

Photo from:
4th European Defence & Security Conference



Defence and security

Bringing clarity to Europe's defence decision making

Europe's defence ecosystem is complex. Decision makers operate across EU institutions, Member States, NATO, industry, research, and media, often without the space for open, structured dialogue. mci group helped address this challenge by delivering the European Defence and Security Conference as a focused, high-level forum bringing more than 600 leaders together in one place.

mci group shaped the agenda, coordinated senior speakers, led communications, and delivered the event end to end. The result was an environment designed for serious discussion rather than ceremony. The conference strengthened relationships across the sector and gave leaders the clarity and time they needed to explore shared priorities and realistic paths forward.



Space and aerospace

Creating independent space for Europe's space ambitions

For nearly two decades, Europe's space community has needed a neutral platform where institutions and industry could speak openly and shape a shared direction. Through long-term stewardship of the European Space Conference, mci group supported the organisers in creating exactly that space.

mci group worked across strategy, communications, and delivery to build a year-round process culminating in a high-level annual moment. In 2025, as European space initiatives reached a decisive phase, the conference brought together more than 1,800 participants and over 100 journalists. It strengthened trust, enabled credible dialogue, and helped align Europe's space ecosystem around common priorities.

Client success stories



Energy and industry

Helping Europe navigate its clean energy transition

Europe's clean energy and industrial transition brings complex policy, commercial, and financing questions. The challenge was to create a space where leaders could discuss these realities openly. mci group helped deliver the fifth European Energy & Industry Conference as a neutral, high-level forum focused on clarity, realism, and solutions.

Through strategic programme design, clear narrative framing, and seamless delivery, more than 350 participants came together, including EU decision makers and C-suite executives. The conference enabled practical discussion on competitiveness, electrification, and funding the transition, reinforcing its role as a trusted meeting point for Europe's industrial future.



Packaging and sustainability

Moving fibre-based packaging circularity from ambition to action

Advancing fibre-based packaging circularity at scale requires alignment across policy and industry. The 4evergreen Annual Conference aimed to bring those voices together around the realities of the new Packaging and Packaging Waste Regulation. mci group helped design a focused hybrid experience built around clear content, strong narrative flow, and smooth delivery.

With more than 350 participants, the conference encouraged honest discussion of tensions, showcased real-world progress, and extended the conversation beyond the event itself. It reinforced 4evergreen's role as a catalyst for collaboration and measurable action across the sustainable packaging ecosystem.



Public policy and consumer protection

Making product safety meaningful for consumers

European product safety rules are complex and often distant from everyday consumers. The CASP initiative set out to change that. Working with mci group, the European Commission delivered a pan-European campaign that translated regulation into practical guidance people could understand and use.

Through media partnerships, influencer engagement, stakeholder collaboration, and large-scale localisation, the campaign promoted tools such as the Safety Gate portal and encouraged active participation. With a million users reached on Instagram and an average video view rate of 172%, our campaign strengthened consumer trust, improved awareness, and supported shared responsibility for product safety across Europe.



Luxury and fashion

Orchestrating Valentino's symbolic return to Rome

When Valentino returned to Rome in March 2026, the moment carried deep meaning. It marked the maison's homecoming and the debut of Alessandro Michele's first collection, Interferenze. mci group supported this milestone by shaping international press and client engagement around the show.

Through precise coordination, thoughtful guest management, and on-the-ground delivery, mci group helped balance ceremony with intimacy. The experience honoured Valentino's heritage while clearly positioning its new creative direction on one of fashion's most closely watched stages.

Photo from:
76th International Astronautical
Congress (IAC 2025)



Science and technology

Positioning Australia as a global hub for space collaboration

Bringing the International Astronautical Congress to Sydney required global coordination at unprecedented scale. Working with the International Astronautical Federation and Australian partners, mci group led commercial strategy, stakeholder engagement, and international marketing for IAC 2025.

The result was more than 26,000 registrations from 99 countries, record international attendance, a AU\$47 million economic impact, and the IAPCO Collaboration Award, highlighting the strength of a partnership-led approach.



Luxury and beauty

Creating an immersive digital launch for Darphin

Estée Lauder partnered with mci group to create a digital experience for Darphin's sales community at a key product launch. The challenge was to translate the Éclat Sublime line into a sensorial, immersive moment that felt true to the brand.

