



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.

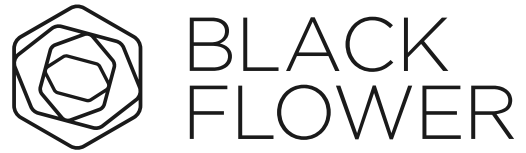
Our consulting solutions combine data, insight, and operational expertise to transform business models, improve member value, and build lasting relevance. Whether navigating transformation or launching new initiatives, we help you lead with purpose and connect with impact.

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



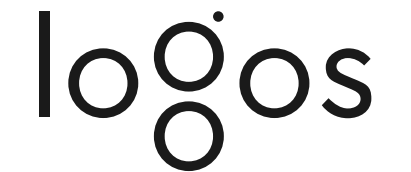
Content-led creative agency



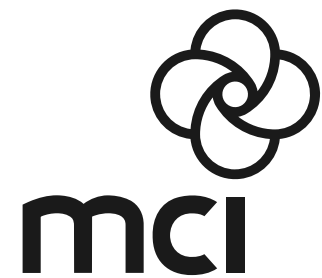
Live communication, incentive travel and event agency



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



Romain Forestier
Managing Director
France



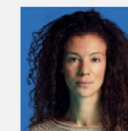
Charlee Gough
Managing Director
United Kingdom



Daniel Bissinger
Director
insider



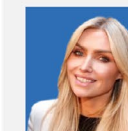
Eglantine Chevallier
Head
matter



Marion Lévy
Head
matter



Michael Libotte
Managing Director
Italy



Angie Brady
Executive Director
Ireland



Idoia Rodes Torrontegui
Group President, People & Operations,
Belgium, logos, ESN, insider and Tipik



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



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



Stephan Wurzinger
Managing Director
Australia



Chris Oh
Managing Director
South Korea



Nick Millis
Managing Director
Australia



Takaya Mera
General Manager
Japan



Cynthia Khoo
Managing Director
Singapore & Malaysia



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



Frankie Gao
Managing Director
China



Seiji Shibuya
General Manager
Dorier Asia

North America



Carrie Hartin
President, Association
Solutions USA



Shawn Pierce
President Strategic Events,
Meetings & Incentives USA



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



Erin Fuller
Chief Strategy Officer
USA



Juliano Lissoni
Managing Director
Canada

IMEA



Ajay Bhojwani
Managing Director UAE,
Oman & Qatar



Ruchi Mohotra
Managing Director
India



Samir Kalia
Managing Director
India



Tahir Masood
Managing Director
Saudi Arabia

