

# PRESS KIT



EVENT



COMMUNICATION



DMC



VENUE FINDER

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>> Press release

## SPICE UP @ EIBTM

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Spice Up will exhibit at EIBTM between the 19th and the 21st of November 2013 on stand D50 in collaboration with the city of Antibes.

There are great new opportunities in Antibes for event planners with the opening of a brand new congress center located right next to the Spice Up offices in Antibes Juan-les-Pins. Spice Up has worked closely with the Antibes tourist office to position the offering of this new venue towards meeting planners and is therefore well positioned to support any type of event in the new congress center.

We don't only know the many different options that this facility offers but we also have a great in-depth knowledge of accommodation, evening entertainment, activities to bundle with a meeting in the new congress center of Juan-les-Pins.

Spice Up has a great network of contacts on the French Riviera to support you in the organisation of your event in Antibes Juan-les-Pins. You can benefit from our advice and best rates.

The new congress center is perfect to organise meeting up to 500 people with many walking distance hotels and restaurants all year round. It is a great alternative to other cities on the riviera that you might have experimented already. It offers all the benefits from a resort in a natural city environment.

Investigate a new destination come and meet us on stand D50.

EXAMPLE OF EVENT ORGANISED IN ANTIBES JUAN-LES-PINS  
FFB, before the new congress center



# Event Marketing & Consulting Agency

Spice Up, Event Marketing and Consulting agency, manage your events (congress seminars, conferences, launches, incentives...) in France and abroad, from the briefing stage to performance appraisal. Our aim is to strengthen your business, enhance your internal and external communication through optimum use of your event strategy.

“Consulting  
Design  
Production  
Evaluation”



