



Society for
Incentive
Travel
Excellence

site France

Celebration de Bonne Année

13 Janvier 2025

*Merci au **Marriott Paris Rive Gauche**
pour votre accueil et soutien!*

SITE France Cocktail de Bonne Année 2025



- Activity Report
- Souvenir of 2024 Events & Flashbacks
- Information on Committee – new Support structures
- Information on Sustainability
- Strategie 2025

SITE France 2024 activities

Total in 2024

- ✓ 10 SITE France member events including
 - 1 digital event
 - 1 educational event
 - 7 Networking events
- ✓ Launch of SITE SOUTH Region
- ✓ Launch of Website SiteFrance.org



SITE France 2024 activities

- Members : 55 SITE France members including 6 Board members (Doubled within the last 2 years!)
- Board Meetings : 9 Board meetings
2 SITE Global meetings with some Board members
- Social Media : 40 LinkedIn Posts and 549 Followers – (increased by 150 followers)

Committees created January 2024 :

- ✓ 1 Committee RSE – Sustainability
- ✓ 1 Committee Communication and Web Site creation



All Year – Sustainability Committee

- SITE FRANCE received its Sustainability Certification
- Roadbook to Sustainability
- Joined SITE GLOBAL RSE Committee launched in Istanbul
- Maintain SITE France “Vegan Cookbook” Initiative
- Waste and Plastic Reduction Communications for Earth Day
- Sustainability Ambassador : Corine Bernadou - Paris Je t’aime (Paris Tourist Office)



February 2024

Site France participates at
SITE Global Conference in Istanbul
with various networking actions
And meetings with SITE Global Leaders



24 March 2024



Hotel Networking Event

Prospecting Young SITE members

o Sponsored by Marriott Opera Ambassador Hotel

4 April 2024



Digital Panel Talk in March with the COJO Paris 2024
Discuss Impact on Olympic Games to our Industry
And ask hard questions !

May 2024 : IMEX Frankfurt – SITE Global Events



SITE France members participate at

- IMEX SITE NITE *(Networking Event with many buyers)*
- SITE Global Leaders Meeting during IMEX Frankfurt *(strategic discussions with Global Leaders)*



May 2024 : IMEX Frankfurt Aperitif & Get Together



- **SITE France IMEX Networking Event** at Radisson booth with clients and SITE members
Sponsored by Radisson
- **Photo Get together on IMEX Trade Show** – France booth



17 June – Summer Glamour Cocktail

Summer Networking Cocktail at the Roof Top Grenelle
Champagne, Eiffel Tower views and exchange between
MICE professionals
Sponsored by Lafayette Travel



SITE France
Glamorous Summer Cocktail!
Let's make the sun shine
and celebrate the Parisian summer!

Roof Top
Get Together

Monday 17 June 2024 | 19.30h – 22.30h
Roof top Grenelle

Free for SITE France members
15 € per person for non members
(fabulous Cocktail included)

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October 2024 : IMEX Las Vegas –SITE Global Events



- SITE France members participate at IMEX SITE NITE (Networking Event at TOP GOLF with over 1000 participants)
- SITE Global Leaders Meeting during IMEX Vegas (strategic discussions with Global Leaders)



October 2024 : IMEX Las Vegas–SITE FRANCE Events



- France Booth Happy Hour in cooperation with SITE France
IMEX Networking Event at France booth with clients and SITE members
Sponsored by Atout France
- Celebrating Olympic Excellence
Cocktail Reception French Event at Mandalay Bay at Bar S
Sponsored by Visit Paris Region
- Photo Get Together during IMEX Trade Show – France booth



November 2024

First Get Together

SITE FRANCE SUD

Une rencontre informelle autour d'un verre afin de mieux faire connaissance entre les membres SUD !



Tuesday 26th November 2024
18h30 - 20h30
Radisson Blu Hotel - Nice

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Launch of SITE SUD Region - 26 November

- ✓ *First Regional Event with SITE FRANCE members situated in the South of France and Monaco*
- ✓ *Guest Speaker : Benoit Sauvage (IBOD SITE GLOBAL)*

Sponsored by Radisson



November 2024



Glamorous Christmas Cocktail - 28 November

- ✓ First Winter Glamour Event
- ✓ Open to SITE FRANCE members and friends
- ✓ 25 Mice experts exchanging about trends in a Christmas market ambiance

Sponsored by Crowne Plaza Paris République – an IHG Hotel



December 2024 : General Assembly



SITE France General Assembly on 18th December

- ✓ Presentation of activities
- ✓ Results and election of 2025 Board

Sponsored by Hyatt Regency Etoile

Board for 2025

site France



Heike STRÖHMANN
Account Director
The Westin Paris - Vendôme
SITE France President