Through bespoke set design, storytelling, programme flow, and live demonstration, the experience strengthened product understanding and confidence on the sales floor, with hundreds of attendees engaging live with the new Darphin products.

Client success stories



Sports and entertainment

Turning Équipe de France into a global digital community

Équipe de France wanted its social platforms to become a daily point of connection for fans.

Building on a long-term partnership with the French Football Federation, mci group developed and managed a multi-account Instagram ecosystem spanning men's and women's national teams, amateur football, and the women's league.

Guided by a strategy focused on proximity, storytelling, and behind-the-scenes access, the community grew to more than 13 million followers. Today, Équipe de France is the world's leading national football community on Instagram.



Luxury and fashion

Extending Gucci's runway moment beyond the show

Gucci's Milan Fashion Week 2025 show took place at the Triennale di Milano, combining mirrored architecture with bold visual language. The challenge was to extend the impact beyond the runway itself. mci group delivered a highly curated guest experience for international VIPs, leading media, and industry voices.

From guest management and hospitality to discreet on-site coordination, every detail was designed to amplify the show's energy and ensure it resonated long after the final look.



Healthcare

Building a future-ready learning model for clinical data professionals

The Society for Clinical Data Management wanted to rethink how learning could better support its global community. The goal was long-term relevance, professional development, and financial sustainability. Partnering with mci group, SCDM shifted from event-based training to continuous learning journeys.

Together, we built a framework around a clear competency model, connected pathways, and expert-led content. During the 2025 pilot phase, participation, completion, and revenue all increased, laying the foundation for scalable growth and long-term value.



Financial services and consumer education

Making financial education feel natural on social platforms

Banco24Horas aimed to make financial education more accessible by speaking to audiences in familiar social formats. mci group created Papo que Rende, a short-form, creator-led web series designed specifically for TikTok and Instagram.

Across four episodes, everyday financial topics were explained using clear language and platform-native storytelling. The format helped Banco24Horas connect with social audiences in a way that felt natural, relevant, and easy to engage with.

Photo from:
EAHAD 2025 congress



Healthcare

Driving growth for a leading haemophilia congress

EAHAD set ambitious goals for its 2025 congress, aiming to grow international participation and scientific contributions while managing late changes at the venue. Delivering on these objectives required both reliable execution and strong digital reach.

mci group ensured smooth planning and delivery despite last-minute adjustments. A targeted digital campaign supported registrations and abstract submissions. The congress welcomed more than 2,100 participants and reached a record number of abstracts, marking EAHAD's most successful edition to date.



Finance

Revitalising member growth and retention across APAC

The Institute of Management Accountants wanted to strengthen its presence across the Asia-Pacific region and re-engage members in a complex, post-pandemic environment. With diverse markets and changing expectations, growth required a more local and personal approach.

Working with IMA, mci group led a region-wide engagement strategy built around local teams and direct member contact. By supporting chapter activity, reviving face-to-face events, and reconnecting with existing and former members through personalised outreach, the programme delivered a 70 percent retention rate and renewed momentum across the region.

Client success stories



Technology and public policy

Making global AI dialogue accessible to everyone

AI for Good is the UN's global summit exploring how artificial intelligence can benefit society. Delivering this at scale required seamless integration of technology and creativity. mci group designed and operated three fully equipped stages and a global broadcast infrastructure, enabling live and hybrid participation.

More than 45,000 people worldwide engaged with complex AI topics in real time, making global dialogue truly accessible.



Information technology

Using storytelling to connect SAP's developer community

SAP wanted a unifying idea for its global developer community. mci group created Developers League, a five-part original anime series that reimagined developers as superheroes navigating challenges together.

Woven across global and local events, and produced in house with AI supporting creative development, the series sustained strong engagement, received enthusiastic feedback and strengthened SAP's "Power of Many" community spirit. Season 2 is already in production.



Events and technology

Reimagining customer service for high-volume events through AI

Large congresses generate huge volumes of enquiries. To maintain service quality at scale, mci group developed Jade, an AI-powered customer service agent. Available across email, chat, and voice, Jade responds in seconds and escalates only complex cases. With just 15 percent of enquiries requiring human intervention, clients can now operate large-scale events with greater confidence and control.



