

CULTUR & TOURISM



**FRÉDÉRIQUE ALLARD, ASSOCIATE DIRECTOR** [fallard@capetcimepr.fr](mailto:fallard@capetcimepr.fr)

With an economic background (Masters in economic sciences and in Business Administration), Frédérique Allard has developed the “Nuits du Marais”, a cultural event gathering contemporary art galleries every spring in the Marais quarter in Paris. The Latscha lawyer Practice has also entrusted her with the promotion of their tourism law department: thus she follows more specifically the evolution of the legislation regarding that topic. Frédérique is a member of the Tourism Journalist Association.



**JENNIFER POTTS, SENIOR CONSULTANT** [jpotts@capetcimepr.fr](mailto:jpotts@capetcimepr.fr)

A graduate from the CELSA and the French Press Institute in Paris, Jennifer has more than 8 years of experience as a PR in various fields such as design, corporate, tourism, gastronomy, wine and culture. The cities of Saint-Tropez, Enghien-les-Bains and Montargis, the Meeting of Tourism Decision-makers, Paris as the Creation Capitale are some of her references.



**MARIE-ANNE FRANCÈS, SENIOR CONSULTANT** [mafrances@capetcimepr.fr](mailto:mafrances@capetcimepr.fr)

A graduate from Sciences Po in Paris the ESSEC Business School, Marie-Anne has more than 10 years of experience in Brand and Product communication. She previously worked at i&e Consultants, L'Oréal and Coca-Cola France managing internal and external communication campaigns. Marie-Anne now manages BtoB and BtoC communication campaigns for French and international accounts in the tourism industry such as the National Tourism Organization of Serbia (NTOS), environment and retail industry.

OUR EXPERIENCE

**CULTURE & EVENTS**

Bastille – Quartier Libre, British Week in Paris, Camion des Mots, Cité du Train, Culturespaces, Expo Zaragoza 2008, GAD Collections, Goudji, Les Jardins d'Eyrignac, Oenotourisme pour l'Union des Côtes de Bordeaux, Office National du Tourisme de Serbie (NTOS), Office du Tourisme Maison Carrée et Tour Magne dans le Gard, Musée Jacquemart-André, Petit Larousse, Prix Montblanc de la Culture, Prix SNCF du Polard, Villa et Jardins Ephrussi de Rothschild à aint-Jean-Cap-Ferrat, Ville de Saint-Germain en Laye, Ville européenne des Sciences au Grand Palais, Who's who in France, [www.chapitre.com](http://www.chapitre.com), [www.evene.fr](http://www.evene.fr)

**ARCHITECTURE & DESIGN**

Designer Marc Aurel, Maurice Sauzet Architecture, Landscaper Pierre-Alexandre Risser, Bruno Parpoil Architecture, Metalco, Architecteurs

**TOURISM**

National Tourism Organization of Serbia (NTOS), Piedmont Region (Italy), Seychelles Visitors Bureau, City of Semur-en-Auxois, Wine Tourism for the Union des Côtes de Bordeaux, Thalassotherapy center in Carnac (Accor Group)

**RESTAURANTS**

Asian, Alpleisure Ltd à Méribel, Bistro Romain, Café Barge, Flo Prestige, Gault&Millau, Hôtel Grand Cœur à Méribel, Hôtel l'Hélios à Méribel, Hôtel Marceau Bastille, Hôtel Scribe (groupe Accor), Ibis, Michel Bras, Suitehôtel

**CASE STUDY - MONTBLANC**

Specializing in the manufacturing of pens, Montblanc have relied on their level of high quality to develop their offer by creating sophisticated writing instruments, luxurious belts and leather goods, jewellery and watches. Since 1992, the Montblanc de la Culture Arts Patronage Award has paid tribute to patrons of the arts who get involved in actions or projects promoting arts.

**ACTIONS** Cap & Cime works with Montblanc to organize and promote the Montblanc de la Culture Arts Patronage Award.

**CASE STUDY - WHO'S WHO IN FRANCE**

Created in 1953 and managed by Antoine Hébrard, the Who's Who contains the detailed biographies of about 22 000 personalities in France (figures for 2009). Coming from all fields of activities, those personalities are those in the heart of current events.

**ACTIONS** To ensure the perennial existence and the reputation of the Who's Who in France while paying tribute to its newcomers, Cap & Cime has been in charge of the yearly launch of the Who's Who new edition in France. It involves precise definition of the press target and management of the invitations to the launching event. Cap & Cime answers the journalists' requests and organizes TV, radio and written press interviews to optimize the media coverage.

