

# THE EVENT FACTORY



GRIMALDI FORUM  
MONACO

4 **THE MANIFESTO**  
6 **THE 10 REASONS**  
7 **MONACO DESTINATION**  
8 **OUR SPACES**  
welcoming areas / exhibition and catering areas / auditoriums /  
breakout rooms  
16 **SERVICES**  
catering / logistic / space layout and fitting out of space /  
technical services / communication  
22 **CULTURAL PRODUCTION**  
26 **COMPANY**  
27 **OUR COMMITMENTS**  
28 **REFERENCES**  
30 **CONTACTS**

# THE EVENT FACTORY

HOW TO BE OUTSTANDING

# THE EVENT FACTORY MANIFESTO

How does an idea become an icon? It takes a lot of vision, talent and dare. But some soils are more fertile than others. Grimaldi Forum Monaco is one of them. Born with the Monaco DNA, this special capability of attracting light and fame, Grimaldi Forum also inherited the skills of a ground breaking venue, with all the technical features you may expect and a unique know-how in creating both business and artistic events. Now, how do you make a product launch a worldwide success? A professional congress, a trade fair or an art exhibition a landmark? With your vision, talent and dare, and our almost 15 years of experience as the ultimate event factory.



## WHAT ARE WE?

An art centre? A venue dedicated to business events? We are an Event Factory! Andy Warhol said that good business is the best art. The Grimaldi Forum Monaco has been proving exactly that for the past 15 years!



## CULTURE AS A BUSINESS ASSET

The Grimaldi Forum Monaco was born with this vision. Popular culture, company culture, world heritage... culture is everywhere. It is the past and the present, science and art, knowledge and imagination.



## LIKE YIN AND YANG

Negative and positive, compression and expansion, the worlds of art and business complement each other, interacting and producing energy to boost events.



## MORE THAN A VENUE, IT IS A STATE OF MIND

It is that extra soul that magnifies an event. It adds a new dimension, born of our unique experience at the confines of art and business. It is a space for imagination that pushes back the limits of creativity. We have named it The Event Factory.



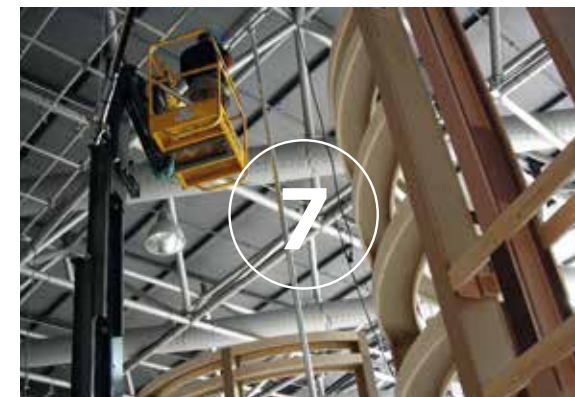
## IN REAL LIFE

The dematerialisation of dialogue renders coming together In Real Life more necessary than ever. The Grimaldi Forum Monaco is the incarnation of such human exchanges: a time for action and reflection, a space that is alive and inhabited, an interval named The Event Factory.



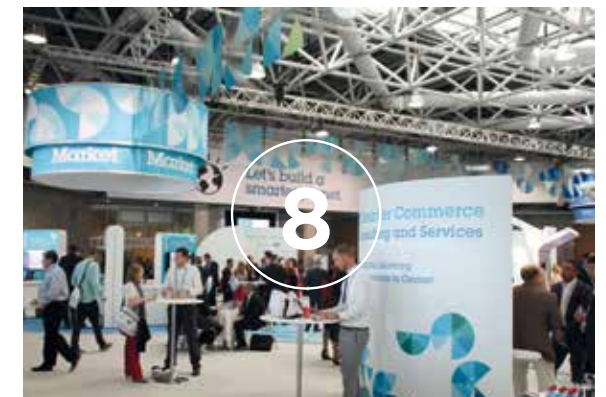
## A MASS OF TALENTS

And experience, of creativity and mastery, capable of turning each project into a unique event. More than simply deploying know-how, The Event Factory epitomises the Grimaldi Forum Monaco's true added value, borne by its teams and by its expertise, and consolidated over time, further enriched every day.



