a trail with the scents and flavours of the region, free for participants to wander around. A real local touch of the «guinguette» with olive oil, pastis, liqueurs, Provençal wines, lavenders and perfumes to be put to the test.

Fun and interactive events, stage-managed by craft workers and enthusiasts of the local terroir.

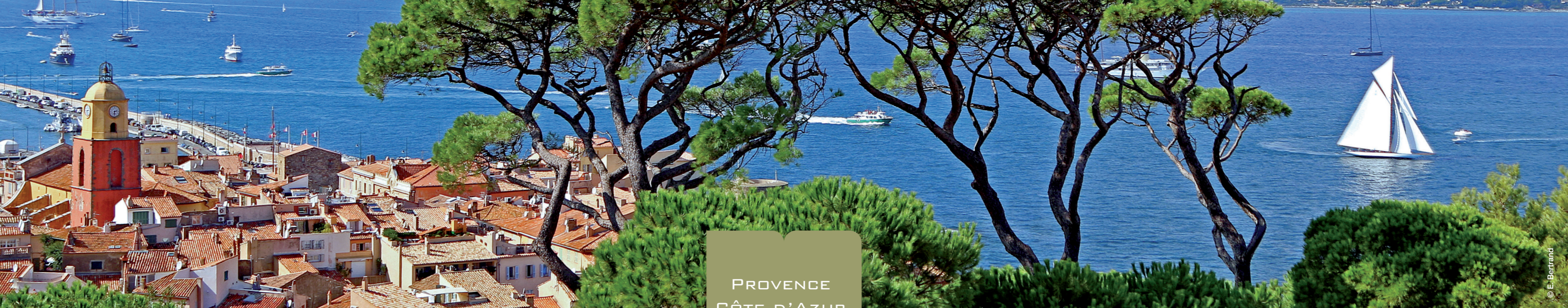
#### BUILDING THE CITY OF TOMORROW

A definite CSR and ecological programme. Participants aim to build the city of tomorrow. To help them in their discussions, they take part in fun workshops which make them aware of a variety of basic themes: waste management, water conservation, energy and transport.

Teams of 10 to 15 share the mission, the outcome of which is the creation of an architect's model of 1.4 x 1.4 m, which represents the city of tomorrow, a firmly ecological and futuristic city.

Attached workshops allow building materials to be acquired: recycling points, eco quiz on tablets, mystery boxes, etc..





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## OTHER NOVELTIES

### MADE IN CÔTE D'AZUR

#### RESCUE PLANET.

Preserve the environment while meeting our current constraints without compromising the expectations of future generations, this is the ecological challenge our current society faces. Thanks to challenges on an ecological theme, the conservation of fauna and flora and climate change, combine thought, skill and team spirit to put together the pieces of the puzzle to reveal a mural which outlines clean energy values.

#### SUPERHEROS CHALLENGE.

Spiderman, Hulk, Captain America, Catwoman and Batman are waiting for you to meet the challenges and thus free the city from the grip of its «enemies»: video clips of legendary scenes from Marvel and DC Comics, Team Building activities for from 50 to 500 participants, a Photo Call evening, let yourself be guided through a different galaxy. Outdoors or Indoors, dive into your favourite Marvel films and take on the role of your favourite Super Hero.

#### Meeting Campus 100% interactive:

meetings, conferences, networking, product launches, team building, incentives, from 10 to more than 1000 people.



### EKYPAGE

To help professionals continue meeting and communicating, despite the health crisis, EKYPAGE has put several solutions in place.

In particular, the WebConference, which is about bringing together clients, prospects, staff, on a virtual platform for meetings, conferences, training, etc., live on the internet. Webcasting, i.e. broadcasting events on the Web in video format, live or off-line. But also, the Webinar, a live video conference. In this way, it is possible to organise an event which all the company's staff and partners can attend. It is also possible to add an online chat

facility and see live video from a distance. As well as recording and broadcasting in-house or on the Web. One solution is online chat, which is a collaborative chat facility which leads to real increased productivity, thanks to sharing information and documents, real-time monitoring of projects, creating conversation forums, etc.. Then, there is the Social Wall which can help your prospects on your website, to be inspired and explore your products in a real context and see how others have used them.



