

# LOUPE



# We are a **human-first**, independent global marketing communications collective.



Through strategy, we help clients understand audiences, markets, and identify opportunity. Through creativity, we shape perception, build trust, and client engagement. Through world-class delivery we design and create high-value experiences at scale.

# Our capabilities

We unite strategy, creativity and technology with world-class delivery to connect people, reshape perspectives, and accelerate future growth under one scalable platform.

01

## Engagement and events

### Transform audience interactions into movements

We create brand-defining events that inspire action, build loyalty, and shape perception. Whether live, hybrid, or virtual, every experience is crafted to deliver impact connecting people through emotion, story, and shared energy.

From global conferences to flagship product launches, we turn events into powerful platforms for engagement and growth.

**Delivered through:**

- Brand Experiences & Activations
- Product Launches & Grand Openings
- Roadshows & Multi-City Events
- VIP, Galas & Awards
- Sales Conferences & Incentive Programmes
- Anniversaries & Jubilees
- Corporate & Healthcare Meetings
- Strategic Meeting Management (SMMP)
- Conferences, Congresses, Conventions
- Trade Shows, Expos, Exhibitions
- Registration & Housing
- Revenue Generation & Sponsorship Sales
- Destination Management
- Sustainability & waste reduction practices

02

## Strategic communications and public affairs

### Navigate complexity with intelligence

We help clients shape perception, build influence, and engage with the audiences that matter from policymakers and partners to communities and stakeholders.

Our work spans advocacy, coalition building, public dialogue, and strategic communications. Whether driving reputation, policy change, or industry alignment, we bring clarity to complex landscapes and ensure our clients' voices are heard across sectors and borders

**Delivered through:**

- Public affairs audit & strategy
- Policy monitoring & intelligence
- Coalition & alliance building
- Membership & community management
- Finance & governance models
- Management, working group coordination
- Communications, media & public relations
- Reputation & crisis management

03

## Social media and brand content

### Inspire through immersive storytelling

We help brands shape their voice, define their story, and connect with audiences through creative content and strategic social campaigns.

Our work turns brand messaging into experiences that resonate building attention, trust, and long-term relevance. Whether launching a platform, shaping a narrative, or growing a community, we focus on what moves people and builds influence.

**Delivered through:**

- Social media strategy
- Social media ads & management
- Content strategy
- AI content development & storytelling
- Influencer & social media Video creation

# Our capabilities

04

## Creative technology and production

### Reimagining how brands connect through innovation

We use immersive technology to make your brand story tangible turning ideas into environments that people can see, feel, and interact with.

By blending design, content, and technology, we create seamless, human-centric experiences that engage audiences and elevate your presence across live, virtual, and hybrid formats. Every detail is crafted to resonate building stronger connections and lasting brand impact.

**Delivered through:**

- Staging & production
- Scenography & stage design
- Creative concepts
- Technical & graphic design
- Animations & motion design
- Drone & photography
- Live streaming
- Video, audio & lighting

05

## Data and research

### AI-powered intelligence for precision and growth

We uncover the insights that shape perception, sharpen strategy, and help brands connect more meaningfully with the audiences that matter. By combining data, research, and AI, we turn complexity into clarity and insight into action.

From behavioral analysis to performance intelligence, we help clients better understand audience needs, identify opportunities, and make smarter decisions that drive stronger connections and lasting impact.

**Delivered through:**

- Lead generation
- Business intelligence
- Go-to-market acceleration
- Customer insights, research & data analytics
- Destination sites & assets evaluation

06

## Community and association management

### Strengthen ecosystems that matter

We help associations and communities grow through strategies that drive engagement, streamline governance, and support sustainable revenue.

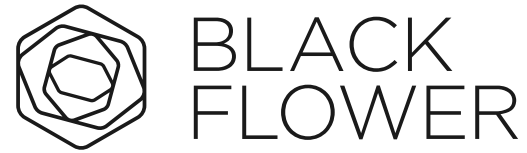
Our consulting solutions combine data, insight, and operational expertise to transform business models, improve member value, and build lasting relevance. Whether navigating transformation or launching new initiatives, we help you lead with purpose and connect with impact.

**Delivered through:**

- Full-service management
- Membership & community engagement
- Interim CEO services
- Education, credentialing & certifications
- Financial management, IT & operations
- Governance, board, volunteer & committee management
- Membership & community management
- Finance & governance models
- Management & working group coordination

# Our brands

mci group is a collective of brands that deliver strategy, creativity, and operational excellence for global clients.



