

ALL OF OUR EVENTS HAVE  
SOMETHING IN COMMON...

...THEY'RE ALL DIFFERENT



#### ABR ORGANISATION

- PUBLIC RELATIONS
- CONVENTIONS AND SEMINARS
- INCENTIVES AND TEAM-BUILDING
- ORGANISATION OF INTERNATIONAL EVENTS

#### CREATION STUDIO

- PRINT PUBLICATIONS
- WEB PUBLICATIONS
- PRINTING-SCREEN PRINTING
- SIGNPOSTING

#### CANOPEE DEPARTMENT

- BUSINESS GIFTS
- PROMOTIONAL PRODUCTS
- PROMOTIONS
- PRODUCT RESEARCH
- CUSTOMISED CREATIONS
- PACKAGING

#### OUR REFERENCES

BNP PARIBAS – GDF SUEZ – SUEZ – PEUGEOT AUTOMOBILES – MIERAL LABORATORY – L'OREAL PROFESSIONAL – SPIE BATIGNOLLES – AIR FRANCE – CITY OF THE CAGNES-SUR-MER – CONSEIL GENERAL OF THE ALPES-MARITIMES – FRENCH RIVIERA CHAMBER OF COMMERCE – NESTLE – CORIOLIS TELECOM – FRED JOAILLIER – SCHINDLER – WIGHT CONSULTING – GREENWICH CONSULTING – LACOSTE – VOLVO TRUCKS – B S H – BAUSCH & LOMB – DANONE – DEGREMONT – COFELY – LYONNAISE DES EAUX – ORANGE – PHONAK – REDFORD SECURITIES – PROCTER & GAMBLE – ICON – RENAULT – ATLANTYS GROUP – EPSON – ROUX COMBALUZIER – ROYAL CANIN – SAFEGE ENVIRONNEMENT – SELECTIS – SITA SUD – SOGELYM STEINER – TNT EXPRESS – MOVADO...

You know better than anyone that the aim of any communication exercise is to generate interest, to inspire motivation, to stimulate imagination in order to captivate your audience and make each event a unique and tailor-made creation.

Being **different**, the driving force behind the ABR Organisation. **Different** in our approach, where your issues and goals are not only our first priority, but are valued, explored, and enhanced. **Different** in our professional relationships, where respect and human contact are the essential and timeless values. **Different** in our creative productions, where we constantly strive to be enthusiastically pro-active, encouraging your initiative to be unique and personalised. And last but not least, we are **different** through our outstanding expertise gained through long-lasting experience in organising our own international events. We know how to overcome difficulties, handle unexpected surprises, and deliver the quality services that are necessary to make any operation a genuine success. Our business is also our passion. We infuse our heart and soul into every project. We are focused and driven to transform your dreams and wishes into an unforgettable event.

All of our events have one thing in common... they are all uniquely **different**.

**Denis Anouilh**



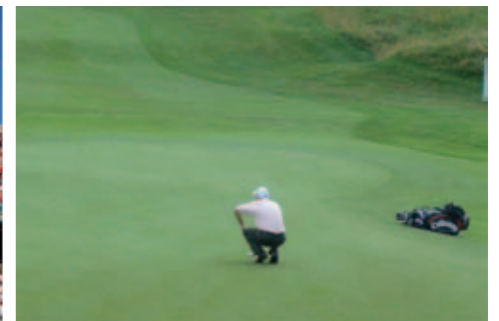
# PUBLIC RELATIONS

...FOR US, RUNNING A UNIQUE **EVENT**  
IS A **JOB FOR THE EXPERTS.**

Public relations are all about communication. The approach, the strategy and the objectives must all be clearly defined and identified. Badly organised or without a strategy, this type of operation can quickly result in an expensive demonstration, lacking substance, interest, and imagination. In other words, the exact opposite of what you were aiming for.

For **ABR Organisation**, the prime strategy is to focus on your project, your event, your hopes and wishes. We provide the ideal conditions to create new contacts, build relationships. Out of this unique opportunity, regardless of any professional context, we make sure to always introduce the emotional factor that will make your event unforgettable.

