



PROVENCE ALPES CÔTE D'AZUR : LAND OF EVENTS

Press Pack
September 2021



ÉDITO

PROVENCE
CÔTE D'AZUR
EVENTS

EVENTS AND BUSINESS MEETINGS IN EXCEPTIONAL LANDS



The year 2020 has been a year very much impacted by Covid 19 which put a stop to activity in the events sector, for nine months. Strong action on the part of the sector collective made up of seven professional representative organisations gave conclusive results.

After months of difficult negotiations with the Government in 2020, the events sector, the sector most affected by the crisis, has been genuinely helped since December 2020, with substantial and vital support measures for our companies. The Government has finally realised the importance of our sector to the French economy.

After an interruption of sixteen months, with a ban on holding events, companies must relaunch themselves. We all hope that the Government can help us in autumn 2021 with a review to help the most affected companies with a real support plan dedicated to our sector for the coming months. We are entering a second period where State assistance must be different to face up to activity which has been dwindling for several months, or even a year from September 2021.

The Covid-19 epidemic has accelerated practices which previously existed, particularly in the digital field. Events will not be replaced by webinars, they will be reconsidered and optimised with issues related to the value of encounters, their sustainability, content, the experience they offer participants, as well as the territoriality of events (local, national and international), the formats for meetings which will hybridise and their economic models to be reinvented.

We have arrived in a new period, we are at a time to start over, but we must not be tempted to resume our habits. New forms of events with sustainable pathways have emerged, we must develop our business sector.

Our Provence Alpes Côte d'Azur region has many advantages, simultaneously with its quality infrastructure and major investments in renovation and innovation for better facilities, its recognised know-how and professionalism in hosting major international meetings, as well as seminars and incentives.

Professional, cultural and sports meetings are strategic for regions since they generate direct and indirect economic benefits throughout the year. We are a land of events. Our three legendary brands, «Provence enjoy the unexpected», «Alpes French South» and «Côte d'Azur France» reinforce the attractiveness of our region to tourists.

Supported by the Région Sud, Provence Côte d'Azur Events has been set up as a skills and expertise hub to maintain a high level of services, increase the skills of professionals and boost the regional events sector. The aim of our work is to support professionals in promoting, prospecting and developing their service offers. This is based on an ambitious programme, including promotional activity at national and international level, prospecting through our new Market Place Mice to put professionals in touch with buyers and decision-makers and special support services on offer thanks to our 360° innovation platform, which is 4EVENT.

With more than 200 members from Avignon to Menton, including Monaco and Ajaccio, Provence Côte d'Azur Events is the sole contact for event organisers and its member professionals. It is by joining our forces and resources that we will be competitive and attractive in this highly competitive market.

To keep our leadership position for hosting professional events in Europe, since 2019 we have put support for development and professionalisation of stakeholders at the centre of our concerns.

We are working closely with training schools to meet tomorrow's challenges in terms of employment and jobs. Currently, we have four partnerships with higher education establishments in the region.

With the support of Région Sud, we were helped to create our platform 4EVENT, and to bring together in this project the founding partners: Région Sud, the Institut Supérieur du Tourisme de Cannes [Cannes Higher Institute of Tourism] and the Incubateur PACA-Est [PACA East Incubator].

This platform will offer creative and innovative solutions, making stakeholders more professional in a constantly changing environment, and, since the COVID-19 pandemic, it can speed up the development of companies and be the basis for growth and innovation. The aim is to help companies to reinvent themselves as quickly as possible with tools available and support recovery.

With 4EVENT, Provence Côte d'Azur Events is getting involved to maintain the leadership and attractiveness of the destinations in our region and promote the potential for innovation of the professionals in the events sector.

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

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PROVENCE CÔTE D'AZUR EVENTS (PCE)

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EVENTS

EVENTS AND BUSINESS MEETINGS IN EXCEPTIONAL LANDS

PRESENTATION AND MISSIONS

A TEAM TO SERVE THE EVENTS SECTOR

For more than 13 years, Provence Côte d'Azur Events (PCE) the regional Convention Bureau has been bringing together the professionals in the events sector.

The aim of this professional hub of seven permanent staff is to bring together the stakeholders in the events sector in the Provence Alpes Côte d'Azur region and carry out collective pooled actions to win market share, convince decision-makers and attract professional events, create and maintain employment in the region.

From Avignon to Menton with partners from Monaco and Ajaccio, the hub has more than 200 members: convention centres, events venues, hotels, reception agencies, activity Develop the Major Events Unit providers, caterers, transporters and technical service providers, i.e. 90% SMEs, representing €1.4 billion of turnover in 2019, with more than 9800 staff.

the hub has more than
200 members

€ **1,4 billion**
turnover and more than

9 800 employees

PCE HAS TWO DEPARTMENTS

A COMMERCIAL SERVICE which conducts prospecting activities on a file of more than 5,800 organisers of professional events. More than 200 projects processed annually by the team which generate between 50 and 60 events realised every year in the region.

A MAJOR EVENTS UNIT created in 2018 which aims to support competing destinations in competitive tenders to host major international events. Its missions are: to prospect associations, organise promotional operations with decision-makers, promote procedures for hosting and information about conference-goers while promoting an offer of effective services to organisers.



THE PCE'S MISSIONS

- Promotion of the regional offer to decision-makers and national and international event specifiers
- Support for member professionals in targeted collective action (national and international trade fairs, workshops, educational tours,
- Accelerated development of events professionals through the services offered by 4EVENT the 360° innovation platform
- Creation of bridges with competitiveness hubs, business networks and assistance with organising new professional events in the region.
- Promotion of the services of Major Events Unit, directly in line with the regional programme «Attract Congresses & Events» and the scheme for regional tourism development.



7 POINT STRATEGIES FROM THE REGIONAL CONGRESS BUREAU:

- 1** To increase the profile of our network with decision-makers for professional events, future clients in the national and international markets,
- 2** Prospecting and canvassing decision-makers to encourage them to organise their professional events in our region,
- 3** Encouraging loyalty and bringing together our members to carry out targeted collective action and measure its benefits,
- 4** Helping our companies in their development and professional pathways (4EVENT)
- 5** Develop the Major Events Unit to support destinations in competition for international tenders (congresses, conventions and professional trade fairs) via lobbying activities, establishing reception services and ecosystem-based activities,
- 6** Develop the sector via structural projects such as events incubation, initial and continuing training in collaboration with higher education establishments in the region,
- 7** Informing professionals about the development of our sector and current trends (e-news and social networks).

THE MAJOR EVENTS UNIT

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FOCUS ON ACTIVITIES FOR 2021

Hosting major economic events with high potential in the region is included in the regional economic development scheme (SRDEII) and in the tourism economy growth plan (SRDT) adopted on 17 March 2017.

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



© World Trade Center Marseille

18 major events prospected and won in 2019

TO DO SO, THE MAJOR EVENTS UNIT TEAM CONDUCTS SEVERAL MISSIONS :

- To capture and prospect for international applications (2022 - 2027) of more than 800 people for at least 3/4 days.

In 2019, the Major Events Unit passed on 83 specifications to its partner destinations and contributed to bringing 18 major events to date to partner destinations..



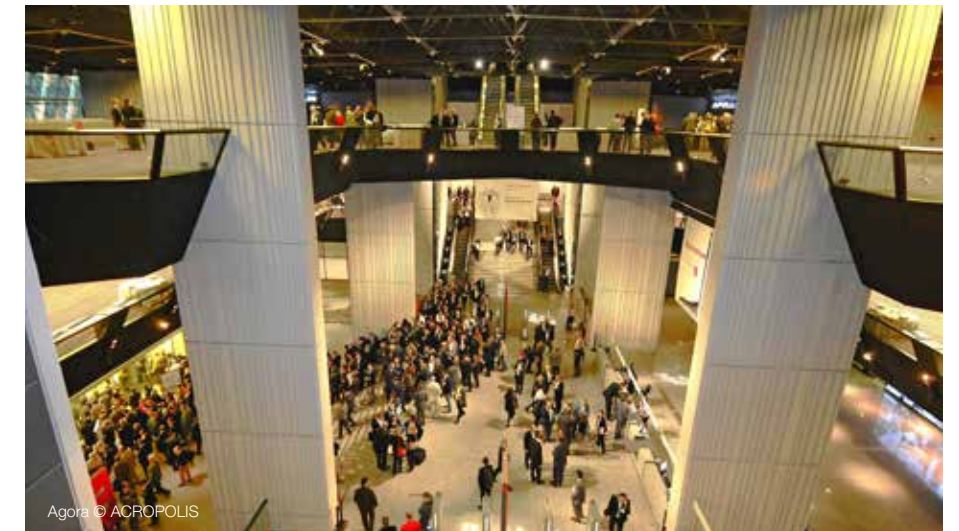
- Representing and promoting the unit's partners in targeted and rewarding commercial operations.

In 2020, despite the health crisis, nine commercial operations were conducted such as an Educational Tour in Toulon with decision-makers, taking part in professional international trade fairs like SMU New York, including prior canvassing of associations, networking operations with agency heads in Paris, two workshops with Atout France online in the German and English markets, an Incentive operation in the Brussels market on 14 December 2020.

- Positioning our partner destinations on shortlists of the Major Events Unit. To do so, the unit regularly supports the destinations in applying: assistance in technical preparation for written and oral support (enhancement of the destination, SWOT, study of competitors, lobbying voters), during scoping visits.

- Mobilising the economic and political ecosystems to support applications: by activating local ambassadors in conjunction with excellence hubs and elected representatives.

- Promoting the regional programme, «Attract Congresses & Events» (ACE) as well as the new ACE Relaunch Post Covid programme: Promotion of the help facility, support in training for funding requests/ support letters to the Attractiveness and Tourism Department of Région Sud and monitoring destinations and organisers, delivery of expert opinions on the eligibility of applications.



Agora © ACROPOLIS

- To better host major economic events with the best international standards through an effective welcome pack.

Since 2019, organisers of major events can take advantage of a regional welcome pack which the Unit had developed with Marseille-Provence, Toulon-Hyères and Nice Côte d'Azur airports. Negotiations are under way with SNCF to expand reception to stations. Finally, in terms of security, a major events safety agreement has been signed with the prefectures of the region which allows organisers to benefit from recommendations and specific measures.

- Incubate structural events in the Region related to the sectors of excellence (OIR and competitiveness hubs) - from 2021/2022

Example activity: support project leaders with a prefiguration study of the event (feasibility, location, services, economic model, governance) while including the promotion of local skills.

OUR PARTNERS

Région Sud, CRT Provence Alpes Côte d'Azur, CRT Côte d'Azur France, Métropole Toulon Provence Méditerranée, Office métropolitain de tourisme et des congrès de Marseille, Office de tourisme métropolitain Nice Côte d'Azur, Palais des Festivals et des congrès de Cannes, CCI Nice Côte d'Azur, CCI du Var, Centre Expo Congrès de Mandelieu la Napoule et le Bureau des congrès de Monaco.



THE MAJOR EVENTS UNIT

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FOCUS ON ACTIVITIES FOR 2021

The strategy for 2021 was to maintain the link with potential clients and be sufficiently agile to generate differentiated and reassuring content, as well as to maintain our position and our image as a «safe» and unique Destination via online operations such as Webinars or pre-arranged meetings.

The commercial logic was to refocus the activity of the PCE Major Events Unit on nearer European markets with greater capacity to travel to France (e.g. Germany, Belgium, Italy, Spain, Switzerland, UK etc.) The aim was to maintain a strong presence and differentiating position in the market, while working on the concept of reassurance in the post-COVID period.