**CASE STUDY - NATIONAL TOURISM ORGANIZATION OF SERBIA (NTOS)**

National Tourism Organization of Serbia (NTOS) is in charge of the development and the promotion of Tourism of Serbia both on interior an international markets.

**ACTIONS** Definition and organization of various actions in order to ensure Serbia's visibility among different targets: press trip on different themes, professional trips for TOs and workshops with the Serbian local partners, one-to-one meetings in Paris and Belgrade, writing of the press kit and press releases, management of press relations during the “Top Resa” exhibition for tourism professionals.

**CASE STUDY - PIEDMONT REGION (ITALY)**

The Piedmont's tourism is a high-level one, oriented towards the quality, richness and variety of its offer.

**ACTIONS** Capitalize on the multiple strengths of the region to create themed press trips (gastronomy, œnology, culture, sports) allowing a large-scale public to discover the wealth of Piedmont. Organization of press meetings in Paris with the spokesperson of the region.

## POSITIONING OF THE AGENCY

Cap & Cime PR, a consulting agency in influence strategies, promotes the emergence of the brands, companies and institutions.

Dominique Mine (Managing Director) and Frédérique Allard (Associate Director) have gathered their competencies and experiences to develop an independent and multi-specialist agency with a team of more than 15 consultants. The agency aims at helping companies and institutions define and set up their communication strategy towards their target audience.

Pragmatic objectives:

- Ensure a presence among the different audience
- Promote their activities and achievements
- Anticipate and manage crisis situations

## TWO FIELDS OF COMPETENCE

### Consumer

- Culture and tourism
- Food, drink and retail
- Luxury
- Trade Shows

### Corporate

- Real estate, finance, insurance and human resources
- Industry, construction, transport and telephony
- Research and sustainable development

## AREAS OF EXPERTISE

### PUBLIC RELATIONS CONSULTING

Image analysis

- Audit
- Positioning

Crisis management

- Risk analysis and anticipation
- Management of crisis situation
- Media-training

Influence consulting

- Public affairs

### MEDIA COMMUNICATION

Corporate

Products/services

Business-to-Business

Financial communication

### WEB COMMUNICATION

Websites

- Website design
- Editorial and content management
- Podcast production

Web 2.0

- Benchmark
- Online presence strategy
- e-réputation, e-influence

### PUBLISHING

Editorial consulting and copywriting

Graphic design

Technical consulting and production follow-up

### EVENTS

Definition of the event's topics and common thread

Art direction

Logistics coordination

## MAIN REFERENCES

**ARCHITECTURE & DESIGN** ARCHITECTEURS, MARC AUREL STUDIO, MAURICE SAUZET ARCHITECTURE, METALCO, PIERRE-ALEXANDRE RISSER PAYSAGISTE, RONCHAMPS DEMAIN, MOBIL CONCEPTS

**BEAUTY, WELLBEING & HEALTH** COCOON'S, GENERALE DE SANTE, KIRIA, QUICK MEDICAL SERVICE, LABORATOIRES PHYSCIENCE, LISSFACTOR, METHODE LAURAND

**COLLECTIVES** FOOD FROM BRITAIN, GREEN SEED GROUP, ORGANIZATION INTERPROFESSIONNELLE OLIVES D'ESPAGNE, MASTER OF PORT, SNICC, USA RICE FEDERATION, UNION DES CÔTES DE BORDEAUX, SAUMON ECOSSAIS

**CONSUMER** AUCHAN, BEGHIN-SAY, BLUE DRAGON, DANONE, FROMAGE FOUETTE DE MME LOIK, KETTLECHIPS, KRAFT, LACTEL, MAGGI, METHOD, MONBANA, MØVENPICK ICE CREAM, PESCAVIAR, PULCO,

SDV – LES MARCHES DU MONDE, SHARWOOD'S, SOLIDAIME, TETLEY, TILDA, VAN HOUTEN, WALKERS, WEETABIX, WEETOS

**FOODSERVICE** AMIGOS, BEGHIN SAY, BLUE ELEPHANT, CLUB RESTAURATION, CHRISTOPHE DELMOTTE, CUISINE SOLUTIONS, DELIFRANCE, JEAN DUCOURTIEUX, FRANCE BOISSONS, LESIEUR, LU, MISSION FOODS,

MONBANA, SDV, SERVICE EN TÊTE, VANDAME

**CULTURE & EVENTS** BASTILLE–QUARTIER LIBRE, BRITISH WEEK IN PARIS, CAMION DES MOTS, CITE DU TRAIN, CULTURESPACES, EXPO ZARAGOZA 2008, GOUDJI, MUSEE JACQUEMART-ANDRE, PETIT LAROUSSE,