Philippe NOYEZ
Associate Regional Vice President
HelmsBriscoe
SITE France Secretary & VP Finance



Xavier BORDEDEBAT
Senior Vice President Sales & Marketing
Lafayette Travel
SITE France VP Membership



Mehdi KAOUK
Director of MICE Sales
Radisson Hotels
SITE France VP Communications



Aymeric SOARES
National Sales Director
Hyatt Hotels Corporation France
SITE France VP Education & Events



Gael WEHNER
USA Head of Business Tourism
Atout France
SITE France VP Sponsorship

2025 –New Structure for increased efficiency

Nominations
of Directors
to support
the Board



Anne Dugenétay
Directrice Events & Communication



Myriam Munnick
General Support
Past President



Pascal Roulland
Directeur Communication

2025 – New Structure for increased efficiency

Increased Committee Work to support the Board

Committee Communication

- *Pascal Roulland & Peter Topercer - focus Website*
- *Mehdi Kaouk & Anne Dugenétay - focus LinkedIn*

Committee Events

- *Aymeric Soares & Anne Dugenétay - focus Creation & Communication Events*

Committee Sustainability

- *Corine Bernadou & Elsa Renard*

Committee SUD

- *Verena Kuhn & Elsa Renard - focus activities in South*
- *Next South Event : Carlton Cannes on 15 January 2025*



Our Vision for 2025

1. Put France forward as a preferred incentive destination
2. Launch SITE FRANCE Website
3. Increase LinkedIn visibility
4. Create local networking opportunities between MICE experts with at least one Highlight Key Event each summer (Summer Glamour Cocktail)
5. Create Sales opportunities interacting with other SITE Chapters (Focus USA)
6. Creation of Committees to increase member implication & overall efficiency
7. Work on Cooperation with MPI
8. RSE activations with the Sustainability Committee
9. Member integration through region level activations & digital activities
10. Offer educational opportunities



Upcoming Events in 2025 1/4

New Year Cocktails in January in Paris and Cannes



SITE France
vous souhaite la Bonne année
et vous invite
à son Cocktail - Galette !



MARRIOTT
PARIS
RIVE GAUCHE

Le Lundi 13 Janvier
18.30 - 20.30
Uniquement sur réservation

Free for SITE FRANCE members - Subject to reservation + fees for friends

Society for Incentive Travel Excellence **site** France



SITE France SUD
vous souhaite la Bonne Année
et vous invite à prendre un verre !



Au Carlton Cannes,
l'icône de la Riviera
Le Mercredi 15 Janvier 2025

Membres SITE France uniquement - Members only

Society for Incentive Travel Excellence **site** France

Upcoming Events in 2025 2/4

SITE's first **virtual Annual General Meeting** on Friday, Jan. 31.



GLOBAL

SITE's Annual General Meeting (Virtual)

site AGM
January 31, 2025 | Virtual

31 Jan, 2025, 11:00 am - 1:00 pm
Timezone: CT

Friday, January 31, 2025 - Online Event | 10am Chicago | 4pm Dublin |

[Donate to SITE Foundation](#)

Upcoming Events in 2025 3/4

SITE GLOBAL Conference in Mexico in March



Upcoming Events in 2025 4/

May 2025 : IMEX Frankfurt –SITE Global Events (SITE NITE)
and SITE France Event (Details TBC)



SITE NITE Europe

Build new connections and strengthen business relationships while raising funds for the SITE Foundation.

Breaking news : SITE FRANCE Web Site - Homepage



<https://sitefrance.org/>

Breaking news : SITE FRANCE Web Site -About

What Is SITE France?

**We are the French
representatives of the
incentive, meeting and event
industry**

The SITE France Chapter proudly welcomes local hoteliers, destination management companies, venue professionals, entertainment providers, professional conference organisers and French Tourism institutions.

Founded in 1973, the Society for Incentive Travel Excellence (SITE) is comprised of 2,500+ members located in 90 countries. Our members are incentive travel professionals who know from experience that



News

Election for 2025 SITE France Board

Members

Happy holidays 2024

Award-winning to sustainability

<https://sitefrance.org/>

Breaking news : SITE FRANCE Web Site – About



About SITE France

Events

Destination France

Education

Our Sponsors

BECOME A MEMBER



OUR PRESIDENT

BIENVENUE CHEZ SITE FRANCE!

THANK YOU FOR YOUR INTEREST IN OUR COMMUNITY . WE ARE THE FRENCH CHAPTER OF THE SITE GLOBAL ASSOCIATION AND OUR GOAL IS TO CREATE A LOCAL NETWORK OF INCENTIVE AND MEETING SPECIALISTS.

