



Working with The Holistic Group to maximise your investment at MIPIM or MAPIC

New business – targeting cold prospects for meetings

- Secure up to 15 prospect meetings with select targets from the delegate list
- Supply an A4 briefing note on each prospect prior to MIPIM / MAPIC
- Provide a briefing report after MIPIM / MAPIC to enable follow up by the client

Itinerary management – time well spent

- Placing of all essential events into the delegate itineraries
 - London / UK stand events
 - Opening party
 - Particular corporate parties
- Advise on which functions are best to attend, secure invitations where possible
- Encourage cross-selling with Holistic's client's events, achieving reciprocal invitations to breakfast, lunch, dinner or cocktail events hosted by Holistic
- Arrange daily tables at restaurants to ensure the client has somewhere to take its clients

Media relations – attract media with your key issues, news stories

- Draft and distribute press releases to key journals (subject to news)
- Strive to secure coverage in MIPIM News (subject to news)

Event management – breakfast, lunch, dinner or cocktail party

- Provide coordination & management of one event for less than 30 people*
- Select the venue, liaise with the venue owners and caterers
- Advise on the invitation pdf and hard copy design
- Manage the RSVPs
- Ensure you benefit from Holistic's contact network with additional guests
- Advise on achieving promotional opportunities for the event
- Invite journalists to the event

*a premium applies to events for over 30 people and for more than one event

Accommodation – to rest your weary bodies

- Holistic has excellent contacts with apartment/villa providers. We can recommend and secure apartments close to the Palais with excellent facilities for your team

All of the above fees are excluding VAT.

*The accommodation search is complimentary provided another MIPIM / MAPIC service is booked and paid for.

Benefits of using Holistic to manage your MIPIM / MAPIC:

- 7 year MIPIM / MAPIC veterans
- French speaking
- Key contacts with major companies attending MIPIM / MAPIC
- Excellent contacts with key hotel catering divisions and restaurateurs
- Track record for securing client coverage in MIPIM News
- Reputable journalist contacts