



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.

In 2017, we managed **over 5,600 projects** for clients across **80 countries** engaging with **1.2 million attendees**.

Financial Information



2017 has been a landmark year for MCI, recording **the best financial results ever with an EBITDA of 18.3 million Euros, an increase of 7% from our 2016 results**. The annual gross margin has also increased by 7% to reach 158 million Euros.

Looking at 2018 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 & Life Sciences, FMCG, ICT, Financials, Sports, Business Services, Energy & Utilities and Automotive.**

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.**

In the past 2 years, we have responded to an ever-growing number of technology-driven solution requests which resulted in the production of **1284 new websites, 337 event apps** and the delivery of **86 hybrid projects** for our clients.

“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 **30 countries with 61 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:

Strategic Consulting

Association Consulting & Asset Development

Community & Experience Management

Strategic Event Management

Communication & Marketing

Company & Brand Solutions

Meetings

- Strategic Meeting Management
- Hybrid Meetings
- On-site Logistics
- Corporate Hospitality
- Venue Sourcing

Events & Production

- Product Launches
- Leadership Conferences
- Press Launches
- Booth Design
- Show Production
- Trade Shows

Incentives

- Destination Management Services (DMC)
- Event Design
- Event Planning
- Logistics

Experience

- Brand Experience
- Strategic Design
- Communication
- Cultural Events

Association Solutions

Association Management & Consulting (AM&C)

- Community Management
- Audits
- Stakeholder Engagement & Activation
- Planning & Strategy
- Policy Development

Full Congress Management (PCO)

- Registration & Abstract Management
- Housing
- Delegate Boosting
- AV Services
- Financial Management
- Exhibition Management

Global Market Development

- Research
- Sales
- Digital Marketing
- Reputation Management
- Planning & Strategy
- Sponsorship Development

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Our Services

Capabilities

Analytics

- Event & Expo Impact
- Insight & Research
- Lead Management
- Sponsorship Analysis

Content

- Advocacy
- Public Affairs
- Public
- Relations
- Story Telling
- Thought Leadership

Creative

- Concept
- Multimedia
- Show
- Production
- Visual Identity

Destination

- Audit
- Content Development
- Measurement
- Program Management

Digital

- Apps
- Digital Marketing & Social Media
- Gamification
- Online Community
- Web Design

Production & AV

- Venue Selection
- Technical Site Inspection
- Project Planning
- Interactive Webcast
- Live Signage
- 3D Mapping
- Virtual Reality
- Augmented Reality

Sustainability

- Audit Certification
- Measurement & Reporting
- Research & Strategy
- Event Management
- CTA

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 www.mci-group.com/en/client_success_stories for examples of our latest work.



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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 30 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
Building Community

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, financial, culinary, automotive, sports, travel, entertainment & luxury.



logos public affairs

LOGOS

Public affairs coalition and stakeholder management company.



don't believe in style
BENEFIT OF FREAS

DON'T BELIEVE IN STYLE

Leading cultural creative agency.



MCI EXPERIENCE

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



DORIER

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



NETWORK MEDIA PARTNERS

A business services firm for associations, specializing in: customized media sales, award-winning design, event planning and management and marketing.



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.



Moreover, 2017 marked **10 years since the launch of the MCI Institute** and the commitment to **talent development** at MCI; driving growth and performance resulting in premium client service and professionalism.

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.



In 2017, **3920 talents, clients and suppliers** were trained in best sustainability practices whereas MCI supported **50 charity programmes worldwide**. 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 2017 the MCI Institute delivered a **combined total of 61,485 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 & safety coordinators.

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