OPERATION NATIONAL AGENCIES DECISIONMAKERS IN PARIS AT THE MICHE-LIN-STARRED RESTAURANT LE SERGENT RECRUTEUR ON ÎLE ST LOUIS

The principle was to stimulate the Provence Alpes Côte d'Azur reflex for all national specifiers making recommendations for national clients. Presentation of the regional ACE and ACE Relaunch Post-COVID programmes and all the advantages for events organisers. Result: 1 congress in the process of being signed in the Côte d'Azur in the chemistry field.



SMU NEW YORK AND PRE-SALES CALL WITH THE NICE DESTINATION IN NEW YORK

Result: Four meetings confirmed and completed, including One agreed event in Nice with a New York engineering association. The SMU trade fair is the top event on the East Coast with more than 100 active buyers and about twenty scheduled meetings. Result: Eight leads passed on to our partner destinations, including One agreed event with a Medical Congress in Marseille & Aix en Provence.



THE BELGIAN MARKET,

A prestigious operation with a reputation and profile on the market considered to be our priority target for possible relaunch of the sector. Sending of Gourmet Box to share during an online event orchestrated from the Novelty studios in Mandelieu la Napoule.

Each prospective Belgian event organiser client connected online and watched an American-style talkshow, allowing our partner destinations to promote their distinguishing advantages in our market via a quirky and original presentation. An excellent qualitative outcome with 40 connections made during the operation



EDUCATIONAL TOUR TOULON JANUARY 2020

Intended to make the destination of Toulon known among the target events organisers: Associations and Professional Trade Fair Organisers. 5 top decision-makers, ten prestigious national organisers, like Comexposium, IEEE, attended and met in Toulon for two days exploring the destination and the local economic and industrial ecosystem.



WEBINAR FRANCE FOR THE UK MARKET

with a presentation of new features and health policies in France along with the Paris and Lyon destinations.



NETWORKING ICCA

International Congress and Convention Association was organised an online Business Exchange targeting international associations with a lead exchange between professionals according to good market practice.



IBTM 2020 PARTICIPATION IN VIRTUAL

With around 15 pre-arranged rendezvous with pre-selected mainly European buyers who are active in the market. Reassurance by destination France on a market which was pretty much defunct in December 2020. High awareness in European markets of the South of France which are high in the league tables of Congress cities published by ICCA every year. In the top 10: Madrid, Lisbon, Barcelona, Valencia....



VIRTUAL WORKSHOP ON THE GERMAN MARKET

with pre-scheduled meetings with around ten buyers and international professional events organisers. Profile and Awareness Campaign in one of our priority markets for Major Events.



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NEW

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THE INNOVATION PLATFORM FOR THE EVENTS SECTOR

4EVENT was born from the needs of Provence Côte d'Azur Events (PCE) identified in its ecosystem. Co-developed with representatives of the 220 professionals who are members of PCE and historic partners of the network, PCE set up a service offer to meet the needs of professionals.

OBJECTIVES:

The objectives of the project are fully consistent with the pillars of the regional «Business and Convention Tourism» sector contract and with the recovery plan for the tourism economy of Région Sud. Indeed, 4EVENT intends to:

- > Allow regions and destinations to aim for excellence in hosting events
- > Accelerate the development of professionals in the events sector
- > Adopt strategies for proactive and flexible management of all risks affecting the events sector

In recent years, and especially since the COVID-19 pandemic, professionals in the entire sector have been faced with strong competitive pressure and deep-reaching changes.

Since 2019, PCE has been involved in maintaining the leadership and attractiveness of the destinations of the Provence-Alpes-Côte d'Azur region. This was how the idea of 4EVENT was born, a 360° platform for innovation in events.

In collaboration with the Institut Supérieur du Tourisme de Cannes and the Incubateur PACA-Est, 4EVENT offers a range of services which aims at reconsidering the events sector in new formats, speeding up innovations and bringing relevant solutions.

Thanks to the support of Région Sud and support as part of the Regional Interest Operation on Tourism and Creative Industries, 4EVENT came into being in January 2021.

4EVENT is a PCE brand, whose activities are organised from the PCE premises in Marseille. Training services, currently remote, are intended to be rolled out across the whole region. The incubation services are implemented from Nice and the Chair is in Cannes.

4EVENT HAS FOUR SERVICE HUBS

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

1/ 4EVENT Careers & Learning offers differentiated training to meet the needs of professionals and students.

2/ 4EVENT Support for companies

4EVENT Growth responding to the economic crisis, and to allow events professionals to bounce back, 4EVENT launched an accelerator programme, 4EVENT GROWTH, with financial support from Région Sud and advisors selected for their expertise in the events sector.

4EVENT Incubation: an offer for creation, experimentation with concepts, financing, innovative solutions in the tourism and events sector

3/ 4EVENT Research : International Research Chair on risk management in the tourism and events sector - CIRTE: academic publications based on data provided by technical partners, educational engineering and preparation of operational and practical tools for professional use.

4/ 4EVENT Resources: prospective research and networking: services to companies, studies and outlook, working groups, networking, provision of spaces, conference organisation, seminars.



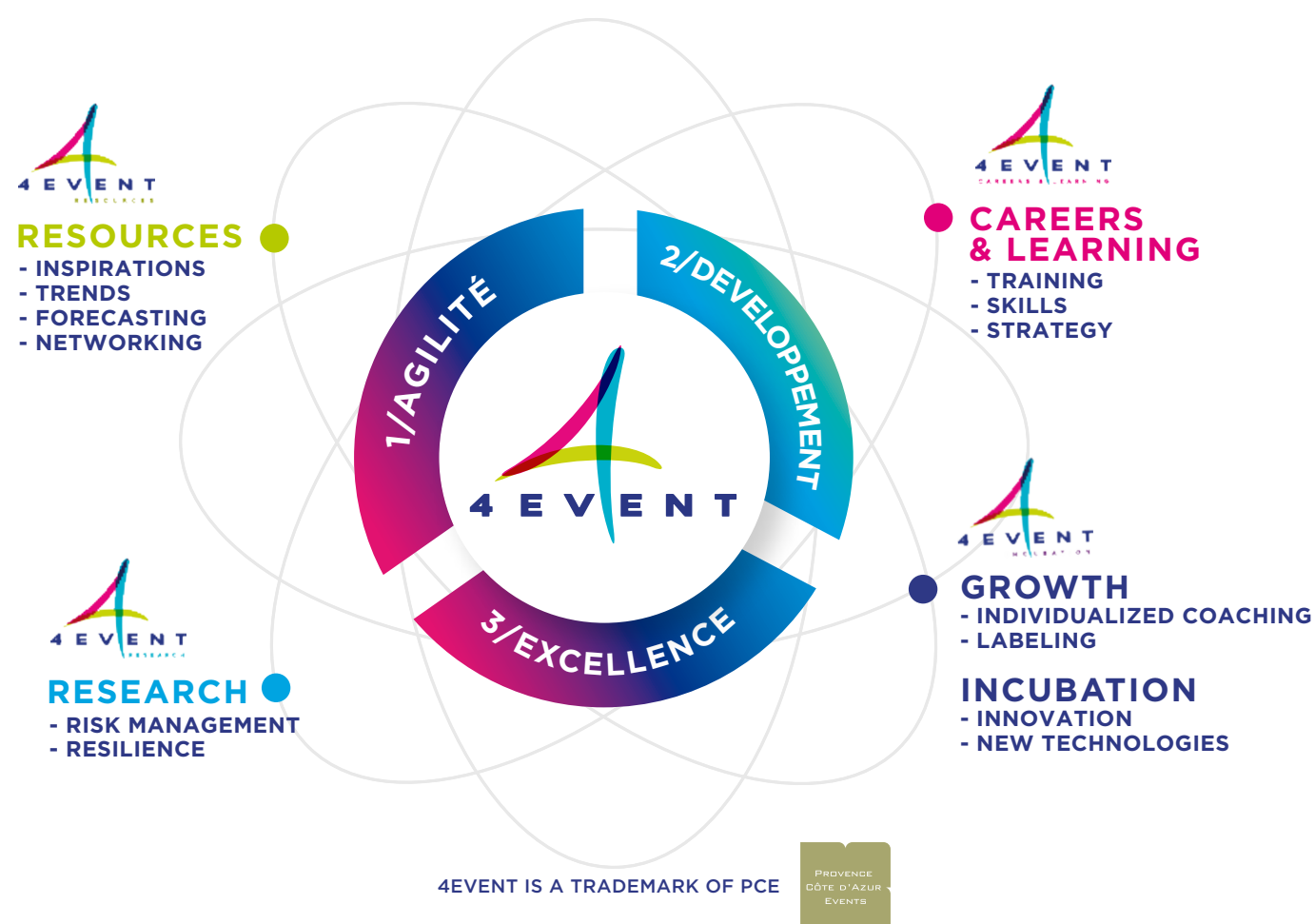


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PROFESSIONALS, START-UPS, STUDENTS LET'S INVENT THE EVENTS SECTOR OF TOMORROW



Laurence BILLET

Laurencebevents
Creator of rich and innovative experiences
Head of the company Laurencebevents,
«I took part in the virtual workshop of 4EVENT «Digital Transformation» led by Rodolphe Lenoir of the company Impact Consultants. This training session was a springboard which more than met my expectations. Indeed, it greatly contributed to the development of our offers. It allowed us to broaden our vision of this digital «transition» and thus create new innovative offers, suited to developments in our business sector. This training strengthened our creativity in reconsidering the conceptualisation of our hybrid or in-person events, and in developing new partnerships with service providers with years of recognised expertise in their field.
Thank you to 4EVENT for this assistance in surpassing our capacity to reinvent ourselves! »

FOCUS PRIORITIES FOR 2021 3 PRIORITY THEMES WERE IDENTIFIED:

- 1. Digitalisation of the events sector**
 - Changes of formats and business models
 - Changes to events sector marketing
- 2. Sustainability of the events sector**
 - Taking into account the requirements of clients as regards the eco-responsibility of events
 - Optimising the environmental and economic impact of events
- 3. Transformation of Modes of Work**
 - Team management in the post-covid era
 - Support for Change

On these three themes, we have structured an integrated course in three stages which allows professionals to be supported at each stage of their development and according to how far advanced their project is: conferences of awareness-raising, continuous training workshops, through to individual counselling services.

An example of integrated course on the issue of sustainability and impact strategies in collaboration with MEET4IMPACT

21 June, A 30-minute Zoom conference on the themes of sustainability, heritage and impact strategies, or how to restore meaning to the events sector.

4 October to 2 November: continuous training workshops for theoretical and practical contributions, with a special focus on the implementation of an impact strategy to optimise the economic, social and environmental spinoff of the events sector

From 2 November: individual customised support to set up a personal action plan and start to roll it out

REGIONAL ATTRACT CONGRESSES & EVENTS (ACE) SCHEME

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The regional Attract Congresses & Events programme is a major asset for the economic development of our region and its international profile; hosting major events is at the core of the regional economic development scheme.

Passed by the Plenary Assembly of the Regional Council in November 2016, the programme «Attract Congresses and Events» (ACE) aims to support economic events of a structural nature in sectors of excellence and which promote the development of positive practices in sustainable development.

This call for projects aims to support major economic events in economic sectors of excellence which are strategic for the region, when they are of a structural nature and generate significant benefits for the region.

WHAT EVENTS ARE ELIGIBLE?

- Congresses of more than 800 overnight stays, in connection with the sectors of excellence
- Business conventions of more than 4000 overnight stays positioned in economic sectors of excellence
- New professional trade fairs positioned in economic sectors of excellence and with at least a gross 2000 m² of exhibition space.



Région Sud has made the climate emergency its priority! In 2017, it launched a major Climate Plan made up of 100 tangible actions. Special attention will be given to all tangible features in applications which promote the implementation of the Climate Plan and sustainable development. Further information: <https://www.maregionsud.fr/plancimat>

WHO CAN ACCESS SUPPORT?

