

Isidore Pouti

Communication & Marketing Officer

DocuSign

Client : DocuSign France

Number of Participants : 1000

Dates : Oct10 2019

Place : Paris - Palais Brongniard

Budget : 350 K €

Communication Actions

- search for vendors,
- organization of a VIP dinner with key accounts,
- logistics management on d-day.

Commercial & Marketing Actions

- creation of targets with the commercial team,
- leads management.



Pharmagora

Client : Alliance Healthcare France

Number of Participants : 14 000

Dates : March 11/12 2017

Place : Paris - Porte de Versailles

Budget : 25 K €

Communication Actions

- creation of graphics designs with an internal graphic designer;
- creation of invitations for the internals and externals targets,
- relay of the event on various communication media (Alliance Contact, Alpha Pharma Magazine, Website),
- booth installation with a partner stand builder;
- logistics management before, during and after the event (delivery of the material on the place of the event, catering, storage and repatriation of the material after the event),
- participation at a round table on the installation of the pharmacist,

Commercial & Marketing Actions

- distribution of invitations to the sales forces,
- creation of contact file for the clients and prospects during the event.



Les 9èmes rencontres de l'officine

Client : Alliance Healthcare France

Number of Participants : 10 000

Dates : Feb 09/11 2017

Place : Paris - Palais des Congrès

Budget : 20 K €

Communication Actions

- creation of graphics designs with an internal graphic designer;
- creation of invitations for the internals and externals targets,
- relay of the event on various communication media (Alliance Contact, Alphega Pharmacie Magazine, Website),
- booth installation with a partner stand builder;
- logistics management before, during and after the event (delivery of the material on the place of the event, catering, storage and repatriation of the material after the event),
- participation at a lunch debate on the vaccination.

Commercial & Marketing Actions

- distribution of invitations to the sales forces,
- creation of contact file for the clients and prospects during the event.
- street-marketing operation (distribution of invites for our lunch debate).



Alphega Pharmacy Convention

Client : Alphega Pharmacy

Nombre de participants : 1000

Dates : March 27/28 2017

Place : Monte Carlo - Forum Grimaldi

Budget : 2 M €

Communication Actions

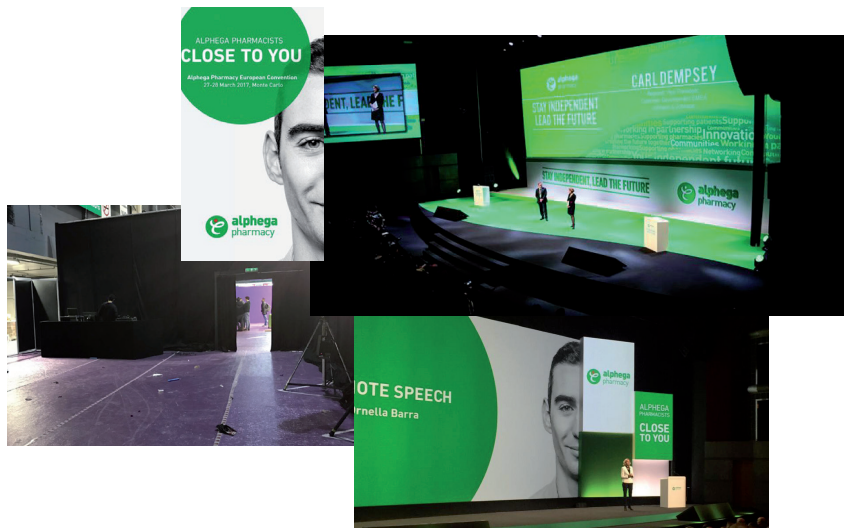
- sending invitations to more than 1000 client pharmacies,
- sending follow-up emails to participants,
- following of the registrations,
- management of the rooming and the attendees lists,
- relay of the event on various communication media, (Alliance Contact, Alphega Pharmacie Magazine, Website).

Commercial & Marketing Actions

- send all the communication materials to the sales forces to help them promote the event.

Internal Actions

- manage a weekly meeting related the logistics part of the event,
- send the report of the meeting to all the internal attendees.



Mbote

Client : Mbote

Number of Participants : 1050

Dates : March 2018/2019

Lieu : Paris - Galerie Joseph/Galerie Sonia Monti

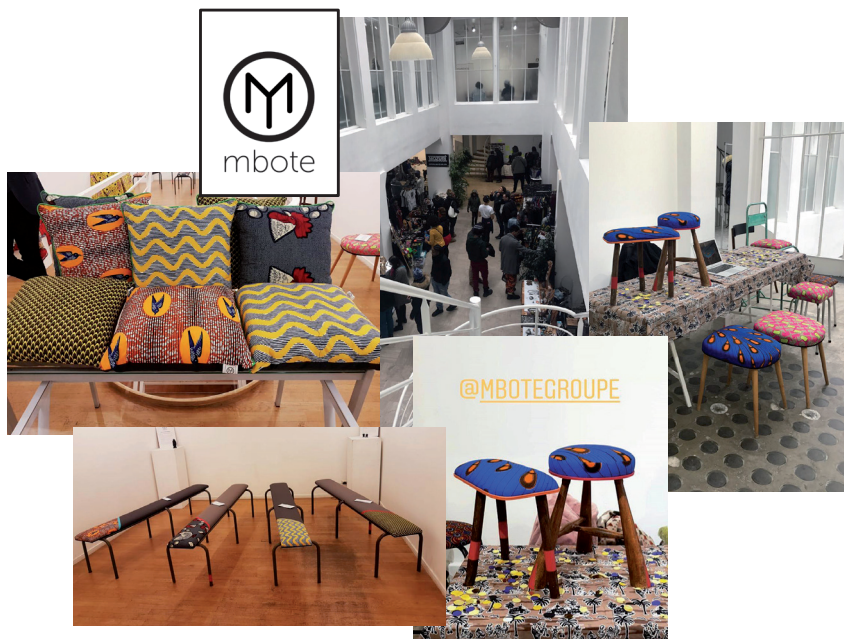
Budget : 1.5 K €

Communication Actions

- search for places,
- booth and products installations,
- creation of a listing 700 people (bloggers, journalists, influencers),
- creation and send of the invites,
- reminders of the participants,
- creation of an attendees list,
- goodies distribution,
- send of a satisfaction questionnaire at the end of the events.

Commercial & Marketing Actions

- creation of special offers.



We are Family

Client : David Dos Santos

Number of Participants : 400

Dates : Sep 28/29 2019

Place : Paris - Théâtre Le Funambule

Communication Actions

- creation of a communication plan,
- monitoring of communication actions,
- creation of special operations : videos teaser, promotional offers, VIP invitations,
- creation of communication tools with a designer : invitations, flyers, banners,
- social media management : Facebook page of the event.



Internal Communication

Client : DocuSign France

Number of Participants : 50

Dates : Sep 03 2019

Place : Issy les Moulineaux - Bureau DocuSign

Budget : 2 K €

Communication Actions

- search for a photographer to take the pictures,
- selection of the people internally,
- send the invites via outlook to the selected employees,
- planning management,
- selection of a meeting place to take the pictures,
- management of the photographer on d-day,
- post project review.

