UNICEO

UNITED NETWORKS OF
INTERNATIONAL CORPORATE
EVENTS ORGANIZERS

The international association for
corporate events decision-makers

United for **our events´ excellence**

uniceo.org

When life gets harder **unite to be stronger.**

In the professional environment and in particular corporate communication, the volume of work increases under constant pressure. You need to find relevant strategies to design creative stakeholders' experiential activities, manage reduced teams remote, defend the value and rationale of trade shows, educational events and your own events often constrained by reduced budgets, whilst taking into account compliance matters CSR, integrating digital technologies, and facing the challenges of AI...

A reliable peer network is the best answer to your new professional needs in these turbulent times.

uniceo.org

By relying on a **solid and multicultural professional network**, I can adapt to a world in perpetual change.

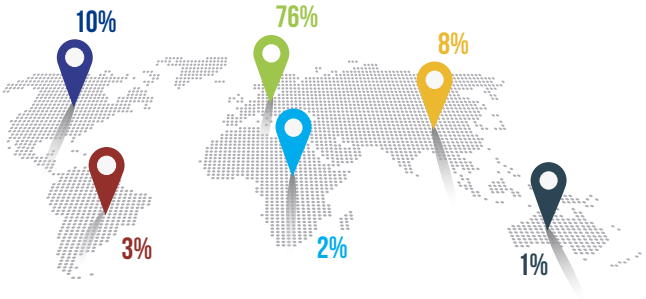
OUR MEMBERS

Our members primarily hold management roles and have **senior responsibilities** (Head of Communication, Experiential Marketing, CMO, Head of Events, Events Director, Senior Event Manager, etc.) for **events & stakeholders' experience** (B2B, B2C, internal & public events, congresses, conventions and exhibitions).

They cover areas such as marketing, communication, HR or procurement in **medium and large corporations**, and major **international associations**.

In the corporate event sector, strategic, decision and purchase processes are numerous and complex; so it is not the function but **the role, seniority and perimeter of influence** that justify the presence as a Member

OUR REACH



UNICEO Members are present in 30 countries and represent many companies from medium-sized to blue chip.

A network bringing together decision-makers with similar needs and levels of responsibility.

Global **Communities of Practice**
to network with peers sharing the same needs.

THE NETWORK

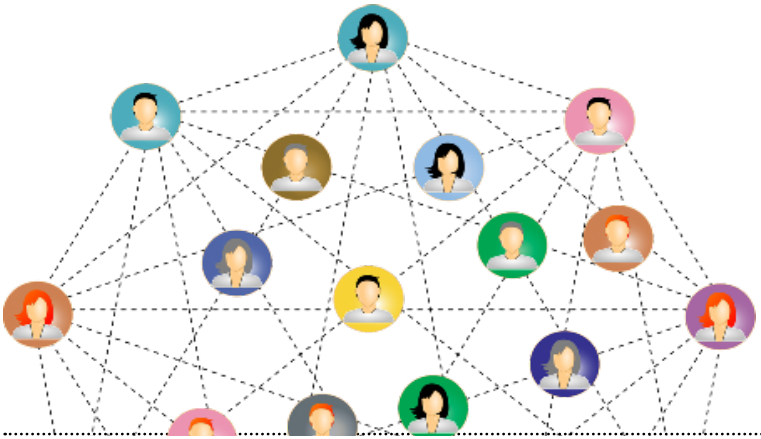
A non-profit international association structured with a **Think Tank** and **Communities of Practice** that live and evolve in-line with Members' needs and contributions and Partners´ support.

OUR VISION

A participative platform where leaders meet face to face and share experiences and knowledge to improve their events & stakeholders' experiences by repositioning the human factor into the heart of interactions, and preparing a launch pad for the birth and training of tomorrow's leaders.

OUR MISSIONS

- **Highlight the strategic role of People in** the **Performance of organizations** mainly through Live Communication, a key vector to develop brand positioning, trust and engagement.
- **To Promote Members´ talents** by facilitating access to educational supports (conferences, studies, training sessions, etc.) that allow the sharing and development of their skills.
- **To Promote & encourage** the exchange of ideas, experiences and knowledge among Members in a protected environment that enables creativity.



UNICEO is the only international organization bringing together, in a global network, the decision-makers responsible for corporate events & stakeholders' experience in leading corporations and professional associations.