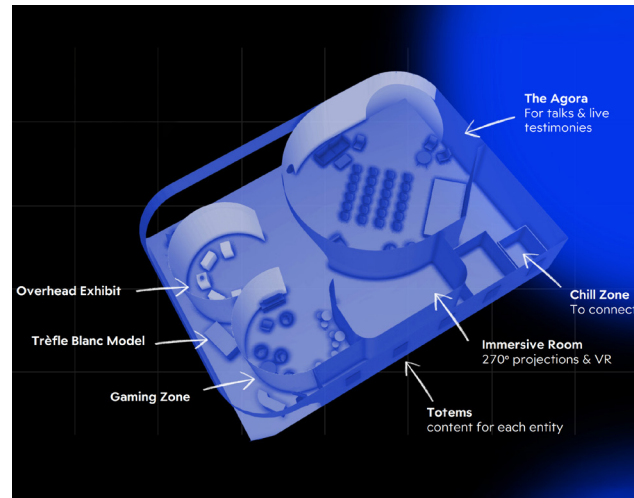
Retail and consumer brands

Launching Crocs France as a social-first cultural brand

Crocs entered the French market with a clear ambition: build cultural relevance through social from day one. mci group defined and launched Crocs France's Instagram strategy, shaping content and creator collaborations around French humour, visual codes, and local culture. Key brand moments, including Paris Fashion Week experiences, were designed to live and travel through social content.

Delivered without paid media, the launch reached more than 200,000 users in its first week and laid strong foundations for Crocs to grow as a locally resonant, community-driven brand in France.

Client success stories



Public sector and civic engagement

Creating a shared civic space for dialogue in Geneva

For Les Automnales 2025, the State of Geneva wanted to present seven departments through one open, human presence. mci group designed an immersive stand that invited participation through interaction, projection, and informal exchange.

With intuitive flow and sustainable materials built in from the start, the space made public services tangible and strengthened dialogue across generations.



Events and technology

Helping fleet owners understand electric mobility

Ford is expanding its electric vehicle range and wanted to show fleet owners how they can make the same shift. Fleet Day with Ford, hosted by Autoflotte and Ford Germany at Motorworld Cologne, brought fleet decision makers together for two days focused on real experiences and open discussion.

mci group supported the event from concept to the on-site delivery of test drives, tours of the Ford Cologne-Niehl plant and expert talks on fleet electrification. The event created the perfect setting for learning and discussion, helping participants better understand the challenges and opportunities of moving towards electric fleets.



Healthcare

Creating an immersive and sustainable congress presence for PANLAR

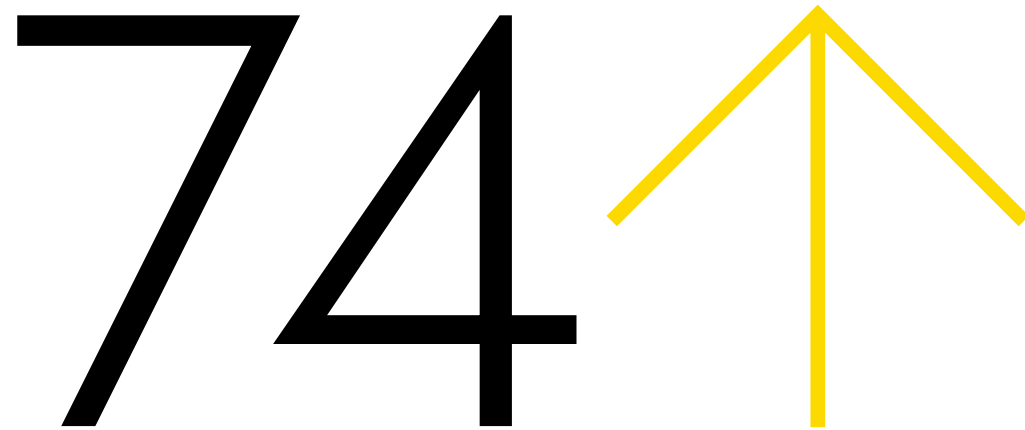
For the 2025 PANLAR congress in Mexico City, the Pan American League of Associations for Rheumatology wanted a congress presence that reflected the host country while supporting engagement and sustainability within a standard exhibition setting.

mci group designed and delivered an immersive, culturally rooted environment that drew delegates across the exhibition space and encouraged interaction. The stand became one of the most visited areas of the congress, strengthening PANLAR's visibility, supporting sustainable practices, and deepening connection with the local rheumatology community.