Events organisers: federations, associations, learned societies, societies which organise events, etc.

WHAT FINANCIAL SUPPORT IS ON OFFER?

Subsidy of between €10,000 and € 40,000 for events of LESS than 10,000 overnight stays or 5,000 m² gross display space.

Subsidy of between € 40,000 and € 100,000 for events of MORE than 10,000 overnight stays or 5,000 m² gross display space

To find out more about the «Attract Congresses & Events» programme:

<https://www.maregionsud.fr/la-region-en-action/entreprise-innovation-tourisme/tourisme>

NEW REGIONAL ATTRACT CONGRESSES & EVENTS POST-COVID RELAUNCH SCHEME

The regional Attract Congresses & Events Post- COVID scheme is a major tool to relaunch the events sector after the COVID-19 pandemic.

Indeed, Région Sud Provence Alpes Côte d'Azur has shown exemplary agility in the health crisis, by quickly offering tangible economic support to enable national and international organisers to maintain their events in our region despite a relatively unfavourable context.

So, according to a number of criteria laid down and previously published, national or international organisers who have planned a Trade Fair or Business Convention in the Provence Alpes Côte d'Azur region can benefit from a subsidy enabling them to maintain their project in the Provence Alpes Côte d'Azur region.

WHAT EVENTS ARE ELIGIBLE?

- A congress with a minimum of 400 overnight stays,
- Professional Trade Fairs with a minimum of 500 participants using a minimum area of 1,500 m² gross,
- Business conventions with a minimum of 600 overnight stays, taking place 100% in person outside the summer period (July-August), and including expenditure on-site (accommodation, restaurants, reception venues and ancillary venues, transfers and transport, technical services, communication) to a minimum level of 80% with companies in the region.



Exceptionally, Région Sud could support Fairs open to the general public organised by local private operators bringing together at least 5,000 visitors and operating a minimum area of 1,500 m² gross.

All these events must show proof of strong interaction with the local ecosystem, conducive to a major economic impact in the region and for businesses,

WHO CAN BENEFIT FROM FINANCIAL SUPPORT?

National or international events organisers: Associations, federations, Congress and Professional or Public Trade Fairs organisers, business conventions.

WHAT SUPPORT IS AVAILABLE?

A subsidy of between €7,500 and a maximum of €15,000. A first payment of 50% is paid before the event is held in the region, a major measure which is unprecedented in support of professionals in the events sector during and after the health crisis in Provence Alpes Côte d'Azur

For further information:

<https://www.maregionsud.fr/aides-et-appels-a-projets/detail/appel-a-projets-attract-congresses-and-events-relance-post-covid>

LAUNCHING OF A REGIONAL MARKET PLACE FOR THE EVENTS SECTOR.

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NEW

To combat the effects of the COVID-19 crisis and to prepare the recovery in the best way for the professionals in the events sector in the region, Provence Côte d'Azur Events is conducting ambitious projects supported by Région Sud, and is investing in innovative solutions to support the business development of companies in our sector to boost the relaunch of activity from September 2021.

With the support of Région Sud, Provence Côte d'Azur Events (PCE) launched an online regional business platform «A Market Place MICE» to put member companies in the PCE network in touch with the organisers of French professional events at first, then international events later.

Provence Côte d'Azur Events has established a partnership with a national operator, BEDOUK, 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 events organisers and service providers.

This platform will match requests from buyers (organisers of professional events) with those who can make them happen (service providers and venues in the region).

PCE has set up a new website focused as a «Business Platform» which will enable users to be redirected directly to the networking platform developed by Bedouk.

An ambitious communication plan will be conducted by Provence Côte d'Azur Events which will roll out strong marketing activities to promote its Marketplace with business events organisers via acquisition campaigns on managed digital media, advertising inserts in professional magazines etc..

OBJECTIVES OF THE PROJECT:

- To promote the business tourism offer of companies in the Provence Alpes Côte d'Azur region and the three world brands: Provence, Alpes, Côte d'Azur of the region, with B2B events organisers and generate flows of business in this COVID-19 crisis situation which our sector is going through
- To quickly win market share to the advantage of our regional companies from the resumption of economic activity
- To support the members of Provence Côte d'Azur Events in the development of their MICE activity, particularly via the provision of innovative digital solutions, from September 2021,
- To boost demand by investing in strong marketing campaigns at national level 16

www.provencecotedazurevents.com





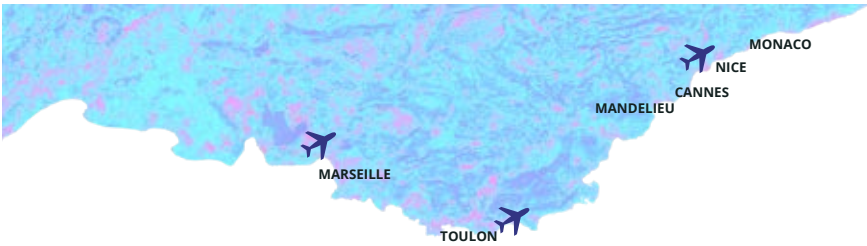
EVENTS AND BUSINESS MEETINGS IN EXCEPTIONAL LANDS

PROVENCE-ALPES-COTE D'AZUR – READY FOR BATTLE FOR THE RELAUNCH WITH HIGH-PERFORMANCE HOSPITALITY ARRANGEMENTS FOR PROFESSIONAL MEETINGS

To ensure recovery under Provence Côte d'Azur Events, regional congress bureau, established in June 2021 a welcome pack standardised at regional level to enable us to welcome visitors to professional events according to the best international standards.

The collective approach to excellent hospitality which is homogeneous across the region is one of the priority strands of the «Business Tourism and Congresses» sector contract, initiated by Région Sud and agreed on 28 March 2018. The welcome pack is a tangible and operational tool placed at the strategic entry points for business tourists which the airports are.

The welcome pack came from the mobilisation of Région Sud and tourism professionals: Comité Régional de Tourisme Provence-Alpes-Côte d'Azur, Comité Régional du Tourisme Côte d'Azur France, the three international airports in the region, Côte d'Azur Airport, Marseille-Provence Airport, Toulon-Hyères Airport, and the Préfectures, the Préfecture de la région Provence-Alpes-Côte d'Azur, the Préfecture des Alpes-Maritimes, the Préfecture des Bouches-du-Rhône, the Préfecture du Var and the Préfecture du Vaucluse.



IN ONE OF THE THREE INTERNATIONAL AIRPORTS OF THE REGION

Marseille-Provence
Toulon-Hyères
Nice-Côte d'Azur

" Our sector of activity is totally mobilised to increase the quality of its services, particularly in customising reception and security, two fundamental criteria for events organisers. They expect an excellent service and the Provence-Alpes Côte d'Azur region, with its three international airports, is joining this approach through a unique regional welcome pack to benefit the most demanding clients. This is once again a demonstration of the professionalism of

the regional teams which will allow us to show our clients, from their arrival in our region, an attractive, strong, cohesive and determined destination. We are committed to meeting current international standards to ensure that professional meetings in Région Sud are exemplary,"

stressed Pierre-Louis ROUCARIES, Chair of Provence Côte d'Azur Events, Regional Congress Bureau.

Piloted by Provence Côte d'Azur Events, the welcome pack, is a comprehensive bundle of welcome arrangements and services to visitors, exhibitors and conference-goers, from their arrival in the region and throughout their pathway at the sites of the events involved. It has two elements:

1/ to improve the reception of visitors to structural professional events in the three international airports in the region

2/ to optimise security for major events with State services with the "Major Events Security" agreement

As regards reception of visitors, exhibitors or conference-goers, organisers of structural events for the region will benefit, as soon as they arrive at one of the three international airports in the region, from a personalised welcome, guided by large, highly visible signage. Airports can also complement reception services with reception staff provided under very advantageous conditions to inform and guide visitors towards the various transport hubs. These services are intended to guide visitors to the site of the event.



As regards security, the Major Events Security agreement results in advice and recommendations to prevent and protect the event, provided by the services and agents of the State according to their responsibilities and according to the shared risk assessment.

This welcome pack is also intended to strengthen and complement the measures already established by destinations in the application phase and during the hosting of events in their region.

It is intended to support destinations in their attractiveness and quality approaches to hosting structural professional events.





PCE ACTION PLAN 2021/2022

EVENTS AND BUSINESS MEETINGS IN EXCEPTIONAL LANDS

KEY ACTIONS COVERING MAJOR PROFESSIONAL MEETINGS IN THE SECTOR



MICE PLACE MARSEILLE

Organised by the Meet and Com Group MICE PLACE, a professional trade fair, reserved for the organisers of events from companies, events agencies, associations and federations is held at the InterContinental Marseille Hôtel Dieu.

For two days, more than 80 Top French and European decision-makers (from Belgium, Great Britain, Italy, Germany, Spain, etc.) will 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 between 25 and 30 members every year. The last edition took place on 5 and 6 July 2021.



SEMINAIRES BUSINESS EVENTS LYON

A professional trade fair, over the years SBE has become the essential showcase in the Rhône Alpes basin for any reception venue and service provider for the events sector. Nearly 1,400 qualified visitors over two days, 188 exhibitors

281 establishments represented. Provence Côte d'Azur Events brings together between 10 and 12 members on a regional stand of 20m² every year. The next edition is It is rescheduled for april 2022.



IMEX FRANKFURT

An international meeting of the first order which welcomes over 9,000 qualified international visitors in May every year and 4,000 decision-makers from 85 countries. These decision-makers are looking for destinations and services for congresses, business conventions, seminars and incentives.

Every year, Provence Côte d'Azur Events puts together around fifteen members in the France space in a regional area «Provence Côte d'Azur» of 50 m² in partnership with the Regional Tourism Committee Côte d'Azur France and the destinations of Marseille and Nice. Because of the health crisis, this trade fair did not take place in 2020 and 2021, it is rescheduled for April 2022.



HEAVENT MEETINGS CANNES

In Cannes, this is a business trade fair dedicated to destinations, events venues, hotels, agencies, service providers and technical services, which aims to promote «face-to-face» meetings between Top Decision-Makers and Exhibitors through pre-organised meetings in advance of the event. More than 400 exhibitors and 500 Top Decision-Makers in attendance. More than 9,000 business meetings are organised during the trade fair

every year. Provence Côte d'Azur Events is there every year at the heart of the trade fair in a regional area of nearly 150 m² with more than 45 members on destination stands, as individuals or sharing. The next edition is scheduled from 19 to 21 April 2022.

PCE ACTION PLAN 2021/2022

PROVENCE
CÔTE D'AZUR
EVENTS

EVENTS AND BUSINESS MEETINGS IN EXCEPTIONAL LANDS

KEY ACTIONS COVERING MAJOR PROFESSIONAL MEETINGS IN THE SECTOR



IBTM BARCELONE

The second major annual meeting with more than 8,700 visitors, including 2 700 top decision-makers, more than 5 200 visitors and 660 visiting buyers from 82 countries in 2019. The 2,600 exhibitors from 150 countries meet between 30 and 40 top buyers in preprogrammed meetings as well as visiting buyers at the trade fair. Within the France space and in a 60 m² regional area, "Provence

Côte d'Azur," PCE puts together around twenty members in partnership with the Regional Tourism Committee Côte d'Azur France and the destinations of Marseille and Nice.