## AN IDEA REFINERY

Design, produce, disseminate: the "Made in The Event Factory" manufacturing process transforms the raw material of ideas into success.



## THE EVENT FACTORY IS A METHOD

A new, decompartmentalised style of project management and organisation: transversal, smooth, intelligent, fast. A system that fosters, enriches and exports ideas far beyond its walls.



## R.O.I. MEANS IMPACT

When a conference makes a lasting impression or a work of art arouses emotion in the general public. From mediation to mediatisation, The Event Factory nourishes Monaco's capacity to amaze, seduce, showcase, amplify and dazzle.



## HIGH STANDARDS AND QUALITY LABELS

The Event Factory symbolises a responsible approach, unwavering commitment to the success of each event, and respect for human and environmental values. An energy powerline fuelled by the synergy of major business players and the determination of an entire country.

# THE GRIMALDI FORUM IN 10 REASONS



# MONACO DESTINATION



**SERENITY:** Our team of 136 event professionals: project manager, spaces design, logistic, audio-visual, restauration, welcome, security and communication - will put all its talent in the service of the success of your event.

**AN ENVIRONNEMENTAL COMMITMENT:** Our convention centre certified ISO 14001:2004 is committed in eco-responsible event management. Tailored solutions will be suggested to deliver a 'Green Event' and reduce its environmental impact.

**PROXIMITY:** An ideal situation at the heart of Europe, easily accessible, less two hours of flight of the big European capitals and at only 20 kms of the Nice International Airport.

**WALKING-DISTANCE:** The Principality counts 2,500 hotel rooms among which 1,500 are situated at less than 10 minutes walking distance from the Convention Centre.

**HIGH-TECH:** High standard equipments, free WiFi access in the public areas, for your comfort.

**MODULARITY:** The Grimaldi Forum metamorphoses according to your imagination: 35,000m<sup>2</sup> of flexible spaces, accommodation facilities for up to 3,000 people in convention, 15,000m<sup>2</sup> of exhibition and catering spaces, 3 auditoriums of 1,800, 800 and 400 seats, 22 breakout rooms...

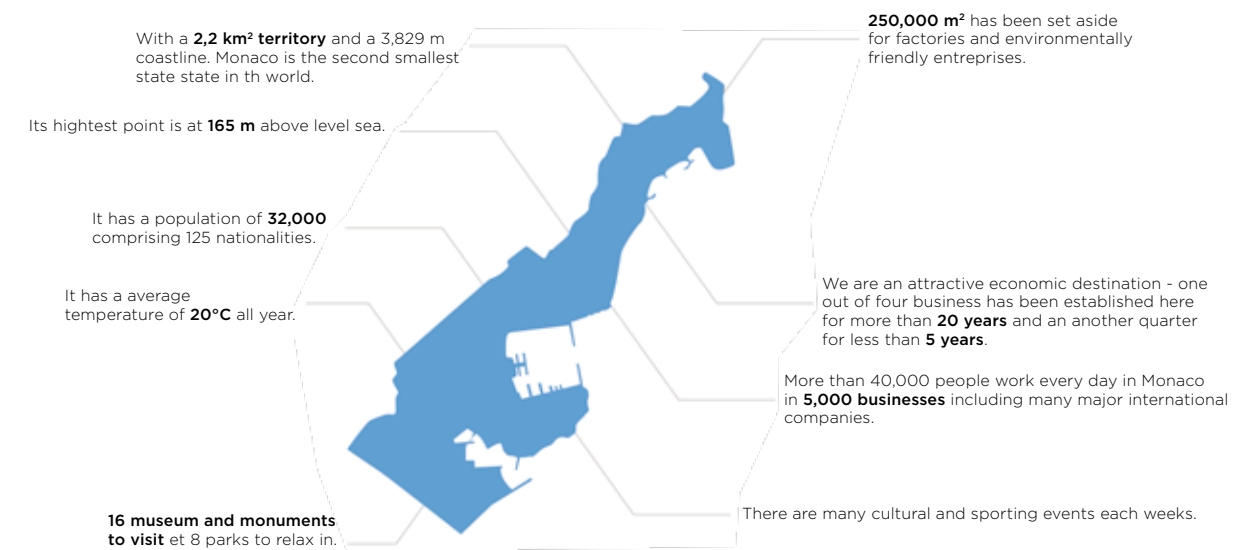
**WELCOMING DESTINATION:** The Principality possesses a long tradition regarding tourism. Real event capital, all the partners work together to offer you the best service.