Luxury event and experiential agency



Creative technology agency



Audio-visual experience design agency



Full-service communication agency



Content-led creative agency



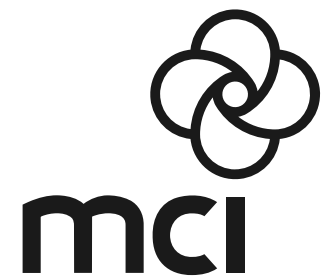
Live communication, incentive travel and event agency



Consulting and market research agency



Global public affairs and communication agency



Global engagement marketing agency



Social media and branded content studio



Global destination management services & event organisation



European communications and events agency



Where

We are

**North America**

- Canada
- United States

**Latin America**

- Argentina
- Brazil
- Chile
- Columbia
- Mexico

**Asia-Pacific**

- Australia
- China
- Hong Kong (SAR China)
- Indonesia
- Japan
- Macau (SAR China)
- Malaysia
- Singapore
- South Korea

**Europe**

- Austria
- Belgium
- Czech Republic
- France
- Germany
- Ireland
- Italy
- Portugal
- Scandinavia (Denmark, Norway and Sweden)
- Spain
- Switzerland
- The Netherlands
- United Kingdom

**India & Middle East**

- India
- Oman
- Qatar
- Saudi Arabia
- United Arab Emirates

# 2025 global impact



- 34 countries
- 64 offices
- 2,066 employees
- 5,300 client campaigns & activations
- 1,220 clients
- €581,7M turnover
- 65 marketing or event awards
- 65 languages spoken
- 35+ years of experience

# 2025 global impact

## People & Culture

**eNPS 29** stable for the third consecutive year and above external benchmarks.

**88%** of talents feel proud to work at mci group.

**84%** of employees intend to stay over the next 12 months.

## Community & giving back

**€40,895** raised directly, plus €62,381 in donated goods and in-kind support.

**5,271** hours dedicated to volunteering, charity, and pro bono work.

## Environmental impact

**SBTi** Strengthened our environmental data foundations to support future Science-Based Targets.

## DEI&B and well-being

**53%** % women in senior management, for the second consecutive year.

**85%** favourable score on DEI&B and psychological safety.

**2,061** talents engaged in well-being and DEI initiatives worldwide.

## Governance

**CyberVadis**

915/1,000 CyberVadis score, placing mci group among top performers.

**EcoVadis**

score of 70/100, up +3 points year on year

**8** offices hold a sustainability certification

## Learning & development

**173** participants in our internal mentorship programme, with 373 hours of mentoring completed.

**10,797** learning hours delivered across the group.

**LPI** Achieving Learning Department accreditation from the Learning and Performance Institute (LPI)

## Responsible consumption & production

**10,000+** suppliers adhere to our Supplier Code of Conduct

**5,000+** hotels assessed on their ESG practices

**13 ESG** awards won, for delivering sustainable projects

# group leaders



“It is no longer about who attends your programmes or reads your content but about who engages.”

Sebastien Tondeur  
Chief Executive Officer



“Openness to diversity and a deep interest in what others bring to the table — these are the building blocks of collaboration.”

Jurriaen Sleijster  
President & COO



“Magic happens at the intersection of ‘trust your instincts’ and ‘trust the data’. Intelligence without courage won’t take you far.”

Oscar Cerezales  
Global President



“Strategic engagement of core stakeholders, both virtually and in person, will be the key success factor for any organisation.”

Robin Lokerman  
Group President



“Finance has to be a partner to the business. Our financial data and technology solutions are key to deliver the right information at the right time to support our client operations and strategic execution decisions.”

Olivier Giauque  
Chief Financial Officer



“Learning isn’t our endgame, it’s how we move the needle. On mindset, on performance, on what the business needs next and beyond.”

Avinash Chandarana  
Chief Learning & Transformation Officer



“Shaping our company to build a high—performance organisation, based on our values and culture, to maximise the power of human interaction.”

Idoia Rodés Torrónategui  
Group President People & Operations



“I believe bold, human—centred thinking doesn’t just capture attention — it builds trust, fosters belonging, and drives real engagement. When people feel seen and inspired, they connect more deeply — and that’s where the magic happens.”

Sylvia André  
Chief Marketing Officer, mci group & Chief Creativity Officer, MCI Agency



“For me, it’s important that my team believes in honesty and people as much as I do.”

Edouard Duverger  
Chief Information Officer



“Our passion for creating engaging experiences for our clients is what drives us forward.”