ANNUAL PARIS WORKSHOPS

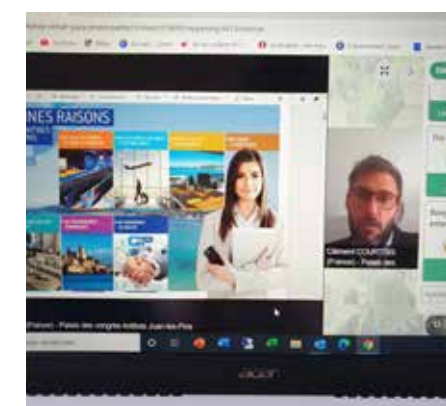
For 10 years, Provence Côte d'Azur Events has been organising a major event twice a year (in July and December) in the form of a workshop. In a new central venue, many PCE partners meet events organisers and specifying agencies thanks to B2B meetings. In 2019, the July edition took place at the Belles Plantes in Paris with 17 partners and almost 80 buyers in attendance. In December 2019, 21 partners met 80 events organisers at the Elyseum. Next editions: 31 August 2021 and December 2021.



FAM TRIP PROVENCE & COTE D'AZUR

For several years, Provence Côte d'Azur Events has organised two annual educational tours with congress and convention decision-makers from highpotential businesses for 48 hours in one of the region's destinations.

The aim is to show decision-makers the know-how of professionals representing our "business" destinations. These destinations present their commercial offers for hosting congresses and business conventions in the region. These educational tours promote a relationship of trust and a flow of business between decision-makers and congress destinations. They help organisers decide with a view to organising their national event in the coming two to three years. An edition was organised on 2 and 3 October 2020 in Nice, and a second on 2 and 3 July 2021 in Mandelieu la Napoule.



VIRTUAL WORKSHOP PROVENCE & COTE D'AZUR

Via a personal digital platform, 100% MICE B2B operations are organised by PCE, to maintain its links with French and foreign buyers.

The first operation was organised on 15 April 2020, enabling 32 professionals in the events sector who are PCE members to talk in B2B meetings with 125 French buyers, decision-makers and professional events specifiers. More than 530 meetings took place. A second operation brought together a score of targeted French and European decisionmakers to meet eight "Congress" destinations on 12 July 2021 over half a day.

The aim of these new operations is to remain visible and dynamic, communicate about new MICE offers with the organisers of professional events, to prepare for the resumption of the events sector.



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 workshop with B2B meetings with around ten partners in the region, in a central venue or during an attractive cultural or sports event. In 2019, two workshops were organised, in February in Berlin and June in London, during Royal Ascot. In 2021, a workshop in London and an Educational Tour for the German market in the Aix Marseille Provence area are planned.

OVERVIEW OF MICE TRENDS

PROVENCE
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EVENTS AND BUSINESS MEETINGS IN EXCEPTIONAL LANDS

THE EVENTS SECTOR IS RESILIENT TO THE COVID-19 CRISIS, HOWEVER IT NEEDS TO LOOK AHEAD

In 2021, as in 2020, the business tourism sector has been badly disrupted by Covid-19.

For 2020, ICCA (International Congress and Convention Association) has identified 8409 events as having been organised hybrid, virtual and physical) compared to 13,252 in 2019¹, which represents a decrease of 36.5% in events activity at global level. This decline is, of course, explained by the health crisis, but it is interesting to note that 44% of events were postponed, compared to 14% which were completely cancelled. The second major trend is the virtualisation of events. 30% of events have become virtual with a growing share in the second half of the year which shows that the sector is adapting to the restrictions. The trends

which emerged in 2020 were confirmed during the first half of 2021. Business tourism professionals have demonstrated creativity and resilience to adapt their offers to the restrictions of the market. The involvement of public authorities is an important factor in this resilience. The Provence-Alpes-Côte d'Azur Region, for example, has set up a stimulus programme, with multiple support programmes for tourism and events sector professionals. More particularly, the ACE Post-Covid scheme, launched by Région Sud in June 2020, enabled us to retain the organisation of more than 15 events in the region.

As regards good practice, the study financed by CRT Côte d'Azur France and carried out by Arthémuse² identified three major trends: digitisation of the events sector, events moving upmarket and maintaining face-to-face contact. This is a whole ecosystem which has to reinvent itself.

Indeed, events are powerful **economic levers**³. It is a matter of finding new income models and new performance indicators for the events sector, particularly digital, to optimise the impact and economic benefits of events. In addition to the editorialisation of content, tools for stimulating a community, tools which can collect or use data to improve marketing for the event, or facilitate B2B meetings, studies are being carried out on cognition and learning.

As media, events are, in fact, communications, information, inspiration and **networking levers**. The events sector professionals know that they must make physical encounters and experiences more valuable, as they cannot be replaced by technology. For Laura Valentin⁴, a PhD student at ESCP Business School, this requires optimisation of spaces and time with a special focus on wellness. This trend is characterised by research in events design, scenography and the programme promoting quality discussions.

It's precisely because they create shared meaning that events are also **levers of transformation**, drivers of innovation and changed behaviour for their audiences. Covid-19 accelerated ecological awareness. Now, events look more to integrate standards in societal and environmental responsibility. This trend is essential, since it allows destinations and professionals to expand their range of services, to move them upmarket. Above all, this trend allows some destinations to position themselves in the business tourism segment, which was not possible before.

In conclusion, the pandemic has contributed to the emergence of new economic models which will fundamentally determine the industry's chances of survival by transforming it into a sustainable economy. One of the consequences affects the regional grid of the events sector, since arrangements for hosting events are changing. Fairs and trade shows may no longer require such big spaces or will be organised in different formats. Medium-sized destinations can consider attracting new clientèles who are interested in offering quality meetings or limiting their environmental footprint. The responsible approach to tourism must also involve local communities to ensure that the events sector takes account of their interests.



© Wilfried Hamel-Raison

It's precisely because they create shared meaning that events are also levers of transformation, drivers of innovation and changed behaviour for their audiences.

As regards the events sector offer, it would seem that professionals must get closer to their clients, get to know them better and offer more tailor-made services to optimise performance. Generally, it remains to be seen whether the implementation of integrated strategies with an economic, social and environmental impact will be powerful tools to ensure that events remain levers of the economic, technological and social life of regions.

1- ICCA Annual Statistics Study 2020, Analyzing an exceptional and transformational year, 27 mai 2021

2- Cabinet Arthemuse, Destinations et événements : se transformer pour répondre aux nouveaux enjeux, benchmark salons et congrès, Comité Régional du Tourisme Côte d'Azur, Décembre 2020

3- UNIMEV, Event data book, édition 2020

4- Laura Valentin, L'événement professionnel comme expérience de la rencontre, Interview #FBT Live 2021



© Palais de la méditerranée

FILL UP FORT EVENTS – WHAT'S NEW

PROVENCE
CÔTE D'AZUR
EVENTS

EVENTS AND BUSINESS MEETINGS IN EXCEPTIONAL LANDS

IN THE SOUTH, ENDLESS NEW FEATURES FROM ACCOMMODATION PROVIDERS.

Despite the health crisis, the many hotel projects launched in recent years are well underway and the accommodation offer continues to develop in our beautiful Région Sud Provence-Alpes-Côte- D'Azur. Enough new features to fill up on as we return from our holidays and the events sector returns!

Ever more beautiful, ever more respectful of the environment, ever greener, projects abound! Renovations of establishments, completely new projects ... They have only one ambition, surprise clients and make your future events unforgettable moments. **From Marseille to Nice, via Mandelieu-La Napoule, Provence and the Var, a round-up of these new features which will have something to surprise you!**

IN MANDELIEU-LA-NAPOULE, more than €30 million of private investments were committed to the complete renovation of three hotels which now proudly display their respective four stars on distinctive themes for Mandelieu-La Napoule's image: elegance, nature, sailing and lifestyle. Thus, no less than 200 bedrooms, totally redesigned will benefit from enhanced and redefined services, with short supply chains, in a privileged environment, in direct contact with nature.

ON THE PROVENCE SIDE, IN MARSEILLE, brand new arty and cosy establishments have also opened, including the very recent Maisons du Monde Hôtel & Suites which opened on the Vieux Port and the urban Drip's 3-star Boutique Hotel.

But it's not just about new accommodation! Renovations continue, innovative equipment is being developed and it's over to the hotel industry to continue reinventing itself.

IN NICE, too, projects and new brand names are multiplying! At the heart of the Nice - Grand Arénas eco-district, first of all the recent openings in Spring 2021 of a new B&B establishment, as well as the latest major-scale project of the HPVA HOTELS group: a hotel complex with 260 3-star and 4-star rooms under the Holiday Inn Express and Crowne Plaza brands of the IHG group. These two environmentally-responsible establishments meet the latest standards in energy saving. Their strategic location allows access to Terminal 1 of Nice Côte d'Azur Airport in less than 5 minutes, thanks to the tramway at the door of the hotel, as well as the city centre in 10 minutes.

The new multimodal hub, under construction across from the complex, will, in the long term, improve the connectivity of the site where a 4- star OKKO, a 4-star NEHÔ Hotel, a 3-star MOXY (Marriott Group) and a 4-star Sheraton are planned. In the centre of Nice, hotel projects continue to develop and we will soon see the opening of the very first establishment under the Anantara banner. A new establishment which will be joined by a new Hilton in the landmark Iconic project at Nice Thiers Station.

Do you want even more new features? The future holds even more beautiful discoveries for us with a new project under construction, the 4- star Garibaldi boutique hotel, a 3-star Marriott, the 4-star Residence du Palais Ségurane, not forgetting the much awaited 3-star Mama Shelter, and the new 5-star Hôtel du Couvent in the Old Town!

ALPES-MARITIMES AND MONACO

MANDELIEU-LA NAPOULE CASAROSE****



More than a new boutique hotel, the brand new Casarose is also a philosophy, a state of mind, mixing codes of Frenchstyle hotels and the freedom of Californian hotels in the 60s and 70s. Located on the banks of the Siagne, close to the Old Course Golf Course in Mandelieu, the hotel with 39 bedrooms and 16 suites with bright colours is equipped with a restaurant, bar and swimming pool. Enough to enjoy a unique experience and explore the Côte d'Azur in a different way!

<https://hotelcasarose.fr/>

MANDELIEU-LA NAPOULE L'ÎLOT DU GOLF****



Located on the edge of the Siagne, a short walk from Mandelieu-la-Napoule's main tourist attractions, 5 minutes from the beach and the two golf courses, the new 4-star Îlot du Golf, BW Premier Collection welcomes you to its chic and comfortable setting. With 41 bedrooms and two suites, here, Golf, Sailing and Business combine for a unique experience ... Unless you prefer to lounge by the swimming pool and sip a cocktail in its lounge areas surrounded by greenery.

<http://ilotdugolf.fr/>

MANDELIEU-LA NAPOULE MERCURE CANNES MANDELIEU****



A complete renovation expected for January 2022 ! Only 300 m from the beaches, the 4-star Hotel Mercure Cannes Mandelieu is having a makeover. The perfect address for a company seminar or group meeting and for cocktail events for up to 140 people.

www.mercure-cannes-mandelieu.com

QUICK ROUND-UP OF
WHAT'S NEW FOR 2021!
(NOT EXHAUSTIVE)



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EVENTS AND BUSINESS MEETINGS IN EXCEPTIONAL LANDS

FROM ACCOMMODATION PROVIDERS ALPES-MARITIMES AND MONACO

CANNES EDEN HOTEL & SPA****



On the rue d'Antibes, right in the centre of Cannes, the 4-star Eden Hôtel & Spa has been renovated and re-equipped!

