



Company Profile

MCI at a Glance



MCI is the global leader in engaging and activating audiences. Since 1987 we have been helping clients harness the power of community by applying **strategic engagement and activation solutions to build unforgettable online & offline experiences** that enhance business performance for the years to come.

For companies we bring memorable experiences to life, help them connect with their audiences and increase their influence by aligning strategy, technology and creativity. For associations we enhance their strategic and tactical operations, assist them in growing globally and facilitate the integration of technology for achieving key short- and long-term objectives.

Financial Information



2018 has been a landmark year for MCI, recording an **EBITDA of 22.5 million CHF**; a growth of **11.4%** from 2017. The annual gross margin increased **by 8%** to reach **163.8 million Euros**.

Looking at 2020 and beyond, MCI will continue to integrate and develop its US-based Strategic Meetings, Conventions and Incentives platform. Moreover, we will also focus on strategic acquisitions aiming at fortifying our core service offering and enhancing the value we bring to clients through a wide selection of new digital products and services.

Industry Insights



Being at the forefront of our industry's shifting landscape, we are keeping up-to-date with current developments and follow the latest trends affecting a variety of industries.

We spark conversations, bring specialized knowledge to the table and share our best practices and unique insights to stakeholders of the following industries: **Healthcare, FMCG, ICT, Finance, Sports, Business & Professional Services, Entertainment, Luxury, Energy, Science & Engineering, Automotive** and Non-Profits.

Building Unforgettable Experiences Online & Offline



Our commitment towards enhancing the strategic and economic impact of our clients' events around the world remains at the center of our business. **Delivering memorable customer experiences is becoming a key business opportunity** and as industry leaders, we aim at applying our strategic solutions to build experiences that foster change, inspire and educate audiences.

Our vision, day-to-day operations and relationships with clients, partners, suppliers and employees are inspired by the core values of: **living by growth, promoting entrepreneurship, believing in people and building fair relations**.

“When people come together, magic happens.”

To find out more, please contact us:

mci-group-communication@mci-group.com





Our Services

MCI is present in **31 countries with 60 offices**. Through a wide range of customised and creative solutions in meeting management, event production, association and congress management, we help companies and organisations boost their performance by activating and engaging their target audiences.



We focus on solving our clients' key challenges of **growing globally, building their online & offline communities and improving people performance**. Our portfolio includes:

Association Solutions

Full Service Association Management	Board & Volunteer Management	Global Market Development	Advocacy / Public Affairs
Education, Credentialing & Certifications	Meetings, Conferences & Exhibition Management	Membership Support	Publications & Content Development
Marketing & Social Media	Reputation Management	Fundraising, Sponsorship & Sales	Accounting & Financial Management
IT, Database & Operations			

Conventions, Congresses & Expos

Event Strategy & Assessment	Conference Management (PCO)	Strategic Sourcing	Sponsorships & Partnerships
Show Production	Logistics	Registration	Destination Management Consulting (DMC)
Audio Visual	Event Licensing	Housing	Speaker & Programme Management
Financial	Sustainability	Exhibition Sales & Management	Branding, Marketing & Signage
Management			
Delegate Boosting			

Data & Analytics

Event Impact & Measurement	Membership Analysis	Data Management	Lead Management
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Digital

Cloud-based Community Platforms	Event Technologies	Website, App & Mobile Technology Interaction	Audio & Voice Activation Technology
Digital Design & User Experience	Augmented Reality	Video & Motion Graphics	

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Our Services

Experiences & Events

Brand Experiences & Narrative	Show Production & Audio Visual	Event Design & Concept	Logistics
Destination Management Consulting (DMC)	Branding & Signage	Marketing	Sustainability Integration

Marketing & Communication

Branding & Communication strategy	Marketing Strategy & Execution	Creative Services	Social & Digital Marketing
Content Strategy & Production	Media & Public Relations	Website, App & Mobile Technology Interactions	Publication Launch, Development & Design