PRIX MONTBLANC DE LA CULTURE, PRIX SNCF DU POLARD, VILLE DE SAINT-GERMAIN EN LAYE, VILLE EUROPEENNE DES SCIENCES, WHO'S WHO, CHAPITRE.COM, EVENE.FR

**FINANCE, INSURANCE & HUMAN RESOURCES** AL KHALIJ, DUKE STREET, ENTREPRENEUR VENTURE, EUROMED, FAFSEA, GROUPAMA, MARIANNE EXPERTS, MULTIASSISTANCE, MSA, ROBERT WALTERS, SIPAREX, SMACL

**FOUNDATIONS, ASSOCIATIONS & FEDERATIONS** FEDERATION FRANÇAISE D'AIKIDO, FONDATION ANNE CELLIER, FONDATION WYETH, IMMEUBLES EN FÊTE, J'AIME MA BOITE, IFRI, PARIS TOUT P'TITS, SOLIDAIME, WWF

**RETAIL** ACRELEC, AUCHAN, CHECKPOINT SYSTEMS FRANCE, MARKS & SPENCER, PCL, SIMPLY MARKET

**REAL ESTATE & LAND SETTLEMENT** AGENCE DE DEVELOPPEMENT DU VAL DE MARNE, ARCHITECTEURS, CUSHMAN & WAKEFIELD, EAST MIDLANDS DEVELOPMENT AGENCY, LES NOUVEAUX CONSTRUCTEURS, IIG, PERL, SOFERIM

**INDUSTRY, TRANSPORT, CONSTRUCTION & TELEPHONY** BURELLE SA, CHECKPOINT SYSTEMS, PLASTIC OMNIUM, CREPITO®, DEBITEL, GARRETT ALLIED SIGNAL, GENERAL LOGISTICS SYSTEMS, IMPERIAL TOBACCO, LAFARGE SA, LEBARA,

SCHOCK FRANCE, SIGNATURE SA, VIRGIN EXPRESS, WIPRO, WOODSTOCK BOIS®

**LUXURY, WATCHES, FASHION & LIFESTYLE** CIFONELLI, CHURCH'S, CRISTAL DE SEVRES, IWC, KAILIS, MARCHAK, MONET, MONTBLANC, NETJETS, ODIOT, ORIS, SPLENDIA, WINARETTA.COM

**RESEARCH & SUSTAINABLE DEVELOPMENT** ADEME, ASSOCIATION DES INSTITUTS CARNOT, CNRS, IFRI, INERIS, INRA, MINISTERE DE L'ECOLOGIE, PREDIT, SETRA

**TRADE SHOWS** ALARME PROTECTION SECURITE, EXPOPROTECTION FEU, MARITIMA, NOELLISSIME, RELIGIO, RENDEZ-VOUS CARNOT, SALON DES BONNES AFFAIRES, SALON NAUTIQUE - SECTEUR TOURISME, SALON DE LA PISCINE, SPA,

SAUNA, SANDWICH & SNACK SHOW, VENDING PARIS, VILLE EUROPEENNE DES SCIENCES, COUPE DU MONDE DU SANDWICH - DELIFRANCE, PARIZZA

**TOURISM, HOTELS & RESTAURANTS** ASIAN, ALPLEISURE LTD A MERIBEL, BISTRO ROMAIN, CAFE BARGE, CENTRE DE THALASSOTHERAPIE DE CARNAC, CULTURESPACE, FLO PRESTIGE, GAULT&MILLAU, HOTEL GRAND CŒUR A MERIBEL,

HOTEL L'HELIOS A MERIBEL, HOTEL MARCEAU BASTILLE, HOTEL SCRIBE, IBIS, LES JARDINS D'EYRIGNAC, MICHEL BRAS, OENOTOURISME / UNION DES COTES DE BORDEAUX, OFFICE NATIONAL DU TOURISME DE SERBIE,

OFFICE DU TOURISME DES SEYCHELLES, REGION DU PIEMONTE, SUITEHOTEL, VILLE DE SEMUR-EN-AUXOIS, WWW.SPLENDIA.COM

**WINE & SPIRITS** ACKERMAN, BAVARIA, CANARD DUCHENE, CAVES A VIN CLIMADIFF ET VINOSAFE, CÔTES DE BLAYE, CÔTES DE CADILLAC, CÔTES DE CASTILLON, CÔTES DE FRANCS, FRANCE BOISSONS, HPNOTIQ, KRUG, LEBLON, LEFFE,

MALLARD, MARIE BRIZARD, PART DES ANGES, ROSE DE PROVENCE, SOL, UNION DES COTES DE BORDEAUX