

SUNNY BUSINESS

ORGANISING YOUR PERFECT EVENT IN PROVENCE-ALPES-
CÔTE D'AZUR WITH **THE MAJOR EVENTS DEPARTMENT**
OF THE REGIONAL CONVENTION BUREAU



EDITO

Organizing an event in the South of France in Marseille, Toulon, Cannes, Nice or Monaco is all about connections :

- Connecting with the right suppliers, institutions and sponsors;
- Connecting with experts who understand your field of activity;
- And connecting with all the advantages that the region of Europe can offer you.


We are Provence-Alpes-Côte d'Azur Convention Bureau. Our team of experts will work with you right through the process from planning and bidding to funding and welcoming your delegates. This brochure sets out why we believe Provence-Alpes-Côte d'Azur is the best place to hold your

convention and how we can help you organize it successfully.

We recently opened the Major Events Department a one-stop point of contact for international associations. This new service helps guide association to the right resources training and contacts to help them reach their professional objectives.

**PIERRE-LOUIS
ROUCARIES**

President



MALIKA BOULDI


Director





FEEL **WELCOME** BE PROVENCE-ALPES- CÔTE D'AZUR

CREATIVITY, BEAUTY AND INNOVATION
ARE PROVENCE-ALPES-CÔTE D'AZUR
RAW MATERIAL, A HERITAGE OF
VALUES THAT MAKES FOR A HEALTHY
BUSINESS ENVIRONMENT, THE VERY
DRIVING FORCE BEHIND THE SUCCESS
OF OUR ECONOMY, THAT EXPORT HIGH
TECH PRODUCTS AND CONCEPTS
THROUGHOUT THE GLOBE.



SURPRISED TO KNOW THAT
PROVENCE-ALPES-CÔTE
D'AZUR HAS ONE OF THE
HIGHEST CONCENTRATION OF
SCIENCE PROFESSIONALS?

WITH ITS WORLD-FAMOUS
UNIVERSITY HOSPITALS
AND CONCENTRATION OF
INTERNATIONAL HIGH-TECH
AND HEALTH CARE COMPANIES,
PROVENCE-ALPES-CÔTE D'AZUR
IS A PIVOTAL CENTER IN
SCIENCES.


SPECIALIST IN SCIENCES






ART DE VIVRE

VISITORS APPRECIATE THE
QUALITY OF LIFE IN THE
PROVENCE-ALPES-CÔTE
D'AZUR NOT LEAST THE
GREAT MEDITERRANEAN
FOOD. THE REGION HAS
ALSO PRESERVED ITS
LOCAL CULTURE SO YOU
WILL FIND STREET LIFE
WITH TRADITIONAL
MARKETS, A COLORFUL
AMBIANCE FULL OF
GOOD HUMOR.

A woman with blonde hair in a bun, wearing a light purple, backless dress with a sparkling strap, is walking away from the camera on a red carpet. She is surrounded by a large crowd of photographers holding cameras, creating a busy, high-profile event atmosphere.

YOUR DELEGATES WILL HAVE
PLENTY OF OPTIONS AFTER
WORK. ADMIRER FOR ITS
NATURE AND ART DE VIVRE,
PROVENCE-ALPES-CÔTE
D'AZUR IS EMERGING AS AN
EXCITING CONTEMPORARY
CREATIVE HUB, THE LOCAL
FILM INDUSTRY IS BOOMING,
MUSEUMS AND ART GALLERY
FLOURISH AND THOUSAND
CULTURAL EVENTS TAKE
PLACE EVERY YEAR.

CREATIVITY



DYNAMIC ICT SECTOR

IN PROVENCE-ALPES-
CÔTE D'AZUR YOU CAN
TAP INTO A DIVERSE
AND SOPHISTICATED ICT
SECTOR THANKS TO A
CLOSE COLLABORATION
BETWEEN ACADEMIA, R&D
AND BUSINESSES, WITH
PROACTIVE SUPPORT FROM
REGIONAL AUTHORITIES,
THE ICT SECTOR IS GROWING
FAST AND EARNING
PROVENCE-ALPES-CÔTE
D'AZUR WORLDWIDE
RECOGNITION FOR ITS
CAPACITY TO INNOVATE.