Meetings & Incentives

Strategic Meetings Management	Performance Improvement	Reward & Recognition Programmes	Logistics
Destination Management Consulting (DMC)	Strategic Sourcing	Sustainability Integration	

Sales & Sponsorships

Exhibition Sales & Management	Sponsorships	Corporate Partnerships	Fundraising
Individual Giving	Event & Production Development	Digital & Print Advertising and Sales	Global Sales
Integrated Media Programmes	Enterprise Sales		

Client Testimonials

Working with a wide range of clients across a variety of industries, our numerous client success stories and testimonials provide **practical examples** of **client experiences** and **tangible results**.

Visit <https://www.mci-group.com/our-work> for examples of our client success stories.



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MCI – A Global Brand

MCI began its strategic expansion around the world with a vision to offer client solutions **from strategic consulting to execution and delivery of programmes globally and locally**. Today, MCI operates in 31 countries worldwide, spanning Asia-Pacific, the Americas, Europe, India, the Middle East and Africa.



We recognize **the power of experiences to build stronger people relationships**. Our brand portfolio integrates a range of creative and strategic disciplines to offer our clients the best advice to better engage and activate their target communities.

MCI Group Brands



MCI

Driving results with inspiring meetings, events, congresses and association management.



HAGEN INVENT

Defines the range of services in incentive travel and attractive events.



BLACK FLOWER AGENCY

Creating innovative marketing events and rarefied experiences in the areas of fashion, financials, culinary, automotive, sports, travel, entertainment & luxury.



LOGOS

Public affairs coalition and stakeholder management company.



MCI EXPERIENCE

Leading innovators in strategic design and delivery of immersive, memorable and meaningful live, digital and virtual brand experiences.



DON'T BELIEVE IN STYLE (DBIS)

Leading cultural creative agency.



DORIER

Technical and creative production, content technology, audio-visual and staging solutions, media and communication.



ONE COMMUNICATIONS & MARKETING GROUP

A group of independent marketing & communications businesses unified to provide solutions tailored to client needs.



FAIR CONTROL

Marketing and performance measurement services, specialising in controlling live communication.



OVATION GLOBAL DMC

Expert destination services and incoming event organisation in Europe, the Middle East, Africa, Asia and the Americas.

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Corporate Social Responsibility

At MCI, we are passionately **committed to conducting and growing our business responsibly**. Our approach is based on the concept of a balanced triple bottom line: **People, Planet, and Profit**. We embrace **sustainability**, recognizing the many ways it generates value for both our organisation and our clients and also promote and manage a **healthy and safe working environment** for employees, partners and clients.



Sustainability

Our sustainability strategy, policies and activities have been developed in line with the 10 universal principles of the **UN Global Compact**, highlighting our mission to use sustainability as a catalyst to drive economic, social and environmental performance for our company and our clients. In essence, we are proactively involved in creating a sustainable planet, fair society and growing economy.



Visit www.mcisustainability.com for more information.

Learning & Development

On-going **education is a defining element of our culture** and we strongly believe that the overall capabilities of our company, our employee retention rate, and the success of our clients increase as individual employee skills and knowledge improve.



Our commitment in supporting our talents' development is clearly demonstrated by our in-house learning and development department. Throughout 2018 the MCI Institute delivered a **combined total of 1,131 learning hours** received by MCI talents.

Health & Security

At MCI we are **constantly innovating our approach to Health & Security** for ensuring that our attendees always stay up-to-date and safe wherever their event takes place. Acts of terrorism have been spread around the world significantly in the last years. MCI has dedicated itself to monitor these events with increased vigilance by analysing the potential threat in each country where our projects are executed, **using state-of-the-art analytical tools**. MCI has composed different strategies adapted specifically to reduce risks in countries with all types of threat levels.



Moreover, to ensure the wellbeing of our talents, not only is each MCI office **audited for health and safety on a regular basis**, but we also have an internal programme created to guide a global team of MCI health & security coordinators.

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