After the public areas, the spa and the indoor swimming pool, the 75 bedrooms of the establishment have been renovated and to make meetings and video items even more easy, the hotel has 200 Megabyte fibre-optic internet.

www.eden-hotel-cannes.com

CANNES JW MARRIOTT CANNES*****



After 18 months of work and an investment of €70 million, the JW Marriott Cannes re-opened on 25 June 2021. With 2,000 m2 of seminar space, a new lobby with a bridge offering a bird's eye view of the bar and a brand new Scalini restaurant on the ground floor, this fivestar hotel on the Croisette which also completely redesigned its 263 bedrooms, including 50 suites, has now completely transformed itself into an atmosphere which is refined, both and bright, by making it the first contemporary luxury hotel on the Croisette.

www.marriott.fr

CANNES BARRIÈRE LE MAJESTIC CANNES*****



TF1 and Barrière have linked up to create the CORPORATE BROADCAST offer! What if your meetings were carried out live from the Barrière establishments? The 5-star BARRIÈRE LE MAJESTIC CANNES now exclusively hosts the «Corporate Broadcast» film studios offered by the teams of the TF1 Group. Expert production solutions, unique sets, 5-star service, a keyturn offer where audiovisual and events expertise meet. Find out about it immediately!

www.hotelsbarriere.com/fr/barriere-tf1-corporate-broadcast.html

CANNES CARLTON CANNES*****



Currently closed, the moment of rebirth has come for the Carlton Cannes with a very ambitious renovation and extension project which is expected to conclude in spring 2023 and which will preserve the Belle Époque soul of the hotel, while bringing contemporary design features. The project includes the renovation of the 343 bedrooms and suites, the reception area, the lobby and areas listed as Historic Monuments, as well as the creation of a conference centre in the basement, a Spa Fitness space and two new wings, comprising of 37 suites and a garden.

www.carlton-cannes.com

CANNES HYATT PLACE CANNES****



A brand new Hyatt Group establishment has been announced by the sea in Cannes! The hotel of 152 bedrooms, planned for 2023, will include seven suites and two restaurants, a barrestaurant, a rooftop lounge, an ultramodern fitness centre, a 400m2 space for events and an infinity swimming pool with a view of the sea.

www.hyatt.com

VENCE LA BASTIDE DU CANTEMERLE****



At the Bastide du Cantemerle, an exceptional new reception venue offers 150 m2 of flexible rooms, opening onto a broad terrace of 60 m2 at the heart of a Provençal garden to allow you to work in complete privacy and conviviality. A privileged place for tailor-made organisation of all your seminars and professional meetings.

www.cantemerle-hotel-vence.com/fr/

FROM ACCOMMODATION PROVIDERS ALPES-MARITIMES AND MONACO

NICE

CROWNE PLAZA****
NICE - GRAND ARENAS



A new high-end establishment at Grand Arenas, it offers 129 bedrooms and suites which meet the latest design trends with high-end comfort, in a carefully designed and contemporary setting. Open at lunch-time and in the evening, the Chef of «Balm,» its Restaurant & Bar offers a bistrot-chic gastronomy, locally sourced and tasty, using fresh produce. The hotel also has 430 m2 of seminar space, a club lounge, a fitness area and a sauna.

www.ihg.com/crowneplaza/hotels/fr/fr/nice/ncean/hoteldetail

NICE

HOLIDAY INN EXPRESS***
NICE - GRAND ARENAS

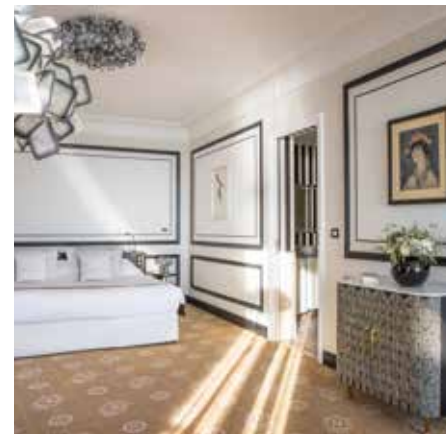


A new establishment in Grand Arenas, this establishment neighbouring the brand new Crowne Plaza offers 131 modern and comfortable bedrooms in a refined style, with Smart TV and latest generation connectivity.

www.ihg.com/holidayinnexpress/hotels/fr/fr/nice/ncegr/hoteldetail

NICE

HOTEL LE NEGRESCO*****

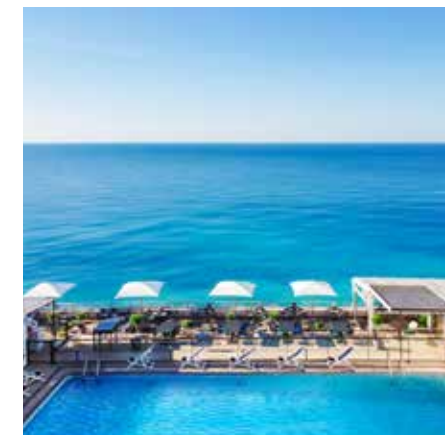


Come and experience Art in exceptional Suites with a brand new programme inaugurated in 2021 which offers beautiful surprises and the utmost attention, including a personalised guided tour to see the major artworks in the Negresco - among the 6000 pieces: the Tsar's chandelier, a listed conservatory, a Belle Époque facade ... from Versailles to Saint Phalle, an absolutely privileged moment to give you an experience unique in the world.

www.hotel-negresco-nice.com

NICE

LE MERIDIEN** NICE**

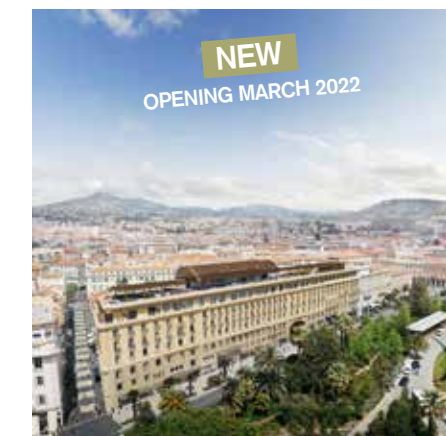


On the famous Promenade des Anglais, Le Méridien welcomes you to one of Nice's most beautiful rooftops with a stunning view of the Mediterranean. Nestling on the 9th floor of the hotel, completely renovated in 2020, the rooftop offers you signature cocktails to sip in the lounge area or local and refined dishes in the restaurant section. Please note, La Terrasse du Méridien Nice also regularly offers DJ events.

www.marriott.com/hotels/travel/ncemd-le-meridien-nice/

NICE

ANANTARA PLAZA NICE*****



Ideally located near Place Masséna, a few metres from the Promenade des Anglais, this future 5-star hotel of 151 bedrooms, including 36 suites, will offer unique experiences in incomparable luxury.

Bedrooms and suites with luxurious decoration, a Rooftop with bars and a new panoramic restaurant! One of the finest views in Nice awaits you as well as a festival of flavours in our restaurant. As for seminars, 8 rooms can accommodate up to almost 300 participants.

www.anantara.com

CAGNES-SUR-MER

HOTEL INDIGO****
CAGNES SUR MER



A 4-star Boutique Hotel from the IHG Group, this new establishment with 87 bedrooms designed by Wilmotte et Associés, an Italian bistronomical restaurant and its pergola, meeting rooms, a Fitness room and a magnificent rooftop opens its doors to the Côte d'Azur in September. An address to explore without further delay!

<https://www.ihg.com/hotelindigo/hotels/fr/fr/cagnes-sur-mer/xcgcm/hoteldetail>



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FROM ACCOMMODATION PROVIDERS ALPES-MARITIMES AND MONACO

NICE AC HOTEL NICE****



This Nice establishment now gives its clients the opportunity to rent electric scooters at the entrance to the hotel. An additional service for this hotel with a roof terrace with stunning views of Nice and the sea. Concept tapas bar «Farago on The Roof» during the summer.

www.marriott.fr/hotels/travel/nceac-ac-hotel-nice/

NICE SPLENDID HOTEL ****



Already with a 9th-floor terrace for 40/50 people, the Splendid is developing its offer with the expansion of its terrace to the 8th floor, creating a space which can be privately booked for 20/25 people with magnificent views of the city, the sea and the Alps!

www.splendid-nice.com

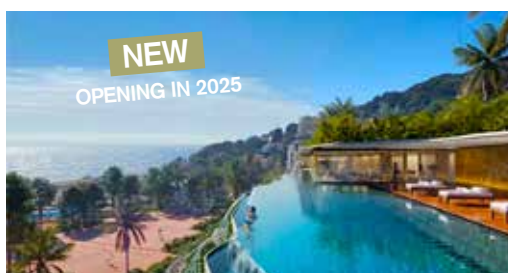
MONACO NOVOTEL MONTE CARLO***



Whether you are looking to bring a digital meeting to life, organise an event which combines in-person attendance and streaming on an online platform, or you need a recording studio to film an important message, the Novotel Monte Carlo has it all covered. With three keyturn All Connect offers, everything is now planned to facilitate your digital meetings.

<https://all.accor.com/hotel/5275/index.fr.shtml>

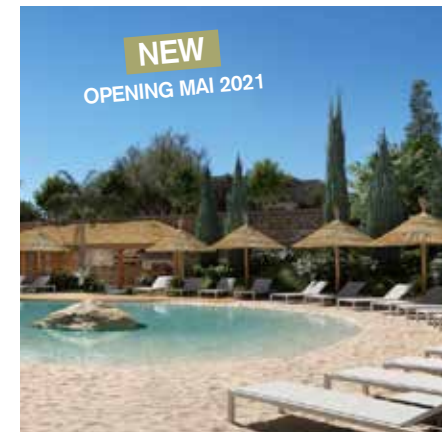
CAP D'AIL KEMPINSKI



130 bedrooms and suites, wide terraces, a spa, a swimming pool on the roof ... the building of a brand new luxury hotel complex for the Kempinski hotel group has been announced in Cap d'Ail, near Monaco for 2025.

www.kempinski.com

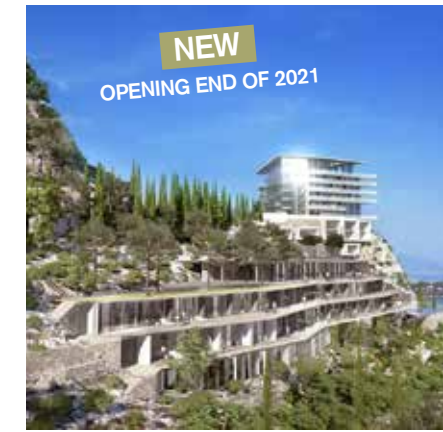
SAINT-PAUL-DE-VENCE LE DOMAINE DU MAS DE PIERRE ****



After a major restoration, le Domaine du Mas de Pierre has unveiled itself as a new intimate and luxurious French-style resort, at the heart of a Mediterranean garden. Between balconies, loggias and private terraces, the 76 rooms enjoy clear and bright colourways. But that's not all! A 2000m² spa, a lagoon bordering a real beach with loungers, a gastronomic restaurant, a Bistro, a Bar and a beach cabana bar and 200m² of seminar space complete the offer. Unique!

www.lemasdepierre.com

ROQUEBRUNE-CAP-MARTIN MAYBOURNE RIVIERA*****



With its 69 bedrooms, this establishment promises to be a new jewel for the Côte d'Azur! Nestling on the heights of Roquebrune-Cap-Martin and with a modernist inspired architecture, the Maybourne Riviera 5-star stands in the midst of the rocks as if to make its way to the sea, thus offering a panoramic view from Italy to Monte Carlo. Conceived by renowned designers and architects, the building takes subtle inspiration from the natural beauty of the landscape, its light, its shapes and colours, while on the gastronomic front, the famous chefs Mauro Colagreco and Jean-Georges Vongerichten are on their way!

www.maybournieriviera.com

SAINT-MARTIN-VÉSUBIE PURE MONTAGNE RESORT****



For meetings at the top in Vésubie. Freshly inaugurated in July 2021, the Pure Montagne Resort & Spa is the heart of Nice's «Little Switzerland.» It offers seminar and reception spaces aimed at its professional and association clientele, with a maximum of 50 participants. A large 200 m² flexible room is available, which is bathed in light and completely equipped, as well as a screening room. A catering / restaurant space is also available. For unusual seminars, Pure Montagne Resort & Spa also offers a range of activities in a rewarding natural setting at the foot of the Mercantour Park.