STRATEGIC LOCATION

PROVENCE-ALPES-CÔTE D'AZUR IS EASY TO REACH BY AIR, ROAD AND RAIL, BUT ALSO EASY TO MOVE AROUND IN. IN THIS COMPACT TERRITORY, MANY PLACES ARE WITHIN WALKING DISTANCE OR A SHORT RIDE AWAY BY TRAM, BUS OR METRO, AND IF YOU ARE STAYING NEAR ONE OF YOUR MAIN CITIES WALKING IS A WONDERFUL WAY TO DISCOVER HISTORICAL PROVENCE-ALPES-CÔTE D'AZUR.





PROVENCE-ALPES-CÔTE D'AZUR IN NUMBERS



3 INTERNATIONAL AIRPORTS: MARSEILLE PROVENCE,
NICE CÔTE D'AZUR AND TOULON HYERES

+25 CONVENTION CENTERS WITH 150 TO 3200 SEATS
IN A PLENARY WITHIN 300 KM

3RD LARGEST ACCOMMODATION OFFER IN EUROPE IN TERMS
OF TOURIST CAPACITY

€1.5 BILLION INVESTED IN THE TOURISM INDUSTRY IN 2014

3RD ECONOMICAL REGION IN FRANCE

4 UNIVERSITIES AND 300 PUBLIC RESEARCH LABORATORIES:
MORE THAN 19 000 RESEARCHERS

1ST FRENCH UNIVERSITY IN THE WORLD WITH MORE
THAN 75 000 RESEARCHERS

700 KM OF COAST

+3000 HOURS OF SUN PER YEAR



5 MAJOR DESTINATIONS FOR BIG EVENTS IN THE REGION:
CANNES, MARSEILLE, MONACO, NICE AND TOULON



HOW WE CAN HELP YOU

1- BIDDING:

OUR REGIONAL CONVENTION BUREAU HAS THE EXPERIENCE TO HELP YOU PREPARE A WINNING BID

- > By clearly understanding your objectives and strategy
- > Obtaining support letters from key players like regional authorities
- > Organising a site visit for your top decision makers
- > Preparing a pitch, presentations and videos when shortlisted

2- CONNECTING YOU:

OUR REGIONAL CONVENTION BUREAU HAS THE LOCAL EXPERIENCE TO PUT YOU IN CONTACT WITH THE RIGHT RESOURCES

- > By connecting you with a pool of experts in your field
- > Introducing you to suppliers experienced in your field (venues, PCO, DMC, caterers...)
- > Assisting you in obtaining permits, group airline tariffs with Air France
- > Planning and advising on social activities in the region like theater, museums, events...

3- WELCOMING YOUR DELEGATES:

OUR REGIONAL CONVENTION BUREAU WILL HELP YOUR DELEGATES FEEL AT HOME IN PROVENCE-ALPES-CÔTE D'AZUR

- > Customised welcome desk at the airports and train stations
- > Concierge service at your event with tourist info
- > Welcome messages in different places in town : convention center, hotels...



4- SECURING YOUR EVENT: BENEFIT FROM COUNSELLING AND REGULATORY INFORMA- TION FROM STATE SERVICES AND STATE OPERATORS FOR THE SAFETY OF YOUR EVENT

- > Be in direct contact with a dedicated interlocutor in the prefecture
- > Benefit from tailor-made counsels and regulatory information on how to best secure your event and optimize costs
- > Comply with applicable regulation
- > Obtain a “safety large event” label to communicate and reassure your delegates and sponsors

5- FINANCIAL SUPPORT: OUR REGIONAL CONVENTION BUREAU HELPS YOUR ORGANISATION WITH FINANCIAL SUPPORT FOR YOUR EVENT

- > We can connect you with financing bodies and support institutions
- > Provide financial support to help local ambassadors and international associations based in Provence-Alpes-Côte d’Azur
- > Support can include international and local promotion of events with activities to enhance attendees experience, social and green initiatives





LINKEUS
PROVENCE-ALPES-CÔTE D'AZUR
CONVENTION BUREAU
3/5 rue Beauvau - 13001 Marseille

WWW.LINKEUS.FR

REGIONAL CONVENTION BUREAU WITH THE SUPPORT OF