### PHENIX EVENTS

The Phenix Events Agency has in its repertoire events which are often very specific and spectacular using 100% existing or natural settings. Its teams have been able to install a life-size pop-up Provençal market inside the Forville Hall in Cannes and make this venue even more buzzy than normal.

© Olivia-Marocco-photograph



Pursue your activity in complete peace as regards current health constraints.

### ODEL EVASION

By the seaside, the agency organises Team Building & Guest activities on the Île de Bendor.

#### The idea:

a Kho-Lanta challenge combined with a paddle-board challenge, led and supported by the 2018 Stand-Up Paddle World Champion.







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## OTHER NOVELTIES

THE CENTRE EXPO CONGRÈS DE MANDELIEU-LA NAPOULE, AT THE HEART OF INNOVATION AND DIGITAL WITH THE CREATION OF LESTUDIOAZUR BY NOVELTY & THE SOCIAL NETWORK ROOM

### LESTUDIOAZUR BY NOVELTY

STREAMING AT YOUR FINGERTIPS.

Drawing on the professional expertise of Groupe Novelty Azur, a streaming studio named LeStudioAzur by Novelty, is in operation from today within the CEC, allowing virtual events to be produced.

Equipped with 11 m<sup>2</sup> of LED screen and 3 cameras, this new studio can be re-arranged and customised in the colours of any event, and it can be controlled in its entirety by a single technician, using robotic cameras which can be remotely configured, Le StudioAzur by Novelty is revolutionising the creation of business events: product launches, commercial meetings, AGMs, strategic meetings, shop openings, technical presentations, work meetings, LeStudioAzur by Novelty and the Centre Expo Congrès offer a unique, effective and functional tool.



### THE SOCIAL NETWORK ROOM

WIDEN THE OUTREACH OF EVENTS

Thanks to the setting up of the Social Network Room, the Centre Expo Congrès in Mandelieu La Napoule can now offer its clients a real chance to expand their audience during physical events at the Palais des Congrès, by using digital communication on social networks, in public or private sessions.

A genuine extension of a convention, congress or trade fair, the Social Network Room, accessible without the need for a technician, equipped with a mini TV studio set for 3 or 4 people and technological equipment, has work space enabling you to prepare various «Live» reports, such as a Facebook Live.

## NEWS EXTRA!

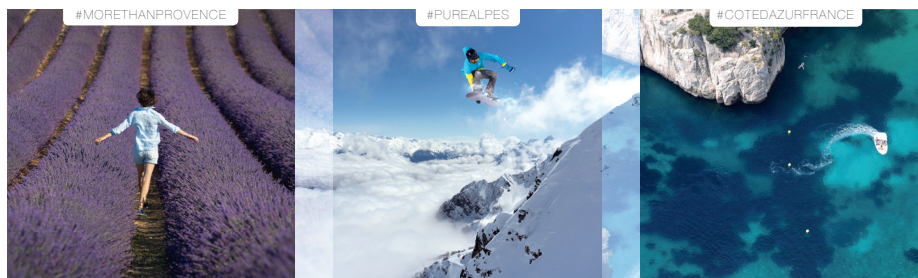
HEALTH REGISTER FOR THE EVENTS SECTOR



ALL INFORMATION ON THE FOLLOWING LINK:  
<https://www.unimev.fr/wp-content/uploads/2020/05/Referentiel-sanitaire-de-la-filiere-evenementielle-pour-le-ministere-def.pdf>



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*The Convention Bureau*

Press Contact : **Malika BOULDI** – Director of PCE  
E-Mail : [m.bouldi@provencecotedazurevents.com](mailto:m.bouldi@provencecotedazurevents.com) - Tel. 04 91 87 72 20

3/5 Rue Beauvau, 13001 Marseille - Tél : +33 (0)4 91 87 72 20  
[info@provencecotedazurevents.com](mailto:info@provencecotedazurevents.com)

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