**AN INTERNATIONAL DESTINATION:** Monaco is a real cosmopolitan destination where more than 120 nationalities are mixed, also renowned for its safety.

**R.O.I.:** Your Return On Investment becomes real thanks to the "Monaco Meetings" offer and its many added values.

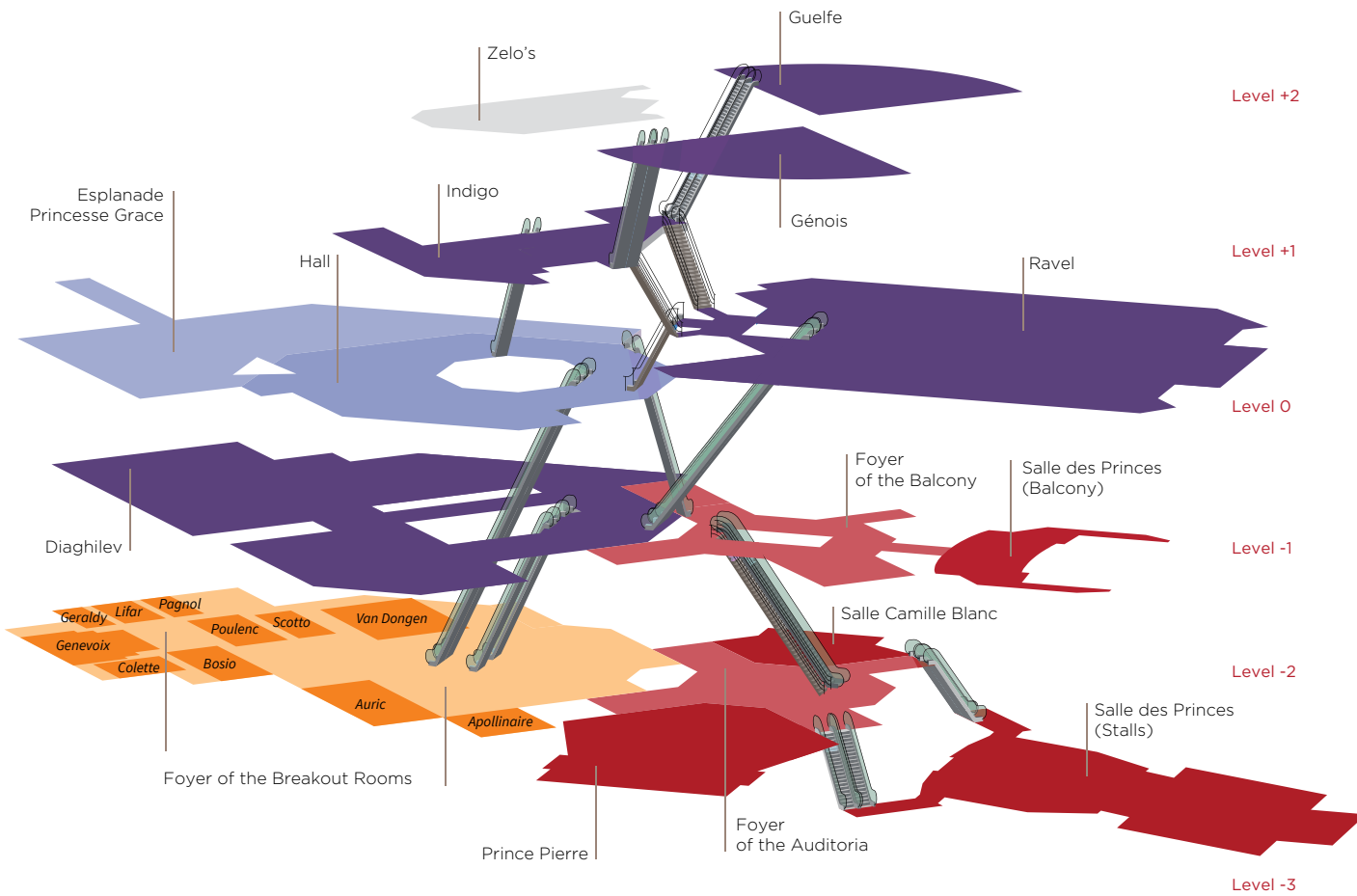
**A PRIVILEGED CLIMATE:** All year long, the warmth of the Mediterranean climate.