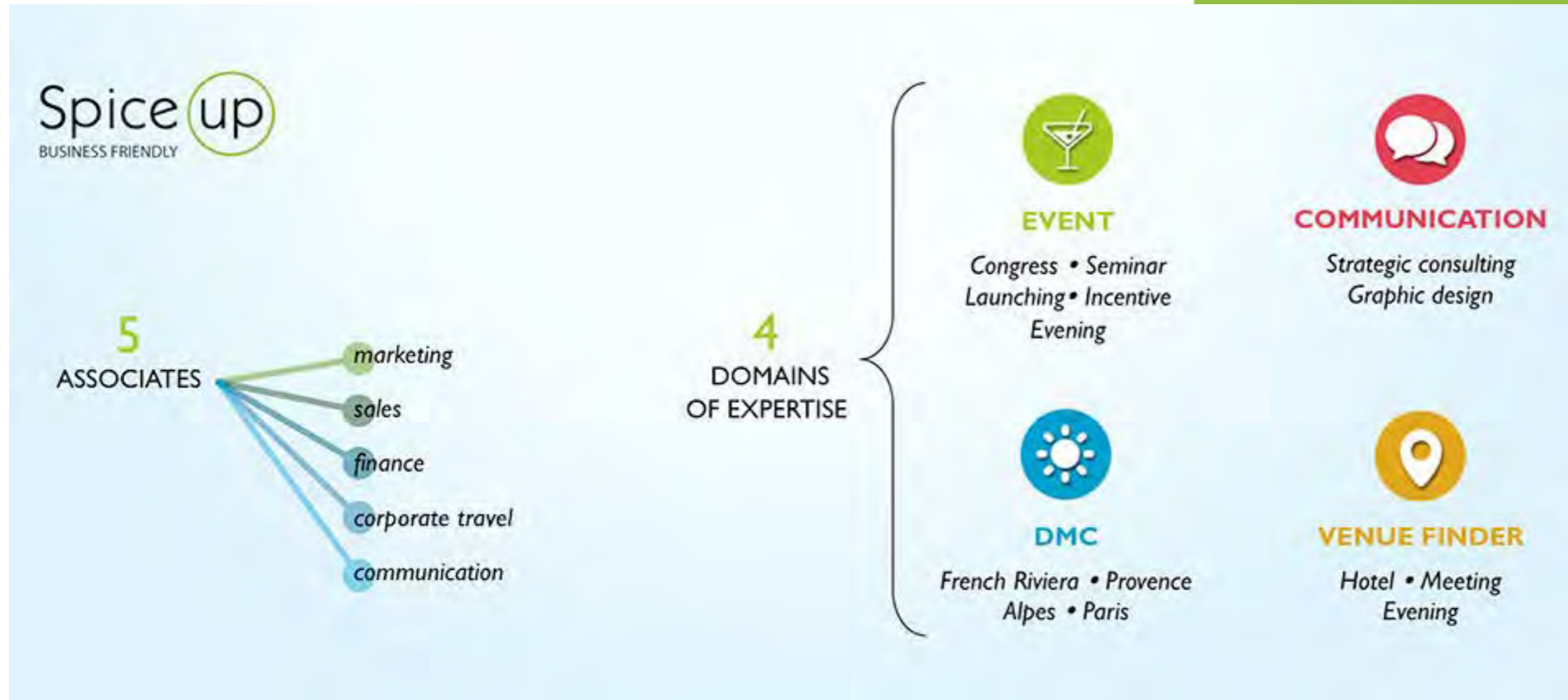
## OUR DIFFERENCE

### BUSINESS

Spice Up, event marketing and consulting agency, understands your needs and maps out specifically tailored options to meet your objectives, forming part of a fully integrated program or a single event in France or abroad. We plan conferences, seminars, product lunches, incentives and staff events. Our mission is to strengthen your business and drive your core communication objectives through maximised event strategy and production.