NETWORK | INNOVATE | POSITION | LEARN | SHARE | BUILD | LEAD

Our values

UNICEO grows through **sharing**,
trust & confidentiality
of relationships between members.

Authenticity - Transparency - Trust

Trust is the founding pillar of UNICEO and the fruit of genuine relationships among Members who share the same passion for Corporate Communication and who perform similar non-competing functions. This trust is reinforced by relationships mainly based on sharing useful content, in particular with Partners.

Confidentiality

We ensure all members can communicate and exchange with confidence through **a secure and private network** where direct advertising is not allowed. We do not share, sell or lease any kind of information about Members.

Diversity

The richness of our association is the result of the diversity of origin, sector of activity, education and experience of Members.

Sharing, friendliness

UNICEO is primarily a platform for **peer networking**; peers with whom you can trade with **confidence** and you can count on; a place to share information and experiences where mutual respect and listening prevail between stakeholders **without distinction or hierarchy**.

Innovation

Innovation is in our members' DNA and at the heart of all our activities.

Why should I join ?

In today's global world, networks are **the most powerful accelerators of success** and of vital importance to maintain competitiveness, improve your market knowledge, find new ideas and identify threats and opportunities in your activity sector.

By joining UNICEO, I become part of an **influential network of leaders.**

uniceo.org

CONNECT
with peer leaders around the world.
LEARN
inform, publish, attend or lead conferences.
SHARE
experiences and skills and benefit from Members´ Collective Intelligence.
SAVE
time and find solutions to optimize the efficiency of my events.
MEET WITH
peers, leaders and influencers during UNICEO events in Europe and globally.
FIND
new creative ideas, new suppliers, new solutions.
CHAT
with network Members.
NEGOTIATE
advantageous terms for my company.
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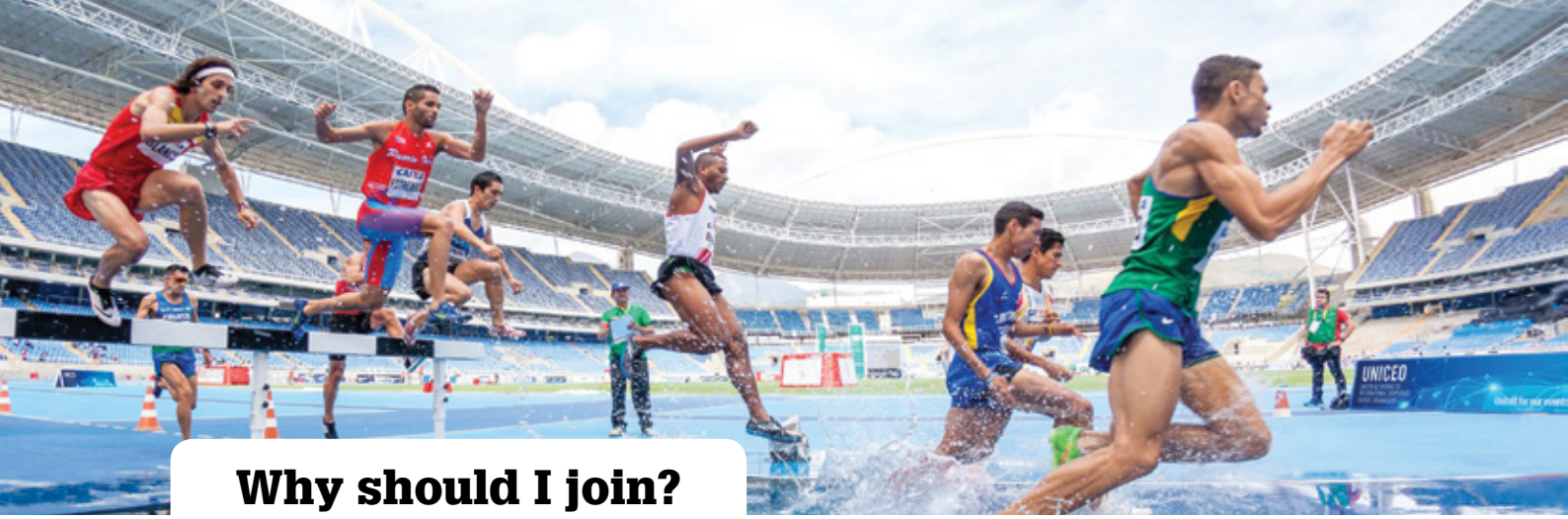


Why should I join?