www.puremontagneresort.fr

EVENTS AND BUSINESS MEETINGS IN EXCEPTIONAL LANDS

FROM ACCOMMODATION PROVIDERS VAR

TOULON L'EAUTEL **** TOULON



At the heart of the historic centre of Toulon, the privileged location of L'Eautel 4-star - newly signed by èhôtels-lyon - gives direct access to the city centre and port of Toulon. For your events, 62 bedrooms with views, three seminar rooms with thematic decor; a bistronomic bar-restaurant, "L'Équerre," combining Provençal and Mediterranean flavours; and a well-being area on the rooftop with stunning views of the picturesque roofs of the city, Mont Faron and Toulon Bay.

www.leautel-toulon.com

SAINT-TROPEZ HÔTEL DE PARIS SAINT-TROPEZ *****



L'Hôtel de Paris Saint-Tropez presents a new culinary offer for cocktail events and banquets, highlighting the Provençal cuisine with a modern twist of Damien Cruchet. At the controls of five-star Saint-Tropez kitchens since 2019, the Chef has signed an offer of canapés and menus which reveal his love for the local terroir, seasonal produce and short supply chains. An authentic and tasty signature.

www.hoteldeparis-sainttropez.com

TOURRETTES TERRE BLANCHE HOTEL SPA GOLF RESORT



Fill up on new features! Designed in close collaboration with the Fédération Française de Golf, the resort inaugurated «The Greenplay Performance Area,» an almost unique facility in Europe. This new greenplay area allows players to work on the main play situations within 50 metres of the green, in conditions comparable to the best facilities in the world. At the same time, this establishment in the Var has completed the renovation of 115 suites and villas and has acquired a new Chef, Christophe Schmitt, now at the helm of the four restaurants and the banquet section to showcase local and seasonal produce.

<https://www.terre-blanche.com>

FROM ACCOMMODATION PROVIDERS BOUCHES DU RHÔNE

SAINT REMY DE PROVENCE HOTEL LE VALLON DE VALRUGUES & SPA *****



L'Hotel Vallon de Valrugues & Spa 4-star Gets a Make-Over! For 2021, conviviality, authenticity and nature await you with the creation of a green park of more than one hectare around the hotel and the swimming pool, as well as the laying out of a pétanque area for your aperitifs and evenings under the Provençal sun. Organise your «Garden Party» in the park and enjoy the brand new «ALL INCLUSIVE» package (drinks at will).

www.vallondevalrugues.com

MARSEILLE LE DRIP'S ***



Totally renovated and redesigned around Marseille's Street Art, Le Drip's 3-star is a new 69-bedroom boutique hotel located at the edge of the calanques. The outside façade of the hotel was the subject of an unprecedented collaboration between Dire and Mademoiselle Maurice: a monumental fresco. Four daylight meeting rooms, an outdoor swimming pool, a pétanque area, a fitness room, a restaurant.

<https://www.ledrips.com/>

AIX-EN-PROVENCE RENAISSANCE AIX EN PROVENCE *****



A new setting for your events and for an extraordinary stay at the heart of Cézanne's town. The Hotel Renaissance Aix en Provence is always creating and innovating, with the arrival in June 2021 in its 1000m2 garden, of a new area with a superb heated outdoor swimming pool, surrounded by sun loungers and VIP pergolas. With its sunny terrace, creative cuisine and its cocktail bar, the summer restaurant, Le Palm's will welcome your guests for a real moment of enchantment.

www.renaissanceaixenprovenchehotel.com



PROVENCE
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EVENTS

EVENTS AND BUSINESS MEETINGS IN EXCEPTIONAL LANDS

FROM ACCOMMODATION PROVIDERS BOUCHES DU RHÔNE

MARSEILLE

MAISONS DU MONDE
HOTEL & SUITES ****



The «Maison du Monde Hôtel & Suites» proposes welcoming you to a contemporary and stylish setting! 62 bedrooms with refined atmospheres and available in five different decors: Saint-Rémy, Gordes, Lourmarin, Aubagne and Cassis.

20 Deluxe bedrooms with a bird's eye view of the Old Port and its iconic Ombrière. A Cosy lounge, a friendly atmosphere, local produce, attentive service and elegance at every stage.

<https://marseille.maisonsdumondehotel.com/>



AND SO MANY
OTHER SUBLIME
ESTABLISHMENTS TO
(RE)DISCOVER!

DESTINATIONS, CONGRESS CENTRES AND RECEPTION VENUES

THEY ARE FULL OF INNOVATIONS!

THE CRISIS AS A CATALYST FOR INNOVATION FOR PROVENCE AND CÔTE D'AZUR DESTINA- TIONS

IN PERSON, REMOTE OR HYBRID?

These are now part of MICE's new jargon. All studies and analyses confirm it. To combat this unprecedented crisis, today's events sector and tomorrow's business tourism are undergoing profound changes! Without delay and to get into the starting-blocks for the recovery, the destinations and business tourism professionals in Région Sud have got themselves equipped to meet the needs of the sector and make a rendezvous with their future! Conference centres, convention bureaux, reception agencies and service providers ... In anticipation they have all been training and have learned from the studies and analyses provided to adapt and respond today to the issues of the events sector of the future.

Commissioned by the Regional Tourism Committee Côte d'Azur France, the study presented in February 2021 by the Arthemuse consultancy, consultants who are expert in business tourism, identifies three emerging trends:

Digitisation as a parallel or alternative experience: Since March 2020, digitisation of the events sector has been widespread. The development of these new formats has led to a marked increase in the audience for organisers and substantial time and financial savings for visitors. Because of these advantages, continued digitisation of events should be seen along with partial or complete hybridisation which should become general. The challenge for reception facilities is now to innovate technologically to meet emerging needs and meet the advent of new competitors. In events studied to date, the problem remains the lack of a real viable economic model for organisers.

The maintenance of «Face 2 Face» for events based on meeting: Events based on meetings will continue, particularly those based on business relationships. However, it is expected that maintaining «physical» formats may become more exclusive and motivated

by more qualitative and diversified content, providing the added value which would justify travel. Closer links with the host region are also to be expected.

As a result, thinking about the offer and efforts to prospect for new events must be considered. Events moving upmarket: With increasingly efficient technologies, innovation is at the heart of events experiences. Community experience and life will be essential components in the organisation of any future events.

Thus in 2021, technological experiences and innovations are well and truly at the heart of the revolution in the events sector! A roll-out of technologies to serve events which you can read through via the new features in the region presented below.



DESTINATIONS, CONGRESS CENTRES AND RECEPTION VENUES, THEY'RE FULL OF INNOVATIONS!

ANTIBES JUAN-LES-PINS PALAIS DES CONGRÈS D'ANTIBES JUAN-LES- PINS

The Tourism and Congress Bureau of Antibes Juan-les-Pins, operator of the Palais des Congrès conference centre, undertook a CSR approach in 2021 to obtain the ISO 20121 label. A real substantive work undertaken in all economic, social and environmental aspects of its activity as operator of events sites Arena, Palais des Sports), hosting and organising events including the festival, Jazz à Juan.

Furthermore, it should be noted that the Palais des Congrès in Antibes Juan-les-Pins has, since 2016, held the Quality Tourism certificate issued by the Ministry of Tourism, certifying its overall process of marketing, production and hosting events.

(Palais des Congrès, Azur www.mandelieucongres.com)



MANDELIEU-LA NAPOULE CENTRE EXPO CONGRES MANDELIEU

The Social Network Room: Expand the outreach of events.

Thanks to the creation of the Social Network Room, the Centre Expo Congrès now offers its clients a real opportunity to expand the audience during physical events in the Palais by using digital communications on social networks. A real extension of a convention, congress or trade fair, this Social Network

Room, which is accessible without the help of a technician, is equipped with a mini TV platform for 3 to 4 people and technological facilities, has work and relaxation spaces which allow you to prepare your various « Live » presentations under the best conditions.

www.mandelieucongres.com



CANNES PALAIS DES FESTIVALS ET DES CONGRES DE CANNES



At the Palais des Festivals de Cannes, the key words are investments, initiatives and innovations.

Because in-person and remote arrangements must now co-exist, the Palais des Festivals et des Congrès has sped up its digitalisation to bring real added value to the events it hosts. Hybrid events which the "Hybrid City Alliance" association, of which Cannes is a member, wants to develop.

In order to reassure and bring more added value to its clients, the Palais des Festivals de Cannes has particularly invested in:

- Ultra-high-speed equipment for "live streaming": increased bandwidth, 5G (to come very soon)
- A new virtual solution "Cannes Virtual Events," with a 3-D world for hybrid events
- Installation of pop-up studios to meet the needs of virtual workshops (ILTM, IBTM, etc.) to promote Cannes and installation of a new permanent digital studio, delivered in September 2021.
- Organising a new digital event, "Cannes My Way," to promote Cannes to B2B targets (Leisure and MICE)

www.palaisdesfestivals.com



© NEPTUNE

MONACO GRIMALDI FORUM MONACO



The Grimaldi Forum Monaco is innovating by expanding its offer of hybrid or 100% digital events: **several TV studios, up to 50m², are available in the JT platform, conference forum or lounge.**

With one of the biggest platforms in Southern Europe, made up of a 10m x 3m LED image wall, the Grimaldi Forum also offers the installation of platforms in the standard versions of the various spaces alongside these services with a wide range of extra services: pre- and postproduction, live news during the show, statistics including a carbon balance, catering, make-up areas, lounge and rest areas etc.

More good news, the Grimaldi Forum Monaco has won its 5th ISO 14001 certification! Certified ISO 14001 since 2008, the Grimaldi Forum Monaco (GFM) has developed an environmental management system based on continuous improvement. It has since managed to optimise its energy efficiency by 35%, and multiply its sorting of waste by 2.5 and more than halve its water consumption per visitor. It has many other focuses of action: environmentally-friendly procurement, risk management, digital depollution, ecodesign for exhibitions and sustainable transport. As part of an agreement with SMEG, GFM is the Principality's largest solar energy producer and consumes 100% green energy.

www.grimaldiforum.com

ARLES PALAIS DES CONGRES D'ARLES



Palais des Congrès of Arles: A new conference room and modernised and digital-ready spaces!

To meet the expectations of its clients, the Palais des Congrès of Arles has made itself digital-ready: a large external screen, welcome screens and schedule screens from the lobby, screens at the entrance of all rooms, as well as fixed directional screens and touch tables with the plan of the palais, identifying the rooms which have been booked.

At the same time, **the rooms have been renovated and the Palais has acquired a brand new ideal conference room**, including a video-conference system, two wall-screens, two foldback screens, table mics, a 5-seat rostrum, a lectern mic and new furniture.

A concentration of new features which allow us to make a privileged offer from the heart of an authentic region and two Regional Natural Parks, the Camargue and the Alpilles.

www.congres-arles.com

MARSEILLE ORANGE VELODROME



The legendary Orange **Vélodrome stadium now has its own fully equipped and installed TV platform.** A keyturn solution for digital events and strategic speeches at the heart of a privileged setting in an iconic place with a view of the Orange Vélodrome pitch. With live or deferred broadcast via the existing platform or a customised one with the company visual charter, rental with access to cutting-edge technical equipment and very high-speed connectivity is possible for whole or half-day rentals..

Adresse www.orangevelodrome.com

AVIGNON CENTRE DES CONGRES DU PALAIS DES PAPES ET PARC EXPO

In order to enliven hybrid events and give its clients the opportunity to reach a wider audience, **the Centre des Congrès et Parc Expo now offers a keyturn solution, thanks to the installation of a fully-equipped TV studio.**

Find the offer on our brand new website, now bringing together these two facilities and activities which are as different as they are complementary, evidence of the dynamism of business tourism in the Avignon area

<https://avignon-congres-expo.com/>



EVENTS AND BUSINESS MEETINGS IN EXCEPTIONAL LANDS

SUSTAINABLE DEVELOPMENT AND SHORT SUPPLY CHAINS, A CÔTE D'AZUR AND PROVENCE EVER MORE GREEN AND RESPONSIBLE!