## MONACO, DOOR TO ALL POSSIBILITIES:



A visit to the Principality is always an experience. It has historical heritage, an exceptional micro climate, a well-preserved lifestyle, astonishing architecture, and is the meeting point of Mediterranean and international cultures. At the heart of Europe, Monaco will surprise and delight you. Monaco beyond clichés: a sovereign state, diversified economic structure and high-quality industry. The Principality has developed an audacious economy, producing innovative ideas, in adequation with its 2 km<sup>2</sup> territory. Besides industries like pharmacy, cosmetics and automotive engineering, there comes a range of expertise in finance, new technologies and international business. The Principality of Monaco has been a member of UNESCO since 1949, a full member of the UN since 1993 and of the Council of Europe since 2004.





- Exhibition and Catering Spaces
- Welcoming Areas
- Auditoria
- Breakout Rooms



Esplanade Princesse Grace



# SPACES

Grande verrière

## WELCOMING AREAS


### ESPLANADE PRINCESSE GRACE

Directly on the seafront, the Promenade consists in over 1,600 m<sup>2</sup> between the sun and surf, just a stone's throw from hotels and the Japanese Garden.

 Area: 1,665 m<sup>2</sup>

### GRANDE VERRIÈRE

This glass and steel structure is our building's emblem. Within the 1,610 m<sup>2</sup> hall, the Grande Verrière's 795 m<sup>2</sup> will bathe your event in light.

 Area: 1,610 m<sup>2</sup> with 795 m<sup>2</sup> under the verrière

 Cocktail parties: 715 standing guests

 Catering: 420 seated guests (round tables)



Ravel



Diaghilev



Guelfe and Genoio



Indigo


## EXHIBITION AND CATERING AREAS

### RAVEL

Covering over 4,000 m<sup>2</sup>, this luminous hall offers a panoramic view on the Mediterranean sea. The only limits to its potential are those of your imagination. Showrooms, exhibitions, shows, gala dinners, plenary meetings, fashion shows, product launches... Anything is possible here.

 Area: 4,215 m<sup>2</sup> including 2,660 m<sup>2</sup> pillar free

 Exhibition: 196 booths of 9 m<sup>2</sup> each

 Theatre: 2,650 seats


 Catering: 2,208 seated guests

 Cocktail parties: 3,267 standing guests


### DIAGHILEV

Covering almost 4,000m<sup>2</sup>, this hall has direct independent access from the Princess Grace Promenade. An autonomous space by excellence, it can be transformed to suit your event, be it an exhibition, gala dinner or meeting.

 Area: 3,940 m<sup>2</sup>

 Exhibition: 156 booths of 9 m<sup>2</sup> each


 Theatre: 1,100 seats in Diaghilev South  
400 in Nijinski with 200 retractable tiered seats


 Catering: 1,740 seated guests (round tables)


 Cocktail parties: 2,398 standing guests


### GUELFE AND GENOIS


These twin spaces of 590 m<sup>2</sup> each offer panoramic views of the sea or garden. Whether you are hosting a buffet, a cocktail party, a lunch or a reception, they offer all manner of configurations to welcome your guests. Guelfe and Genoio can be transformed in line with your needs: dance floor, lounge or VIP space, press centre, meeting room...

 Area: 590 m<sup>2</sup> each

 Exhibition: 24 booth of 9 m<sup>2</sup>


 Theatre: 378 seats

 Catering: 492 seated guests (round tables)


 Cocktail parties: 530 standing guests


### INDIGO

A brand new 800 m<sup>2</sup> space with an exceptional panoramic sea view terrace! Elegant and flexible, the Indigo is THE place to host your VIP parties, gala dinners and cocktails up to 560 standing guests. Exhibitions and meeting areas can also be organized in this multifunctional space.