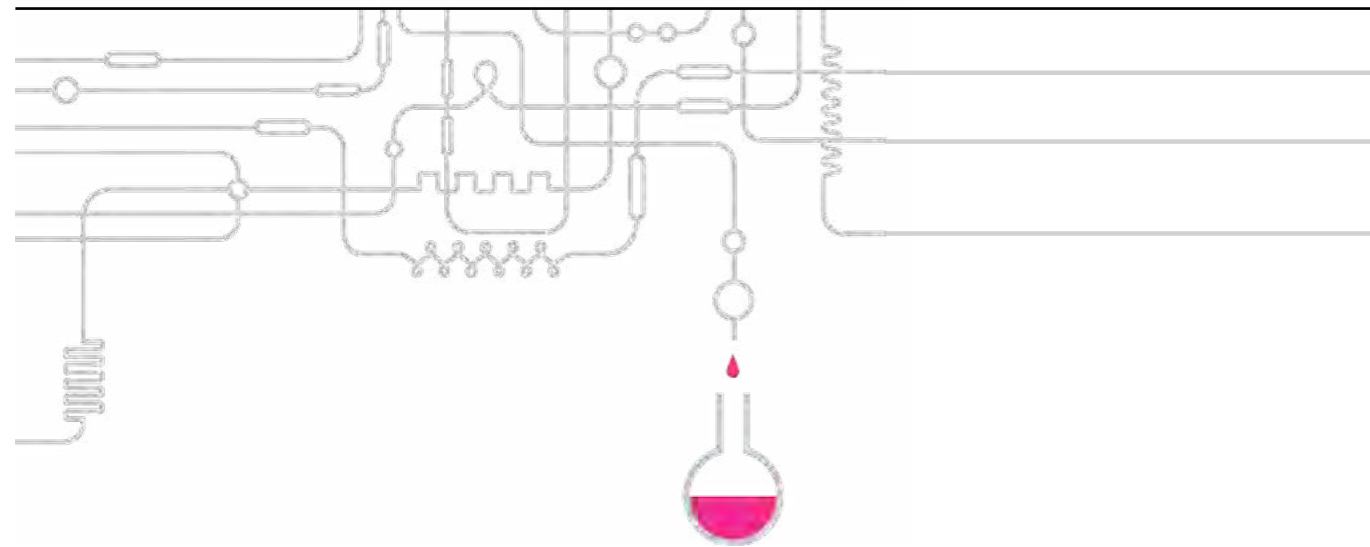
### FRIENDLY

We all come from global corporations and that is where our customers come from too. We understand the way they operate, because we know how it works. Sharing our customer's environment and culture allows us to speak the same language. We understand the cross functional needs of business development, sales, marketing and human resources. We take time to get to know the customer and the business so we can develop differentiating concepts that align with the overall sales and marketing strategy. We have a great understanding of the challenges facing global companies operating across global, multilingual boundaries as we have worked in the different market places and worked within those cultures. This experience lends itself well to quickly identify needs and providing appropriate ideas and solutions.





## OUR PHILOSOPHY



### ASK FOR MORE !

Our team is committed to creating the best possible event experience at every stage in the vent production cycle, from briefing to creative development and detailed logistical planning resulting in first class program execution.

We will study your specifications and, where necessary, offer alternatives to boost the event's full potential.

We offer straight-forward answers, a strict adherence to budget and regular reports. Finally, the team will look at ways of maximising the event's lasting impact, generating value long after all participants have left.

### OPTIMISATION

Your dedicated Spice Up team member will remain the same throughout – from first quote to final stage – avoiding any loss of time and information.

We know about purchasing. Each quote is thoroughly analysed to obtain the most competitive prices for all services whilst at the same time never compromising on quality. Our team works in collaboration with your purchasing department. Savings made cover our fees and allow us to offer you more services with no impact on your global budget.

### A HUMAN-BASED APPROACH

People make the difference.

- We create an environment where people reveal their potential
- We work closely with you to generate the synergy that delivers tangible business benefits and drives success.
- We pull our energy from our diversity of backgrounds and experience.
- We are motivated and action driven with a focus on strategy.
- We love to operate in open working environments, we are eager to contribute and learn. Our creativity is supported by a strong sense of planning and organisation.
- We deliver superior account management.

Want to know more? Visit our Facebook page !  
[www.facebook.com/spiceupagency](http://www.facebook.com/spiceupagency)



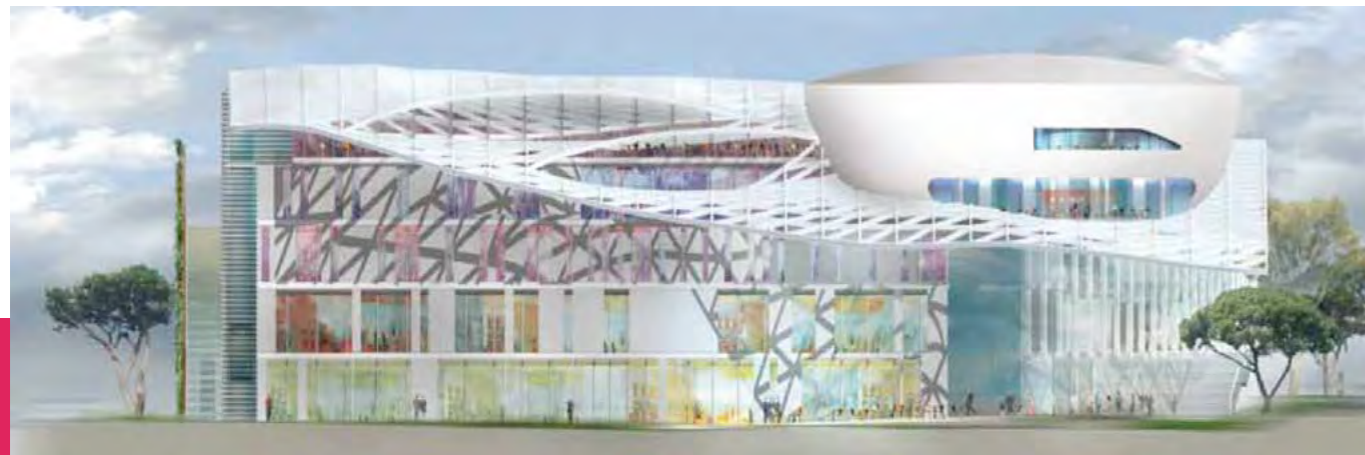
FOCUS ON ...  
PATRICK ROCHER  
Associate Director