We have the know-how to advise and assist you with such an approach.



YOU STILL HAVE TO BE AT **THE RIGHT PLACE AT THE RIGHT TIME...**

## OUR MAJOR EVENTS

- Monaco Masters Series
- Roland-Garros French Open
- BNP PARIBAS Masters in Paris-Bercy
- Monaco F1 Grand Prix
- 24 Hours Le Mans
- Cannes Régates Royales
- Voiles de Saint-Tropez Yacht Racing
- The French Open of Golf
- Les Crinières d'Or (Golden Mane Gala)
- International Circus Festival of Monte-Carlo
- Performance events and concerts...



...FOR US, **THE ABILITY TO CONVINC**  
IS A **JOB FOR THE EXPERTS.**

# CONVENTIONS AND SEMINARS

Motivating, captivating: delivering the right message. This approach is both complex and strategic. Such events must be organised with extraordinary professionalism. A convention or seminar can be the key moment in the life of a company or in the lifecycle of a product. The primary task is to capitalise on your strong points, inspire new dynamics and unite your team members for achievement. The setting, the atmosphere and the speeches will convey your message in the launching of an enthusiastic platform. We will advise and assist you as you prepare and polish your own special project. Every company has its own unique message to deliver. It is our task to bring that message to life.



YOU STILL HAVE **TO CAPTIVATE IN ORDER TO MOTIVATE...**

## OUR EXPERTISE

- Research and evaluation of locations
- Stagecraft, sound, video and lighting
- Decor design and creation, interactive decorations, furniture and fittings...
- Featured guests (journalists, entrepreneurs, sports stars, stage and screen personalities...)
- Artistic animations (circus and cabaret artists, musicians, singers, magicians, comics...)
- Caterer selection and gourmet demonstrations





...FOR US, **UNITING TEAMS**  
IS A **JOB FOR THE EXPERTS.**

# INCENTIVES AND TEAM-BUILDING

For both our clients and partners, we organise and develop team-building activities for groups. Such operations are initiated in order to strengthen cohesion within the company, to promote self-confidence within each individual. For every project, we work to achieve a strategic goal clearly identified. The aim of a team-building project is to communicate better, to develop team binding strategies, to inspire motivation within the group. The final focus being to consolidate, strengthen and stimulate the creative forces in your company.

Our ambition is to develop custom-made operations that while staging a particular and adequate atmosphere, would create fresh conditions to enhance in each and every one of the teams a more constructive, efficient and creative state of mind.



YOU STILL HAVE TO **INNOVATE** IN ORDER TO **DO BETTER...**

## VARIOUS ACTIVITIES...

- Motor sports
- Water sports
- Company theatre
- Video coaching
- Mystery rally, GPS race
- Murder party
- Cooking courses and many others besides...



# ORGANISATION OF INTERNATIONAL EVENTS

...FOR US, ORGANISING A **FAMOUS EVENT**  
IS A **JOB FOR THE EXPERTS.**

For more than 12 years, we have been organising our own international events. The **GDF SUEZ Open at Cagnes-sur-Mer Alpes-Maritimes** has become a reference event in the field of women's professional tennis. Every year, the top international players meet to contest the title, and players like Tatiana Golovin or Alizé Cornet started their professional careers there. Such an event requires faultless professionalism. The demanding logistics of this operation have contributed to sharpen our skills, helping us to perform and deliver better outcomes for our clients.

Constantly on the drive for innovation and new ideas, we have been working for two years on the design and production of a new international event for 2010, the **ITF Champion Trophy**. Our own "Avantage Terre" brand underscores each of our events with our own special ecological and sustainable development initiative.

Promoting, marketing, enhancing and communicating are but a few of our skills. We would like you to benefit from our experience and talent.



YOU STILL HAVE TO **CORRECTLY TARGET THE EVENT...**

#### THE ABR ORGANISATION EVENTS

- GDF SUEZ Open in Cagnes-sur-Mer Alpes-Maritimes
- ITF CHAMPIONS TROPHY

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