 Area:  
- Room 620 m<sup>2</sup>  
- Terrace 170 m<sup>2</sup>  
- Caterer area 60 m<sup>2</sup>

 Catering: 456 seated guests (round tables)

 Cocktail parties: 558 standing guests

 Exhibition: 201 m<sup>2</sup> net  
Optimised setup  
16 booths of 9 m<sup>2</sup>  
+ 2 booths of 4.5 m<sup>2</sup>



# SPACES


Salle des Princes

Salle Prince Pierre


## AUDITORIUMS

### SALLE DES PRINCES

The perfect setting to host 1,800 delegates. With its exceptional acoustics and high-performance audio-visuals, this auditorium is the ideal place to host plenary meetings, prize-giving ceremonies, product launches or automobile shows. Its 1,000 m<sup>2</sup> stage will give your event the kind of scale that will stick in people's memories.


 Capacity: 1,800 with fold-away writing tops seats  
1,284 in the stalls (1,158 seats if orchestra pit in use) seats  
516 on the balcony (can be closed off with soundproof screens)

 Area: 1,015 m<sup>2</sup> including 690 m<sup>2</sup> stage, 185 m<sup>2</sup> side stage and 140 m<sup>2</sup> backstage


 Translation: 5 simultaneous translation booths

### SALLE PRINCE PIERRE

Combining elegance and sobriety, this 800-place auditorium is surprising in its adaptability. Whether you are hosting a convention or an automobile launch, it will fulfil all of your ambitions, particularly thanks to the stage's integrated turntable.

 Capacity: seats 800 with fold-away writing tops  
seats 350 classroom-style with tables

 Area: 400 m<sup>2</sup> including 300 m<sup>2</sup> stage

 Translation: 5 simultaneous translation booths



Salle Camille Blanc





Foyers of the auditoriums



## SALLE CAMILLE BLANC

Thanks to its complete technical equipment, this 405-seater auditorium will offer a perfect setting for all of your presentations, allowing you to create an intimate relationship with your audience.

 Capacity :  
 - Seats 405 with fold-away writing tops  
 - Seats 177 classroom-style with tables


 Area: 190 m<sup>2</sup> including 160 m<sup>2</sup> stage

 Translation: 5 simultaneous translation booths


## FOYERS OF THE AUDITORIUMS


Your coffee breaks take here a new flavor, in the light of day, favoring exchanges and conviviality. Real crossroads between auditoriums and breakout rooms, the foyers, recently renovated, modern and bright, can also metamorphose into exhibition area.


### FOYER OF THE SALLE DES PRINCES BALCONY

 Area: 560 m<sup>2</sup>

### FOYERS OF THE AUDITORIUMS

 Area: 900 m<sup>2</sup>


 Exhibition: 21 booths of 9 m<sup>2</sup>


 Cocktail parties: 600 standing guests


## BREAKOUT ROOMS


### MEETING AREAS

These 11 rooms which can be divided into 22 offer you a perfect working environment for up to 1,200 people. The Foyer, bathed in light, easily connects them to the auditoria and exhibition spaces.

 Capacity: Breakout rooms: 11 to 22 rooms  
 Theatre: from 25 to 220 seats per room

 Total surface area of the Foyers: 1,775 m<sup>2</sup>  
 Upper foyer area: 1,160 m<sup>2</sup>  
 Lower foyer area: 615 m<sup>2</sup>

 Cocktail upper foyer area: 1,044 guests

 Exhibition foyer area: 41 stands x 9 m<sup>2</sup> + 3 stands x 6 m<sup>2</sup>



# SERVICES



## CATERING

The key assets of our Event Factory? Event organisation experts with renowned expertise, among the best in the business. Organised into 5 independent and complementary skill areas, coordinated by a dedicated Project Manager, they are able to offer made-to-measure solutions. Whether it's a coffee break or a gala dinner, we offer high-quality service all year long for your guest's comfort and your peace of mind.

### OUR PLUS POINTS:

A guaranteed varied, competitive and high-quality offer provided by 5 approved caterers. Seasonal menu offers faithful to Grimaldi Forum's commitment to environmental responsibility. Turnkey tariffs covering all of your needs from furnishings and material rental to the creation of temporary kitchens. Set-up study and consultancy to optimise dedicated catering spaces.