UNICEO is the **best solution to maintain competitiveness.**

I optimize my stakeholders experiences

Calling upon the **Collective Intelligence**

of network members to acquire new skills and access valuable information to help develop and optimize my event projects. This Collective Intelligence is boosted by an environment where **trust is the mainstream** of all activities.

Enhancing **my skills**

I have access to **quality training opportunities** and to advice from experts to optimize my skills for a better knowledge of event strategy and management.

Accessing **quality information**

In a **private and secure space**, Members can present and share interesting ideas as well as easily searchable and useful information from **reliable sources**. The main source of quality information comes from the network Members Collective Intelligence and Expertise.

Become part of an **Influential Network**

I gain access to an exclusive Network where to create long-term relationships with mutual benefits for my future as a professional and as a person.

Becoming a UNICEO Member means having **access to priceless human capital, knowledge and information** that contributes to the success of my events and career.

I broaden and strengthen my network

By joining the association, I meet with **new people** and **reinforce** relationships with my national and international counterparts thereby **increasing my leadership** in my company and in my sector of activity.

I expand my brand impact

Being a Member contributes to my **company brand positioning** in the international business ecosystem. My UNICEO Member card also gives me access to very special offers to attend conferences, education programmes, trade shows, etc.

I stay informed

I gain access to **reliable, practical, objective** and **up-to-date information** about my role, the industry issues, developments and trends. I am also **invited** to take part in all UNICEO events in my country and internationally.

I boost my career

By joining UNICEO, I position myself in a **recognized and prestigious network of influential industry leaders**. I can therefore access new information, contacts and skills. This helps me grow professionally and access new opportunities to boost my career.

UNICEO **activities**

Activities are designed **to find practical and efficient solutions** to your professional needs through interaction with other Members, experts and industry professionals in a relaxed, friendly working environment unique to UNICEO.

Most of our activities are designed **by Members** and **for Members.**

UNICEO activities are designed to **facilitate interaction between Members** and contribute to their **events´success.**

NETWORKING OPPORTUNITIES

UNICEO "International Congress"

UNICEO Congress brings together Members, peers and Partners for a **combination of Experts Insights, Collective Intelligence and Networking activities** in a smooth-flowing working environment.

european-congress.com

UNICEO "Leaders Meetings"

Think Tank and Communities Members meet to share and exchange around hot topics with Partners and Experts during breakfasts, lunches after-works or dinners organized in major cities throughout Europe and globally, **in-person** but also **online.**

uniceo.org/en/events/index.html

UNICEO activities are designed to **facilitate interaction between Members** and contribute to their **events´success.**

NETWORKING OPPORTUNITIES

"Destination Experiences"

Journeys where Members discover high potential destinations for their company corporate events and for UNICEO Congress while they meet and share with local Members.

uniceo.org/en/events/index.html

Conferences, Forums

UNICEO members meetings (online, in-person and Hybrid) are also held within the framework of international trade shows. Our Members regularly **lead conferences**, conduct **debates** and roundtables and position themselves as experts in topics related to their roles.

Focus Groups and Mentorship programmes

UNICEO Focus Groups bring together Members, peers and Partners to work on a specific project as experts, gaining visibility and positioning in different Corporate fields sectors. You can also participate to UNICEO Mentoring programmes to help juniors to developing their careers.

Live Communication Awards

They recognize the "Live Communication" projects that are better integrated into the organizations strategy. They are judged by a Jury composed by corporations top management, UNICEO Members and peers.

CONTENT PRODUCTION

UNICEO is also a **laboratory of ideas**; we regularly produce content for the media through opinion pieces, studies, white papers, etc. Studies are realised in association with Members and Thought Leaders within the selected topic.

UNICEO produces several white papers such as:

- "**Risk Management & Duty of Care** for corporate and association events."
- "**The strategic role of Live Communication** to reach businesses performance".
- "**Engaging your participants** in a VUCA World."
- "**The ROI factor** in a Human to Human environment."
- "Using **Artificial Intelligence** and **New Technologies** for better corporate events."

INFORMATION - MEDIA

Live Communication Observer is an international media platform dedicated to UNICEO Members, their peers and all those involved in the Corporate Events, Live Communication and Experiential Marketing sector. Members can read, write or share contents of interest on preferred topics.

livecom.info

EDUCATION

Our Members update their knowledge participating in sessions based on **learning through the pooling of participants' knowledge and experiences** and focused on hot topics such as: *measurement, engagement, sustainability, compliance, mobility, leadership, security, strategy, digitalization, marketing & communication, technologies, logistics, CSR, etc.*

uniceo-academy.com

UNICEO Congress

A **unique moment** to share with **the right people** to discover **new solutions** for more **successful events**.

