



## Company Profile

### MCI at a Glance



At MCI, we've been **helping our clients to harness the power of communities to meet their organisational goals since 1987.**

For companies we design and deliver meetings, experiences, event production, incentives, and measure their impact. For Associations we manage and grow their communities as well as design and organise congresses. Our 1,900 creative talents in 31 countries work towards shared goals in a way that is meaningful, engaging and empowering to deliver results.

**In 2015, we managed 5,100 projects for clients in 80 countries, engaging with 1.5 million delegates.**

### Financial Information



In 2015, we posted another year of steady growth with a **24% increase from 2014** in both turnover and gross margin, this double digit growth make it a **record year of growth** for the group.

Our outlook for 2016 is promising, with further expansion expected in the Americas and the development of new offers of services, in particular digital and technology driven solutions.

### Industry Insights



We drive dialogue across a variety of industries, bringing specialised knowledge, best practices and unique insights to organisations working in the following industries: **automotive; financial; FMCG; healthcare; ICT; sport; and energy and sustainability.**

We also have significant experience working for clients in the industries of: **basic materials and agriculture; business and management; luxury; education and arts; life sciences; professional services and goods; law, public safety and security; as well as science and technology.**

### Building Unforgettable Experiences Online & Offline



At MCI, we believe that **when people come together magic happens.** This magic is called community. We apply our strategic engagement and activation solutions to **build unforgettable online and offline experiences** that foster change, inspire, educate and enhance business performance.

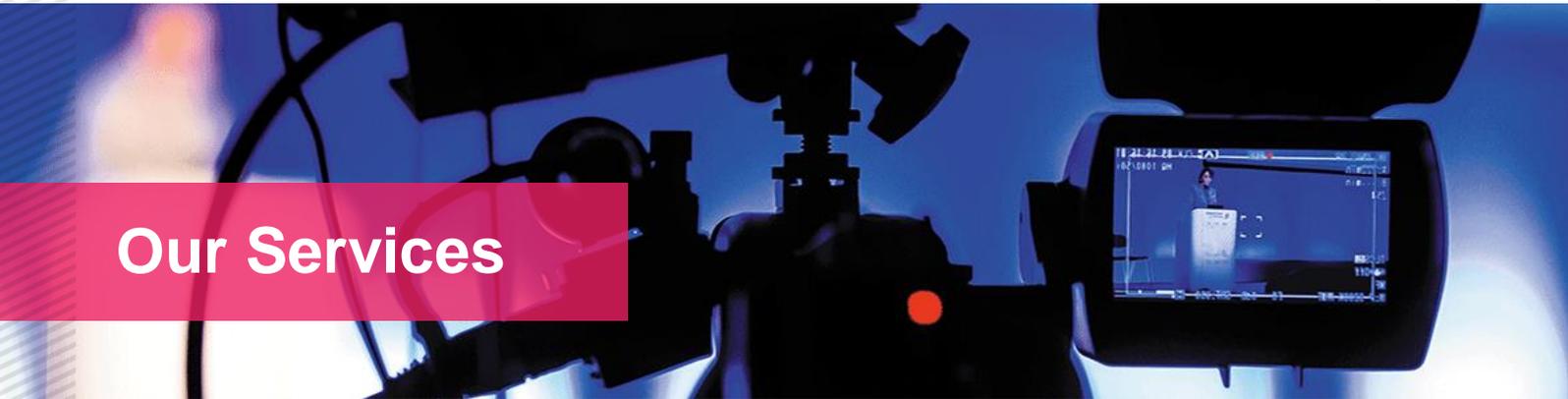
In 2015, we responded to an ever growing number of technology-driven solution requests, which resulted in launching **364 websites, developing 124 apps** and conducting **21 hybrid events** for our clients.

*“When people come together, magic happens.”*

To find out more, please contact us:

[mci-group-communication@mci-group.com](mailto:mci-group-communication@mci-group.com)





# Our Services

We hold ourselves to high standards of social and environmental performance, accountability, and transparency. We want to set the standard in the industry and win awards for creativity and logistical expertise for our clients.



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

## Strategic Consulting

**Association Consulting & Asset Development**

**Community & Experience Management**

**Strategic Event Management**

**Communication & Marketing**

## Solutions

**Association & Community**

Association Management & Consulting (AM&C)

Community Management

**Events & Production**

Audio Visual Services & Technology

Brand Experiences

Cultural Events

Production & Staging Events

**Conferences & Exhibitions**

Exhibition & Sponsorship

Registration & Housing

Global Congress Management (PCO)

Revenue & Audience Management

**Meetings & Incentives**

Destination Management Services (DMC)

Incentive Programmes

Meetings & Conferences

Strategic Meeting Management

## 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

**Digital**

Apps

Digital Marketing & Social Media

Gamification

Online Community

Web Design

**Sustainability**

Audit

Content Development

Measurement

Program Management

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# MCI – A Global Brand

## Sustainability

We aim to grow our business responsibility by embracing sustainability as a significant **competitive advantage and a driver of innovation**, to not only enhance our own value but our clients' too. Based on the triple bottom line, MCI's vision is to build a sustainable business with a **culture of care, responsibility, and sustainability**.

As the first company in the meetings and events industry to sign the UN Global Compact in 2007, MCI has since emerged as a thought leader in sustainable events and managed in **2015 over 128 projects about sustainability and energy issues**, totaling **740 project** conducted since **2010**.



## MCI Group Brands



### MCI

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



### DORIER

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



### OVATION

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



### logos public affairs

### LOGOS

Public affairs coalition and stakeholder management company.



### DON'T BELIEVE IN STYLE

Leading cultural creative agency.



### FAIR CONTROL

Marketing and performance measurement services, specialising in controlling live communication



### BLACK FLOWER

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



### HAGEN INVENT

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

## Client Testimonial

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/media\\_centre/testimonials](http://www.mci-group.com/en/media_centre/testimonials) for examples of client testimonials.



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