### GOOD TO KNOW:

Our Catering Manager coordinates and facilitates the activities of the various caterers and ensures the service provided is in line with your expectations.

## LOGISTIC

Whatever its size, every event must take on a constant challenge: perfectly looking after every participant. Welcome, signage, security, entertainment... faithful to the touristic tradition of Monaco, Grimaldi Forum offers its highly efficient touch, for your comfort.

## WELCOME

Make yourself at home! Set up your team of hostesses for an event team with the widest of smiles.

## MAINTENANCE

We pay close attention to detail to ensure your participants can enjoy a clean and well-maintained building. Our teams take action each day to ensure respect for our commitment to the environment.

## SIGNAGE

Our dynamic signage equipment allows you to create a fluid pathway tailored to your event. Your participants thus move easily between the different spaces.

## SAFETY

Just as it is for our Principality, the safety of goods and persons is a priority here at Grimaldi Forum



# SERVICES



## SPACE LAYOUT AND FITTING OUT OF SPACES

Grimaldi Forum is an ingenious gem of adaptability. Once again, you have to be familiar with all it has to offer to get the best out of it. Transformations, furnishings, space creation... welcome to the remarkable dimension of variable geometry.

### SPACE LAYOUT

Our mission: Optimising your spaces to design the structure of your success, even temporary.

### DESIGN

Our art form? Making the most of every square meter and creating creative decor, atmospheres and environments out of nothing - so that your event is like no other.

### GENERAL STAND INSTALLATION

Whether it's a fair, a showroom or an exhibition, Grimaldi Forum has in-depth expertise in the set-up of far-reaching installations, always featuring precision mechanics, whatever their scale.



# SERVICES

## TECHNICAL SERVICES

Event venue Grimaldi Forum is able to amplify your event's scope and dimensions. The teams at the heart of our Event Factory fully master the building's cutting-edge equipment.

### AUDIO-VISUAL

Shows, conferences, concerts, broadcasts... this service allying technical expertise and creativity has been involved in countless prestigious collaborations.

### IT

Over the years, Grimaldi Forum has adapted to the evolution of digital and wireless technologies so as to offer the most up-to-date IT equipment and accompanying expertise.

## COMMUNICATION

Whether it's art or business, the key is to leave the strongest and most favourable image in your audience's memory. This is true of all events, and it's our profession here at Grimaldi Forum.

### BRANDING

Over the course of your event, Grimaldi Forum belongs to you. Fly your flag, mark out your territory and create your strongest image by employing our expertise in the field.

### MEDIA AND COMMUNICATION

You created the message, let us help you take it as far as possible by offering you the best broadcasting channels and most effective communication strategies.



As part of its public service mission, GFM's Department of Cultural Events contributes to the cultural richness of the Principality of Monaco and participates in its international and national prestige by supporting a challenging and diverse program, open to all publics including the production of high level exhibitions of high level exhibitions and the welcoming or coproduction of shows and concerts.



### EXHIBITIONS

For each of its exhibitions, the GFM works with personalities of the art world - guaranteeing a level of scientific excellence in the target area. The GFM asserts its power of seduction on a public looking for the spectacular to assert its originality and its recognition on the international culture scene. Producer of high level scientific exhibitions and bringing together works from private and public collections worldwide, as well as, of course, from the world's greatest museums, GFM has acquired - for now close to fifteen years - a great legitimacy with international institutions. In continuing our exhibitions, media tools contribute to communicating a program that is both challenging and divers: audioguides, guided visits, mediators, multimedia contents, workshops for children or scientific catalog.

### EXTRAMURAL

A know-how and an expertise in cultural engineering to meet the needs of others: GFM "Extramural". The GFM "Extramural" is not only a strategy of cultural development for the future, it is a reality. After these necessary years to sit our legitimacy, the Department of Cultural Events is today internationally noticed as a cultural window of the Principality of Monaco, thanks to the touring of the exhibition Grace Kelly organized since 2007 (Paris, London, Moscow, Rome, São-Paulo, Toronto, Bendigo, Astana, Het Loo etc.) which adds up more than 1 million visitors. One of the strengths of our signature is a know-how bound to the factual culture of the company GFM and to the expertise of a young, reactive and creative team which understands the specificities of an exhibition subject and who is capable of offering one "to tailor made" basing on two requirements: an undeniable scientific value and a rigorous quality in the implementation of the event. 2015, In Japan, the GFM signs in coproduction with NHK promotions the exhibition of 2008 "Queens of Egypt" which will be respectively presented to the National Museum of Tokyo (from July 7th till September 23rd) and to the National Museum of Osaka (from October 10th till December 20th, 2015). Other subjects are in the course of reflection as well as the forward-looking study of institutional places capable of welcoming our cultural productions.