ABOUT

UNICEO Congress is **a unique opportunity** for attendees to **share** experiences and **interact with international peers,** experts and partners and to **activate the network collective intelligence** to update their knowledge.

OBJECTIVE

Participants attend to **update their knowledge** on event trends and tools, **find inspiration** and new ideas, discuss the future of events and **strengthen their network** in a **warm working atmosphere** that facilitates interactions.

INNOVATIVE MIX

A well balanced mix that **boosts communication and interaction** among participants: interactive sessions where they can capitalize on their collective intelligence to build their future solutions and onstage talks/debates to enrich these discussions and open new paths.

A TRUSTED ENVIRONMENT

That takes into account the **confidentiality**, protects participants **privacy** and offers **exclusivity** in a **warm and pleasant atmosphere**.

During the Congress, we **share**
our **truly powerful Collective Intelligence**
to overcome the challenges that confront us.

LEADING EXPERTS

Speakers, moderators or **experts** are mainly selected among Members or Partners. Opinion leaders, CEOs, CMOs and other leading experts are also welcomed to strengthen and inspire our debates and working sessions.

HOT TOPICS

We build the content around you and around your professional interests: the program is created based on an **extensive Member survey** and deep interviews with Members and thought leaders.

Innovative formats
to maximize interactions

Peers **collective intelligence**
to find the right solutions

Leading experts
on **hot topics**

UNICEO **Academy**

In order to **highlight their talents** and contribute to a **better recognition of their role**, our Members share their expertise, knowledge and experience with stakeholders in their sector of activity.

We believe in the key role of corporate events for an effective communication and to **improve business performance.**

UNICEO Academy

To **emphasize** the importance of corporate events
in corporate communication strategy
and as **tools to improve business performance.**

CONTRIBUTORS

- **Universities** and **Management Schools**
- **UNICEO Members** and Experts
- **Politicians** and Opinion Leaders

ACADEMY PARTICIPANTS

- **UNICEO Members,** their peers, their team members
- **Senior managers** from other sectors
- **Students** in marketing, communication, management.
- Destinations and suppliers

OBJECTIVES & MEANS

For UNICEO Members, participating in these training and influencing programs is an ideal opportunity to **improve their professional visibility**, **position their personal brand**, update their knowledge and **advocate a better recognition of their role.**

Actions are carried out through:

- Conferences - Round tables
- Master classes
- Strategic and sectoral studies
- Specialized articles
- Leaders Meetings, Focus Groups, Mentor Programmes.

Live Communication Awards

Inspire your peers with your events
and **get inspired** by theirs to create better events

ABOUT

Live Communication Awards **celebrates corporate performance through event excellence** and reward the most stunning corporate and association Live, Hybrid or Online Events of the last 12 months in the EMEA region.

CATEGORIES

- Best Participant Experience
- Most Innovative Event
- Best Hybrid Event
- Best Event of the hosting country
- Best Event of the Year

THE JURY

The Jury is composed of UNICEO Members and decision-makers from Leading Associations and Corporations.

