

PRESS RELEASE

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Monte-Carlo Société des Bains de Mer stands out with the development of a hybrid events strategy

For decades, Monte-Carlo Société des Bains de Mer group has organised and hosted some of the most important and prestigious events on the international scene. In the current context, uses have evolved at a rapid pace, particularly in the organisation of events. In-person and virtual now come together in the organisation of seminars, incentives, product launches, congresses and other gatherings. This increasing awareness in terms of health and safety also goes hand-in-hand with a growing demand for events that are more sustainable.

To meet this demand and to remain a pioneer in B2B services, Monte-Carlo Société des Bains de Mer Group has set up a hybrid events think-tank. After having led an in-depth market research, the company is expanding its events supply to accompany the digitalisation of practices, tools and contents.

“Be it face-to-face or digital, the success of an event resides in the connections, exchanges and emotions perceived by the audience, and thanks to the expertise of Monte-Carlo Société des Bains de Mer Group, we are able to offer tailor-made solutions”, explains Alice Gentils, Sales Director. “Hybrid events allow companies to carry out their projects with peace of mind. Beyond security, they have the advantage of bringing together a wider public and allowing a more accurate measurement of audience engagement. Lastly, the carbon footprint of a hybrid event is smaller than that of a physical event for the same number of participants, which is completely in phase with the philosophy that Monaco and the company have had for many years. ”.

Strong commitment with practical solutions: technicity and flexibility

Technicity:

Monte-Carlo Société des Bains de Mer Group has a wide scope to meet customers' needs thanks to infrastructures that meet the highest standards and know-how adapted to all formats, in particular with:

- an ecosystem of 1,800 Wi-Fi terminals combining coverage and high bandwidths, guaranteeing real-time capture and broadcasting all over the world;
- a top-end technical equipment (microphones, cameras, large HD screens) offering optimal quality;
- a technical assistance from our teams all through the event in order to provide responsiveness.

Flexibility:

In a context where health is an absolute priority, Monte-Carlo Société des Bains de Mer Group is committed to supporting event organisers by offering, for all events taking place before 31 December 2020, a free cancellation policy until 30 days before arrival in the event of government restrictions.

A stress-free moment with Monte-Carlo Cares

For a stress-free moment to play, Monte-Carlo Société des Bains de Mer has rolled out the Monte-Carlo Cares programme for the safety of its clients and employees. Certified by Bureau Veritas, this health plan ensures that Europe's most exclusive destination is also the safest.

About Monte-Carlo Société des Bains de Mer

Since 1863, Monte-Carlo Société des Bains de Mer has been offering a unique Art of Living, a one-of-a-kind resort with four casinos, including the prestigious Casino de Monte-Carlo, four hotels (Hôtel de Paris Monte-Carlo, Hôtel Hermitage Monte-Carlo, Monte-Carlo Beach, and Monte-Carlo Bay Hotel & Resort), the Thermes Marins Monte-Carlo spa, 30 restaurants including five that together have seven Michelin Guide and more than 50 banqueting & meeting rooms welcoming up to 950 people. A hub of nightlife, the Group offers an incredible selection of events. 2020: Monte-Carlo Société des Bains de Mer completed four years of transformation works dedicated to Hôtel de Paris Monte-Carlo and to the creation of a new district around Place du Casino, One Monte-Carlo: luxury accommodation, shops, restaurants and a conference centre, to make Monte-Carlo the most exclusive experience in Europe.

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