The business tourism world was one of the first sectors to have invested in this field, particularly in certification for the Palais des Congrès for ISO standards and eco-labels for hotels.

A pioneer in this area, the Palais des Festivals et des Congrès in Cannes was thus the first triple-certified European centre, which earned awards as early as 2009 for its pro-active approach. Since then, the Palais has renewed its quadruple ISO certification: ISO : ISO 9001 - ISO 14001 - OHS18001- ISO 26000 and many other conference centres have also been certified.

The members of PROVENCE CÔTE d'AZUR EVENTS - accommodation providers, resorts, destinations, agencies, transporters, events venues - show their commitment to Sustainable Development. Labels, charters and certifications abound: Green Globe, GEO®, High Environmental Value, Natur'Act, Green Communications, Quality Tourism, European EcoLabel, ISO, etc..

In the South, accommodation providers and restaurateurs prefer short organic supply chains, for buffets through to sustainable coffees, not forgetting inclusive action by businesses. Advertisers who are concerned about the behaviour towards the environment of destinations which receive these awards often pay a lot of attention to associations with image.

In the context of sustainable development and like other cities in the region, the cities of Cannes and Nice have been committed to reducing road traffic for many years.

This is why there is a network of cycle paths, the tramway and a high level of bus services which has particularly increased in recent years. An opportunity for conference-goers and visitors to combine business and meetings with green and responsible transport, giving the pleasure of enjoying the exceptional landscapes of the region or even to take a sporting break and enjoy the facilities such as Bocca Cabbana along the beaches of the South of France between Cannes and Mandelieu-La Napoule, a cycle track and an area for outdoor sports.

DID YOU KNOW?

Nice Côte d'Azur has a pro-active and ambitious policy of environmental protection, particularly in the field of transport.

Nice Côte d'Azur Airport is the first in France to have 100% electric passenger shuttles. This approach is one of many which have enabled it to become the first airport in France to achieve carbon neutrality with the ambition of reaching the zero CO2 emission threshold by 2030.

The recent commissioning of lines 2 and 3 of the tramway as well as urban electric buses on the Promenade des Anglais have contributed to reducing greenhouse gas emissions. At the same time, since January 2020, and on the initiative of the Métropole Nice Côte d'Azur, the ferries in port at Nice Harbour use fuel with 0.1% sulphur, five times less than the current national standard!

Throughout the region, green initiatives are flourishing, making business tourism in the destination a bit more responsible every day. The new features presented below are thus giving pride of place to these initiatives!

MARSEILLE

BUREAU MÉTROPOLITAIN DES CONGRÈS AIX MARSEILLE PROVENCE



Sustainable development has been at the heart of the various missions and promotion operations of the Metropolitan Bureau des Congrès Aix Marseille Provence.

THREE STRONG ACTIONS HAVE ALREADY BEEN TAKEN:

- **the Green Key label for hotels:** the best known green label for hotels in the world, Green Key recognises 2,700 establishments in 56 countries, the label has been awarded to nine hotels in the city (Nhow Palm Beach, Old Port, the Ryad Boutique hotel, the Résidence du Vieux Port, Hôtel 96, Intercontinental, Best Western plus the Joliette, Terminus Saint Charles and the C2, making Marseille a model city since it has the most Green Key winning hotels. 13 new accommodation providers have applied for the label in 2021.
- **ISO 20121 certification approach for Tourist Offices.**
- **Marseille's entry in autumn 2021 to the GDS Index,** a programme to make the business tourism industry more sustainable and help destinations to develop effective strategies and practices. Transport, airports and tourism service providers are thus involved in the approach.

www.marseille-congres.com/fr

EVENTS AND BUSINESS MEETINGS IN EXCEPTIONAL LANDS

LOURMARIN

LA FRUITIÈRE NUMÉRIQUE



La Fruitière Numérique is an unusual venue. At once a lab, co-working space, a professional events area, this modern venue offers 3,200 m² of connected events and multi-purpose spaces indoors and out at the heart of one of France's most beautiful villages.

<https://lafruitierenumerique.fr/>

SAINT-RAPHAEL

SAINT-RAPHAEL CONGRES



Established by the Saint-Raphaël Trade Office, the Chèque Cadeau 100% Local is an original and inclusive alternative offered by the Palais des Congrès de Saint-Raphaël to events organisers. This gives an assurance of keeping everyone happy, while undertaking to support local trade and the 282 shops of the destination, partners in the operation. A smart gift which is part of the approach established by Saint-Raphaël Congrès **"An Event, A Commitment, for Inclusive Business Tourism," for events which create added value.**

www.saint-raphael-congres.com

EST-VAR

ESTEREL COTE D'AZUR



The Estérel Côte d'Azur destination (14 communities: Saint-Raphaël, Fréjus, Roquebrune-sur-Argens, Puget sur Argens, Les Adrets, Pays de Fayence) is joining ONF* to promote attractive teambuilding offers for companies: "wild worksites" at the heart of the Estérel massif.

THE ADVANTAGES ARE MANY:

- Raising staff awareness of the preservation and protection of nature through restoration work
- Achieving good collective and positive action for nature
- Creating a link and strengthening cohesion between participants, while promoting the image of the company's brand. These offers perfectly meet the new requirements for companies as regards CSR policy.

*National Forests Offices

www.esterel-cotedazur.com/voyager/groupes/

DESTINATIONS ET AUTRES ACTUALITES

TOULON

BUREAU DES CONGRÈS ET DES TOURNAGES

The Bureau des Congrès et des Tournages [Congress and Shoots Bureau] brings together the institutions of the Métropole Toulon Provence Méditerranée. A real interface between events organisers, institutions, events and/or communication agencies, universities and local business tourism professionals, it is a team mobilised with recognised experience (more than 200 MICE events hosted every year) for ever more effectiveness in your projects!

A network of quality professionals at your disposal, from the project design to its implementation on the ground.

TOULON ÉVÉNEMENTS & CONGRÈS is by your side to ensure the full success of your events. Reactive, they provide neutral and free advice. Don't stint yourself in seeking them out.

<http://www.congres-tournages-tpm.fr/>

<https://toulon-congres-neptune.com>



MARSEILLE

MARSEILLE CHANOT

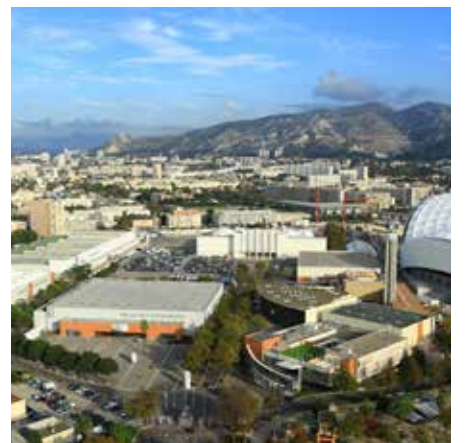
Autumn 2021 will be particularly busy for the Palais des Congrès et des Expositions:

Marseille Chanot will, indeed, be the scene of several major national or international events, including the World Congress of Nature - UICN - from 3 to 11 September, followed by the unmissable International Fair of Marseille from 24 September to 4 October, then the long-awaited National Firefighters Congress, scheduled from 13 to 16 October.

New: AccesSecurity 100% cybersecurity, Thursday 2 December 2021.

Prior to the professional trade fair, postponed to March 2022, this B2B Forum, planned to be in person and in public from the Palais des Congrès, will allow the major stakeholders in the market, heads of solution research and solution discoverers, to discuss digital security, which is a subject at the core of their current concerns.

www.marseille-chanot.com



EVENTS AND BUSINESS MEETINGS IN EXCEPTIONAL LANDS

MEETINGS AND RECONNECTING: WINE-GROWING ESTATES FOR EVENTS SO PROVENCE!

For events experiences to savour. They make the reputation of Provence and our magnificent destination. Their names are famous, they meet in the most beautiful restaurants in the world and alone evoke the sun and the entire unique lifestyle of the South. We are lucky to count them by the dozen, experiencing them, exploring them and being able to introduce them to our guests.

In our beautiful Région Sud, Châteaux and wine-growing estates have much more than their wines to offer. For several years, they have made available their grand spaces and majestic venues for seminars and business events which are ever more amazing. New activities and possibilities for private bookings ... They are competing in creativity to introduce or reacquaint you with their ancestral traditions and know-how in a luxury where nature, authenticity and modernity combine for unique events and experiences which will never cease to amaze you. A small overview of some new features of this 2021 vintage!

LE PUY SAINTE RÉPARADE CHÂTEAU LA COSTE



With a concave glazed elevation of 380 m², the **Oscar Niemeyer auditorium** scheduled for opening in late 2021 will be a unique 80-seat space, particularly sensitive to its environment in Provence. The abundant use of glass gives the visual impression that the vines continue through the building. Furthermore, and during your event at Château La Coste, the chef will have the pleasure of offering you, in addition to Provençal menus, 100% organic or zero-waste menus in the form of cocktail events, buffets or plated meals.

<https://chateau-la-coste.com/>

TARADEAU CHATEAU DE SAINT MARTIN



Launched in July 2021, discover the **LIQUOSTORIES**, an introductory and sensory tour which will introduce you to the major families of spirits from Provence and elsewhere. Aniseed-based, gin, whisky, rum, liqueurs, aperitifs, bitters, absinthe etc..

A freely interactive pathway will lead you to explore about ten curiosity cabinets, showcasing a world laden with civilisations and stories, related to medicine, war, trade, conviviality, as well as the know-how of the house and the roots of the brands!

www.chateaudesaintmartin.com

www.liquoristerie-de-provence.com

FLASSANS-SUR-ISSOLE

LA COMMANDERIE DE PEYRASSOL



New spaces and a new restaurant offer!

Located on the foothills of the Massif des Maures, la Commanderie de Peyrassol has many reception spaces and offers various activities in art, wine and nature. Its brand **new reception space** recalls the colour of the ochre rocks of the Esterel massif, located around fifty kilometres further east. The architect Charles Berthier chose to clad the new cellar of the estate using a veil of Corten steel which, immediately, gives it a very sculptural look. Inside this 300 m² building, in a cosy atmosphere which contrasts with the dazzling white summer sun, we find all the vintages of Peyrassol. The space is wide, generous and conducive to a tasting without being elbow to elbow with your neighbours. As for the catering, the new restaurant, "Chez Jeannette," offers seasonal cuisine with a bistronomic menu, where the key ingredient has come straight from the vegetable garden, the Commanderie farm or from a short Provençal supply chain.

www.peyrassol.com

ROQUEBRUNE SUR ARGENS CHATEAU VAUDOIS



Until 15 October 2021, Château Vaudois offers an artistic pathway through the vines, to discover the original sculptures of the artist TEN. With an idyllic and prestigious setting, the Château has several spaces and is completely equipped to organise unique, exclusive and tailor-made events, in the midst of the vines, offering a unique panorama over the entire Roquebrune valley.

www.chateau-vaudois.com

LES ARCS-SUR-ARGENS

CHÂTEAU SAINTE ROSELINE – CRU CLASSÉ



Since June 2021, the famous **Château Sainte Roseline** has been offering all new interactive walks at the heart of its vineyard. Waymarked by special signage, a 3.5 km loop is on offer around the estate, punctuated by seven points of interest, using a QR Code system. An educational exploration which highlights the environmental commitments of the Château (biodiversity, vines, olive trees, the spring, etc.) as well as the whole history of the estate and its wines!

www.sainte-roseline.com



© MUSEUM

ART & ARCHITECTURE FOR ARCHISURPRISING EVENTS

STRIKING AND ARTY EVENTS
The trend is nothing new and yet, art, architecture and design are always popular in the events sector.