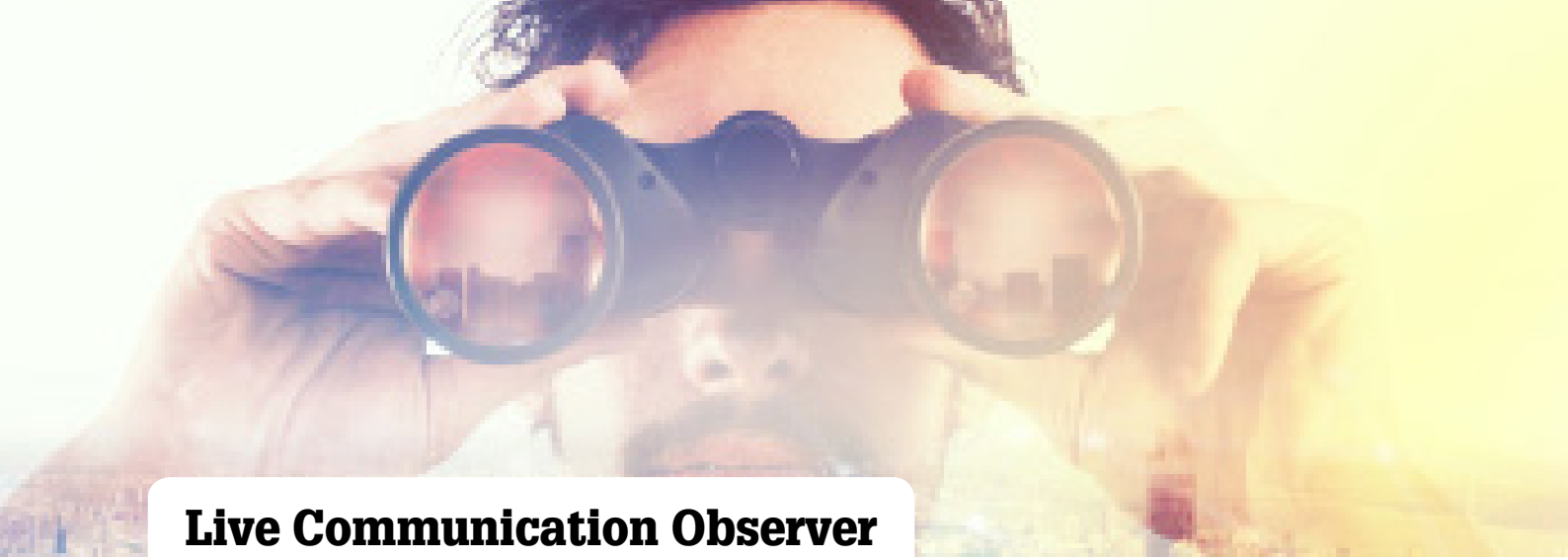
WHY ATTEND ?

- **Show your expertise** to your peers to experts and to influencers, **inspire and be inspired**.
- **Position** your work, yourself and your company in the media and
- **Help demonstrate the strategic role of events** as vectors of performance.

Hexagonal Systems

Community Management Solutions

Imagine, organize, ... build tomorrow!



Live Communication Observer

A **collaborative** and **multi-source** platform to find **useful solutions** to build performance through Live Communication.

ABOUT

Live Com Observer© is a publication, **co-written by UNICEO Members and experts** and that tackles all key topics related to Live Communication. Its aim is to propose readers a **global vision** on Live Communication, **practical solutions** for corporate event strategy, and a **vision of the future** through UNICEO Think Tank researches results.

THE AUTHORS

Live Com Observer© is co-written by a group of UNICEO Members and Experts on the selected topics coming from corporations, associations, business schools or institutions.

THE MISSION

Live Communication Observer © strongly advocates for the importance of Human in corporations and the vital role of Live Communication in the Marketing Mix.

THE CONTENT

Readers will find resources, keys, inspiration, knowledge, information on the following topics among others.

- MEASURING THE EVENT ROI
- ENGAGING PARTICIPANTS
- EVENT MARKETING
- EVENT FORMAT
- DIGITAL INTEGRATION

LIVE COMMUNICATION OBSERVER

2024 Edition

LIVECOM.INFO

Why should I become a Partner?

When you become a UNICEO Partner, you immerse yourself and bring your expertise to a community of decision-makers, most of them being your potential clients. **Although you will not be able to perform direct sales actions** you will have the chance to **network** with your potential clients and **build new relationships**, **find out what they need** and **talk about your solutions** while sharing your expertise.

By becoming a partner, I find myself **at the heart of my clients´decision processes.**

Our partners **accompany us in our growth**, are **key players** in our activities and **vital supporters** of our development.

OUR APPROACH

Interactions between Partners and Members are focused on content and experience sharing.

- **We carefully select** our Partners who must bring added value beyond their financial contribution.
- **We limit** the number of partners in order to build an environment that encourages networking.
- **Members' privacy, our main priority**: we do not share Members´ contact information.

WHO CAN BECOME A PARTNER?

- **Global and Regional Partners:** Destinations, venues for events, hotel chains, technological companies, airlines..etc.
- **Universities** and Business Schools with which we carry out studies and organize conferences.
- **Ambassadors:** they contribute to the organization of events, relations with members, secretaryship, ...etc.

And also: **Associations,** fondations, institutions and **Media,** written and online press, trade shows.

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INTERNATIONAL CORPORATE
EVENTS ORGANIZERS
Don´t stay alone. Join us and discover...
the Power of Collective Intelligence.
uniceo.org

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