### SPECTACLES

Keen to broaden our offer in terms of shows, for a number of years now we have hosted musicals (in their original version with subtitles) directly from London's West End, immediately winning over local audiences as well as tourists in the Principality with productions such as Grease, Mamma Mia, Fame, Chicago, West Side Story and very recently Cats. We also run co-productions with Monaco's cultural institutions such as the Monte-Carlo Opera House and Ballet, the Sérenissimes de l'Humour and the Princess Grace Theatre. Our selection of auditoria: The Salle des Princes, Prince Pierre and Camille Blanc, with 1800, 800 and 400 places respectively, allow us to make these initiatives more varied.

### CONCERTS

Breaking down barriers is probably what Grimaldi Forum does best. With an incredibly open-minded attitude, we ignore distinctions between musical styles, from electronica to rock, pop, jazz and classical concerts.

# COMPANY PROFILE

## WHO ARE WE?

Emblematic building of the major infrastructure policy desired by HSH Prince Rainier III, the Grimaldi Forum is faithful to its dual mission (convention centre and cultural centre) and has been a hotspot of events since the past 15 years, contributing to the international influence of the Principality.

With 135 permanent employees and hosting about 80 professional and cultural events a year, the Grimaldi Forum generates nearly 45 million euros of economic benefits, which the entire destination benefits from.

Finally, encouraged by its ISO 14001 environmental certification, the Grimaldi Forum is proud to contribute to the commitment of the Principality to sustainable development under the leadership of HSH Prince Albert II who, as everyone knows, is very committed to the preservation of the environment.



# OUR COMMITMENTS



If The Grimaldi Forum displays so many resources to make shine its double vocation, as to position the Monaco offer on the world map of the business tourism but also to participate in the cultural brilliance of the Principality, the ways to reach its goals need to be moved by fundamental values. Those same that guide our teams in the optimal fulfillment of their missions...

## OUR CERTIFICATION ISO 14001.2004

Coming first the preservation of the environment, or rather the will to reduce the impact of our activity on the environment, what comes to translate since 2008 our ISO certification 14001 and the implementation of our environmental management system. This state-of-mind aligns with the commitment of the Principality in the field of sustainable development, at the instigation of H.S.H. Prince Albert II.

## MONACO WELCOME

Since the notion of welcome forms an integral part of its touristic vocation, Grimaldi Forum Monaco is among the first 50 of the Principality's companies to receive the "Monaco Welcome" label set up by the public authorities.

In keeping with the Welcome Plan, aiming to strengthen the Principality's image and attractiveness, the government of Monaco wanted to extend its efforts beyond the administrations and include private economic entities. Receiving this label reinforces the constant efforts of the Grimaldi Forum teams - particularly those in direct contact with the public and clients - to always put forward their best face, respecting social skills and etiquette as a priority. And always with a smile



# REFERENCES



Because modularity is the main feature of our congress center, the Grimaldi Forum may definitely host all types of events and fulfill every planner's needs. Based on some of our clients best comments and testimonies, this section tends to demonstrate the whole flexibility of our spaces and the responsiveness of our teams to make out of your event the success it deserves to be. Give us your briefing and we'll give you the keys.

## IBM CONVENTION

"Each one of you has done an amazing job, and has truly contributed to the overall succes of this event"

Stephanie GRUNING,  
Event Director George P. Johnson Ltd.



## LES ASSISES DE LA SÉCURITÉ

"[...] You have been professional, aware, reacting and smiling. We were much more in terms of partners and delegates, but the Challenge has been reached perfectly! I thank you all your team for its great involvement in making our event a success.[...]"

Dominique RIO,  
General Director, DG Consultants - Comexposium





**SALES & DEVELOPMENT DEPARTMENT  
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