Far from being the preserve of the capital, the Provence-Alpes-Côte d’Azur Region is loaded with surprising places where design, traditions, lifestyle and modernity combine for events whose common denominator is their ability to amaze, make you wonder, question and create authentic experiences and memories for successful seminars, conferences and evenings! Really exceptional venues, whether it’s about new features or heritage venues which are open to private bookings, the possibilities are endless. Here are some suggestions and new features Made in Provence and Côte d’Azur which you will want to rush to find out about!

AIX EN PROVENCE

HOTEL DE CAUMONT



In Aix-en-Provence, the Hotel de Caumont is a place which cannot be ignored. Located right in the heart of the city, this townhouse, dating from the 18th century, which is now the Art Centre, will immerse you in its refined atmosphere. In the evening, the Hotel de Caumont can host unforgettable cocktail events and gala dinners. Hosting two major temporary exhibitions each year, dedicated to the great names in the history of art, a private tour of the exhibitions is automatically available to guests. A must!

<http://privatisation.caumont-centredart.com>

ARLES

LUMA ARLES



LUMA Arles is an interdisciplinary creative campus where, through exhibitions, conferences, live shows, architecture and design, thinkers, artists, researchers and scientists question the relationships between art, culture, environment, education and research.

Located on the Parc des Ateliers, a former railway brownfield site, LUMA Arles is a unique place where the brand new and iconic LUMA Tower, designed by Frank Gehry and inaugurated in June 2021, is in harmonious dialogue with seven former factories from the 19th century industrial heritage.

www.luma-arles.org

ARLES

MUSEON ARLATEN



The Museon Arlaten tells the story of life in Provence, from the 18th century to today, in an exceptional setting, a very rare concentration of two thousand years of architectural history, from the Romans to the 21st century.

Established in 1896 by Frédéric Mistral, this "poet's museum" **has just seen a major renovation** carried out by the Bouches-du-Rhône Department and the Tetrarc architecture agency.

www.museonarlaten.fr

ARLES

FONDATION LEE UFAN



The South Korean artist Lee Ufan, champion of extreme minimalism, discovered Arles in 2012, when his first monograph in French was published by Actes Sud editions. He then decided to set up his Foundation and acquired the Hotel Vernon, also known as the "Maison Dervieux." The restoration of this building was entrusted to the famous architect Tadao Ando, who also laid out the museum dedicated to Lee Ufan on the Japanese island of Naoshima.

www.leeufanfoundation.org





© Cannes Azur Travel Schmid Sailing

RECEPTION AGENCIES AND ACTIVITY PROVIDERS ARE FILLING UP ON NEW FEATURES!

TEAM BUILDING AND INCENTIVES BECAUSE IN PROVENCE AND CÔTE D'AZUR, WORK AND PLEASURE COMBINE BY NATURE!

In this strange time, agencies and service providers are competing in innovation and creativity. New activities, reconnecting with nature, technological innovations and hybridisation, their catalogue has really expanded. A little look at these new features which will definitely delight your guests!

AIX EN PROVENCE

Thecamp



Involve your staff in a positive recovery! To restart as soon as possible, the **new REBOOST programme offered by The camp** proposes creating a unifying moment with your teams. They need to get together and look ahead together before moving into action. A moment to disconnect and reconnect with meaningful activities will therefore be on offer to remobilise your group and ensure recovery. A package including one night, dinner, breakfast, lunch, a room and sports areas. In order not to include a price. www.thecamp.fr

CANNES

AZUR TRAVEL SCHMID



NEW NAME, NEW IDENTITY AND A CONCEPT SUITED TO THE EVENTS OF THE FUTURE!

Based in Cannes for more than 10 years, they put all their know-how and professionalism at the service of successful MICE events for international clients in the Côte d'Azur, in Provence, in Monaco and even in Paris. The Full Service DMC agency, previously known as "Made in Côte d'Azur Travel" has taken on a new identity and concept for 2021. This is how AZUR TRAVEL SCHMID was born in a new dynamic.

A new site and social networks, the agency has, moreover, developed a new concept to guarantee security and flexibility of events in France after the crisis. Exclusive partnerships with local hotels and service providers guaranteeing the highest standards of safety and hygiene; innovative outdoor activities ... original and flexible solutions to meet any last-minute travel cancellations in 2021. Financial guarantee: Azur Travel is registered by the State and has a licence ensuring full insurance coverage.

<http://www.azurtravelschmid.com/>
(site online soon)

LAC DE ST CASSIEN - MONTAUXOUX

ESTEREL AVENTURES, ST CASSIEN AVENTURES



Since June 2020, Estérel Aventures has invited you to explore its **new ideal spot for outdoor seminars: St Cassien Aventures**. At the side of Lac St Cassien, at the edge of the Alpes Maritimes, halfway between Nice and Marseille, the team, which is a fine brew of good humour and passion, offers you a seminar (ideal for from 20 to 50 people) or a team-building day (for up to 200 people) where the wide open spaces of the lake and the great stretches of the forest are at your behest. An opportunity for participants to reconnect with nature: bivouac accommodation (lodge camp), a meeting in the bamboo tent and various activities: island adventure, kayak expedition, beach party, etc. Locally sourced catering with exceptional local produce!

www.lac-saint-cassien-aventures.com

CANNES

BLACK TENDERS EVENTS



Attention, a new activity! Cannes' **attraction of the year, huge underwater statues were placed in the turquoise waters of the lagoon between the two islands of Lérins**. Black Tenders, your sailing partner, proposes boat trips, private or shared, with a swim and some snorkelling to the artist Jason deCaires Taylor's ecomuseum. In small groups of up to 12 per boat, let the captain steer you to this unique location in Europe. An unusual nautical event for any of your projects.

www.blacktenders.fr

CANNES

PHENIX EVENTS



Experts in the destination for organising MICE events, the Cannes agency took advantage of this special year **to renew itself and expand its service catalogue**. Development of interactive workshop solutions with live streaming; New participatory green workshops, exploring the main cities of the Côte d'Azur by EMB including local gourmet stops in unusual locations; Marketing a platform for digital events (3D interface, from conventions to seminars) as well as new venues and evening concepts.

www.phenix-events.com



PROVENCE
CÔTE D'AZUR
EVENTS

EVENTS AND BUSINESS MEETINGS IN EXCEPTIONAL LANDS

RECEPTION AGENCIES AND ACTIVITY PROVIDERS ARE FILLING UP ON NEW FEATURES!



CANNES FUTURING



The agile agency on the French Riviera
The event agency Futuring has boosted its digital activities by producing an innovative concept for corporations including two formats, streaming – with a high-quality TV show production & videoconferencing – for smaller groups with the possibility to integrate boxes and entertainment such as quiz, wine tasting, etc....

Therefore, the agency can offer a turnkey solution in-person and transform it to digital should it be necessary.

Meanwhile, the agency created its own sanitary label www.safevents.eu

NICE REFEEL EVENTS



The Nice agency innovates and has developed digital and hybrid solutions to meet the needs of its clients and partners, and now offers tourism stakeholders (hotels, offices, venues) new digital experiences for their clients, through thematic pathways or immersive and interactive journeys to explore the region. Developed in-house by the team, this concept is customisable and adapts to the new offers promoted by tourism stakeholders and regions.

<http://www.refeel-events.com/>

MONACO MUSÉE OCÉANOGRAPHIQUE DE MONACO



THERE ARE NEW ACTIVITIES IN THE MUSEUM! As part of an event at the Museum, it is now possible to enjoy a private Escape Game or a VIP Guided Night Tour. On the Escape Game agenda, experience one of the oceanographic campaigns at the time of Prince Albert II! Designed in collaboration with IRIS Game, **the new Escape Game room in the Oceanographic Museum** offers you a really fun and friendly adventure during your event. Another possible activity, **the guided tour "A Night in the Museum."** In the darkness of the magnificent rooms, where a hushed atmosphere holds sway, come to explore the Museum's other side. Illuminated by the simple magic of a pocket torch, the night life of sharks is exclusively revealed to you, fish sleeping, the puzzles surrounding the cetaceans' skeletons or the details of the magnificent architecture of the Temple of the Sea.

<https://musee.oceano.org/>

GRASSE/ NICE MOLINARD



1921-2021, A legendary century! **This year, Maison Molinard celebrates the centenary of its iconic perfume, Habanita.** In the very heart of the Roaring Twenties, enter the rebellious, bold and rulebreaking world of Club Habanita and discover its latest scented branded goods and its ultra-sensory collaborations ... A chance to introduce your staff to the profession of the perfumer, to understand the architecture of a perfume and tame the essences which make it up, during a Perfume Workshop.

Molinard's perfume creation workshops allow the initiated and enthusiasts to smell and handle rare and exceptional raw materials.

Using a perfume organ and graduated pipettes, combine the various essences selected according to the proportions recommended by the advising perfumer for a harmonious and personal result. Different workshop formats are on offer, depending on the duration required and number of essences to be provided.

www.molinard.com/atelier-creation-parfum

EVENTS AND BUSINESS MEETINGS IN EXCEPTIONAL LANDS

CATERERS, TRANSPORTERS AND TECHNICAL SERVICE PROVIDERS: INNOVATION FOR SOLUTIONS!



MOUANS SARTOUX PAVILLON TRAITEUR



A first! The famous Côte d'Azur caterer is now offering a brand **new virtual Panoramic 3D tour of its laboratories**. An opportunity for its clients to visit its facilities and 2000m² of European standard laboratory in 3-D images without the need to travel. A solution facilitating an answer to calls for tender and evidence of transparency for a relationship of trust which is constantly being strengthened with clients who can now attest to the house's commitment and seriousness.

www.pavillontraiteur.com

SAINT MAXIMIN LA SAINTE BAUME ROLAND PAIX TRAITEUR



Roland Paix Traiteur is proud to announce a **brand new partnership with the Domaine de la Galinière**. An ideal reception venue for all events in the heart of Provence.

Their collection of locations also includes the Château de la Garde, at the edge of Aix-en-Provence, which can host all kinds of seminars and other team-building events perfectly, with 10 bedrooms opened to accommodate participants in June.

www.rolandpaix.com

MARSEILLE HB Art'



The artistic agency HB Art', specialist for events in the South-East region and Monaco for almost 20 years now, has brand **new 700 m² premises, based in Aix les Milles**. Incorporating offices, a meeting room and a sound, lighting and video technical equipment warehouse, it thus complements the agency's infrastructure and it has also strengthened its commercial and technical team.

<https://www.hbartproduction.com>

CAVAILLON/ NICE AR Group

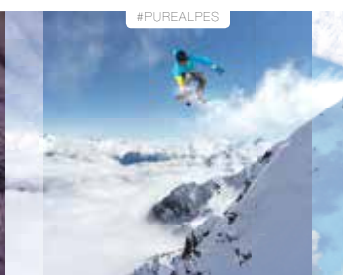


The regional specialist in events logistics and the organisation of large-scale events has had a makeover and is rolling out a **new branding strategy**, the aim of which is to build the reputation of the new **parent brand, AR GROUP**, and speed up its growth by pooling skills and by simultaneously developing a synergy between **four complementary service brands: Intent** (tent and big-top hire), **Makers** (decoration), **Locaserv** (rental of furniture and crockery) and **GES** (design/stand installation). Enough to propose an overall or partial offer to its clients, from design to operational implementation!

<https://ar-group.fr>



PROVENCE CÔTE D'AZUR EVENTS



WWW.PROVENCECOTEDAZUREVENTS.COM

PROVENCE CÔTE D'AZUR EVENTS

The Convention Bureau

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