Client **satisfaction**

Through its client satisfaction programme, mci group regularly reviews feedback and adapts its approach to deliver better experiences and stronger results for clients.

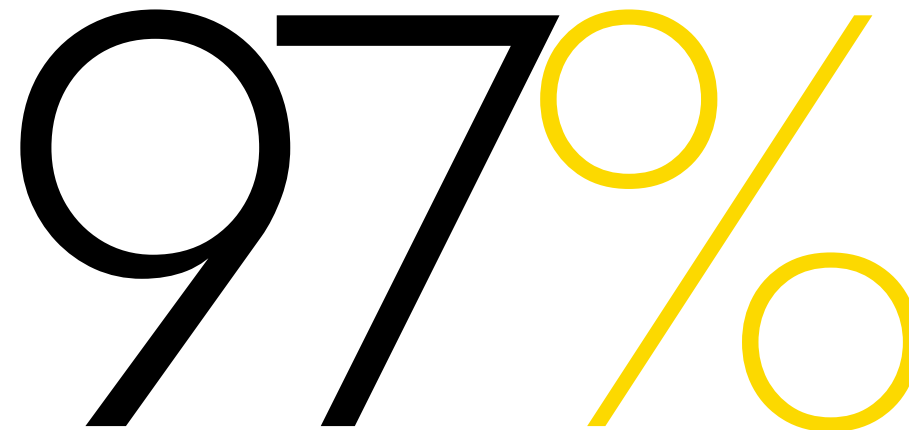
Net Promoter Score (NPS)



mci group achieved the score well above the sector average of 60, highlighting strong client trust and confidence.

The Net Promoter Score (NPS) is a widely recognised measure of client loyalty, based on a simple question about how likely clients are to recommend mci group to a colleague or peer.

Relationship rating



of clients rated their relationship with mci group as excellent or very good, confirming the consistency and quality of our client partnerships.

Customer Experience Index (CXI)



This result reflects a “strong relationship”, showing that clients experience value beyond standard delivery.

The Customer Experience Index (CXI) measures the overall strength of the client relationship by combining performance, perceived benefit, and preference into a single score on a scale from 1 to 150.

Clients' feedback



We love the excitement and passion that I saw today at the Summit. It's absolutely phenomenal. The preparation, the way that this event landed to give the community what the community wanted.

Naveen Nigam
Head of Developer Relations Americas – Google



We found a company that is a strategic partner, bringing the best in event development strategies [with] a very human vision. We are from the retail sector, and we like to have that warm, relationship-building aspect. That allows us to reach this stage of success for the APAS Show.

Carlos Correa
CEO – Associação Paulista de Supermercados (APAS)



Everything was impeccable today! Excellent. Congratulations! It was a pleasure to collaborate on projects with you and your team again. The feedback from the CEO was outstanding. His expectations were met, and he is very satisfied with the work delivered.

Marcelo Romeo
CMO – Grupo Newsan



We have worked with MCI for many years now, and what stands out most is how deeply they have come to understand our community and the spirit of this convention. Each edition feels stronger and more refined. For 2025, their support in sponsorship development, technology integration, and supplier negotiations made a visible difference. It was one of our most successful editions, both in scale and financial return.

Domingos Savio Mota
Director – CRC São Paulo
General Coordinator – Convention of Accounting Professionals of the State of São Paulo (CONVECON)



Clients' feedback



Dorier has been our trusted partner since 2019, bringing unmatched expertise, creativity, and professionalism to every AI for Good Summit. Their flawless technical execution and collaborative spirit make each edition an inspiring success.

Kseniia Fontaine
Head of Events, AI for Good – ITU



MCI was impeccable in attending to all our needs. Everything is exceeding expectations!

Chico Junior
Operations Manager – McDonald's



We appreciated the team's data-driven business case, desire to advocate for what local members most needed, and their ability to adapt as efforts unfolded. What is also valuable is the ability in scaling the success to additional countries, tailoring to local nuances while maintaining efficiency.

Dianna Steinbach
Chief Growth and Marketing Officer
– Institute of Management Accountants (IMA)



The IAPCO Collaboration Award recognises the highest standard of partnership. The way MCI managed and collaborated with their many partners for the prestigious IAC 2025 is a masterclass in multi-stakeholder governance, data-driven decision making and creative market engagement.

Sissi Lignou
President – IAPCO