Richard Torriani  
Chief Operating Officer — Americas



“Change is inevitable, but progress is not — our ability to partner with organisations around the globe to help steward in needed changes is incredibly important and rewarding work.”

Erin Fuller  
Global Head of Association Solutions



“Alone you go fast — together you go further.”

Laurence Julliard  
Global Head of Client Solutions

# Shared service leaders



“Let’s stay ahead of the latest trends while keeping your personal data safe and secure!”

**Anne Lesca**  
Group Data Protection Officer,  
Risk & Compliance Officer



“At mci group, our goal is to build a partnership with our talents that supports their professional growth and personal success, enriching their lives both within the workplace and beyond.”

**Carlo Saya**  
Group Human Resources Director



“People sit at the heart of what we do — that’s why safety, security, and sustainability are vital to us.”

**Emmanuel André**  
Group Health & Safety Director



“Our values guide the choices we make today for a better tomorrow.”

**Erica Fawer**  
Group Sustainability & Internal  
Communications Director

# Country and brand leaders

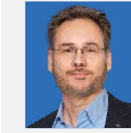
## Europe



**Adriano Rossini**  
Managing Director, Switzerland  
& Black Flower Agency Europe



**Alexander ElMeligi**  
Managing Director  
Demodern



**Andreas Laube**  
Managing Director, Germany,  
Hagen Invent & Demodern



**Antonio Guadagnoli**  
Managing Director  
Switzerland



**Arnaud Chouraki**  
Managing Director, France &  
Black Flower Agency Europe



**Charlee Gough**  
Managing Director  
United Kingdom



**Daniel Bissinger**  
Director  
insider



**Eglantine Chevallier**  
Head  
matter



**Fabrice Regnier**  
Operations Director  
Tipik



**Fred Soudain**  
Managing Director  
logos



**Guy Vaerman**  
Managing Director  
ESN



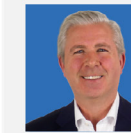
**Idoia Rodes Torrontegui**  
Group President People &  
Operations, Belgium, logos, insidery



**Marion Lévy**  
Head  
matter



**Michael Libotte**  
Managing Director  
Italy



**Neil Redmond**  
Finance Director  
Ireland



**Nicolas Hersant**  
Managing Director  
Dorier



**Per Ankaer**  
Managing Director, Scandinavia  
(Denmark, Norway & Sweden)



**Peter-Willem Burgmans**  
Managing Director  
The Netherlands



**Rudolf Rannegger**  
Global Managing Director  
Austria & Ovation



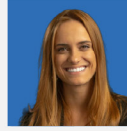
**Sandrine Castres**  
Managing Director  
Spain & Portugal



**Sylvie Neves**  
Managing Director  
Czech Republic

# Country and brand leaders

## Latin America



**Greta Paz**  
Managing Director  
Eyxo



**Igor Tobias**  
Managing Director  
Brazil, Chile, Colombia, Mexico



**Mariano Castex**  
Managing Director  
Argentina

## APAC



**Bernard Akili**  
Managing Director  
Indonesia



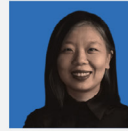
**Chris Oh**  
Managing Director  
South Korea



**Cynthia Khoo**  
Managing Director  
Singapore & Malaysia



**Frankie Gao**  
Managing Director  
China



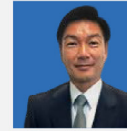
**Libby Zhou**  
Director of Operations, Black  
Flower Agency Asia-Pacific



**Nick Millis**  
Managing Director  
Australia



**Olinto Oliveira**  
General Manager, Hong  
Kong & Macau (SAR China)



**Seiji Shibuya**  
General Manager  
Dorier Asia



**Stephan Wurzinger**  
Managing Director  
Australia



**Takaya Mera**  
General Manager  
Japan

## North America



**Carrie Martin**  
President, Association  
Solutions USA



**Christine O'Connell**  
Senior Vice President, Black  
Flower Agency North America



**Erin Fuller**  
Chief Strategy Officer  
USA



**Shawn Pierce**  
President Strategic Events,  
Meetings & Incentives USA



**Juliano Lissoni**  
Managing Director  
Canada

## IMEA



**Ajay Bhojwani**  
Managing Director UAE,  
Oman & Qatar



**Samir Kalia**  
Managing Director  
India



**Ruchi Mohotra**  
Managing Director  
India



**Tahir Masood**  
Managing Director  
Saudi Arabia