**2007** : Creation of Spice Up  
**2006 - 2007** : Consulting in sales & marketing, transition management for corporations & event companies  
**1988 - 2006** : 20 years in IT, Telecoms & Distribution in the role of Business Development, Sales Management and Selective Distribution & Marketing in Global companies  
Graduated from ESC & Executive MBA  
HEC



# New Congress Center *in* Antibes Juan-les-Pins



With its emblematic architecture making a strong statement at the heart of the Juan-les-Pins sea resort, the new convention centre designed by architect Jean-Jacques Ory, topped by a canopy, blends into the heart of the famous pine grove as an extension of the greenery stretching from the sea. As the jewel in the crown, at the top of the 14,000 m<sup>2</sup> area shared with a range of shops and restaurants, the convention centre can welcome up to 500 participants. The building of high environmental quality comprises an auditorium at roof level, 12 meeting rooms, a 1,700 m<sup>2</sup> exhibition hall as well as a restaurant with panoramic view providing quality cuisine and opening onto a wide terrace overlooking the bay of Juan-les-Pins.



An auditorium of 1,300 m<sup>2</sup> for up to 500 convention delegates  
1 exhibition area of 1,700 m<sup>2</sup>  
12 meeting rooms, multi-purpose, with daylight  
2 car parks providing 700 parking spaces  
An exhibition hall, daylight  
Various shops



Auditorium



Shopping hall



>> Coming up soon

# Reebok store opening *in* Paris, Opéra





# & Comité Régional du Tourisme Ville d'Antibes Juan-les-Pins

## COMITÉ RÉGIONAL DU TOURISME

The Comité Régional du Tourisme Côte d'Azur is a government agency which manages the trademark. It works closely with all tourist industry players such as politicians, institutions or industry professionals in the context of a territorial marketing approach designed to benefit the Alpes-Maritimes area.

The CRT participates in defining and implementing the departmental tourist strategy in liaison with the Conseil général des Alpes-Maritimes, institutional (State, Region, CCI Nice Côte d'Azur, Team Côte d'Azur, OTSI, territorial poles...) and industry partners.

Its core mission is to drive the destination's tourist marketing and development. Through its expertise and its know-how, the CRT provides active support for the large scale projects promoted by the department entities and local authorities through specific partnerships.

## VILLE D'ANTIBES JUAN-LES-PINS

Antibes Juan-les-Pins has everything to offer. Ideally located at the very heart of the French Riviera, between Nice and Cannes, this city of "joie de vivre" so dear to Picasso has become one of the most highly prized destinations of the Riviera.

Seeming to hover above the sea, the town cultivates its difference... Ancient stones steeped in history, a picturesque Provençal city, luxurious properties on Cap d'Antibes where the rich and famous seek refuge, streets full of life and the fine sandy beaches of Juan-les-Pins... A town of many temptations, Antibes Juan-les-Pins knows how to keep its promises.

Carefree and jet set, this city of art and artists hosts a wide range of events all year round able to satisfy even the most demanding spectators: in particular "Jazz à Juan", the longest running international jazz festival in Europe, which will be celebrating in style its 53rd anniversary in 2013.

Let yourself be tempted by this unique atmosphere where a hundred galaxies melt into one to form a destination like no other. Welcome to Antibes Juan-les-Pins, unique, midway between tranquillity and vibrancy !



# Contact details

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<https://www.facebook.com/spiceupagency>



<http://www.youtube.com/user/spiceupevent/>