ALL OF OUR MEMBERS ARE PASSIONATE ABOUT OUR INDUSTRY AND OUR BEAUTIFUL DESTINATION FRANCE AND MONACO. NETWORKING, EDUCATION AND PROVIDING SUPPORT FOR RSE INITIATIVES ARE OUR KEY PILLARS .

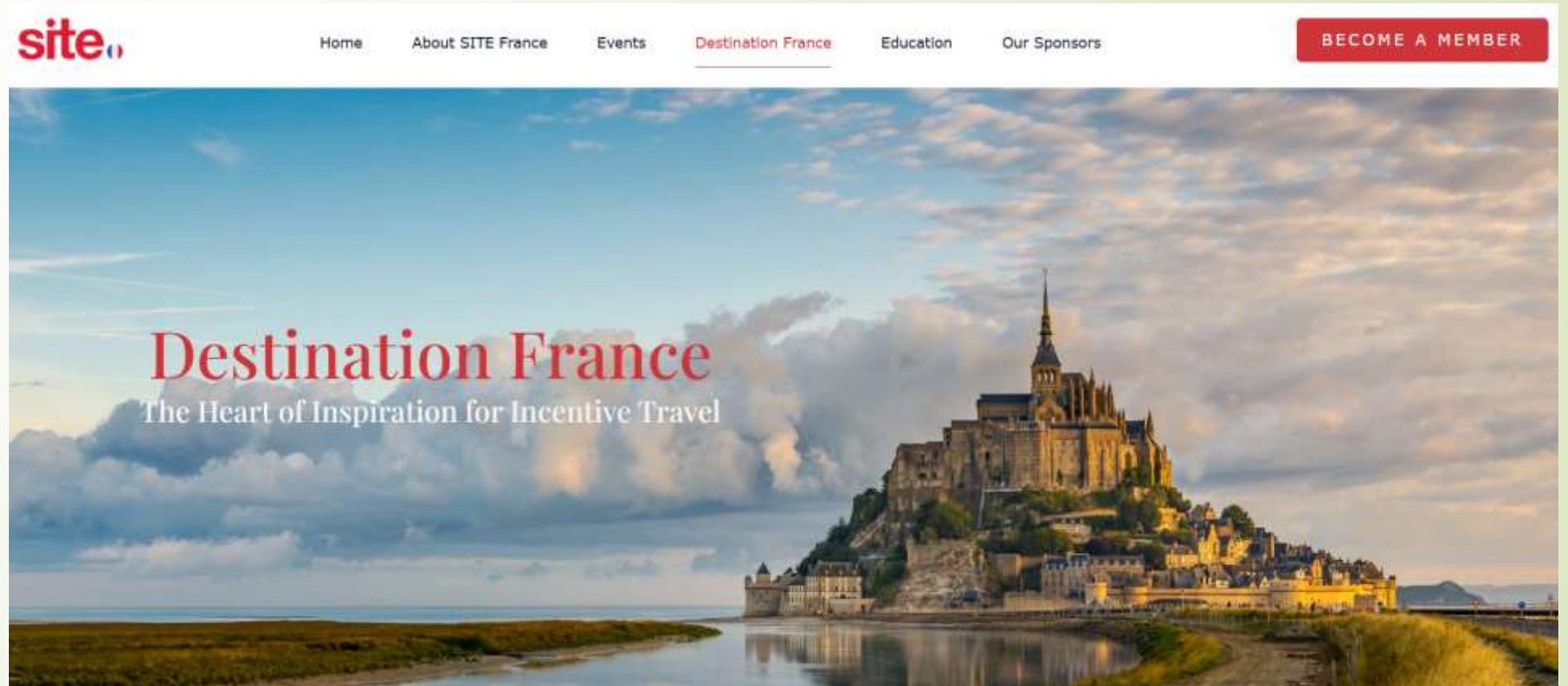
I HAVE THE HONOR TO SERVE AS PRESIDENT OF SITE FRANCE AND TOGETHER WITH OUR BOARD MEMBERS WE HAVE SET UP VARIOUS MEETINGS AND EDUCATIONAL EVENTS.

OUR GOAL IS TO EXCHANGE EXPERIENCES BETWEEN INCENTIVE AND MEETING SPECIALISTS OF DIFFERENT GENERATIONS AND BACKGROUNDS.

SITE FRANCE STANDS UP FOR RENEWAL AND SUSTAINABILITY AS WELL AS THE LEGENDARY FRENCH CORE VALUES OF CULTURE, GASTRONOMY AND CHIC.

<https://sitefrance.org/>

Breaking news : SITE FRANCE Web Site / Destination France



<https://sitefrance.org/>

Breaking news : SITE FRANCE Web Site / Sponsors



MARRIOTT

MARRIOTT HOTELS IS A RENOWNED GLOBAL HOTEL BRAND THAT PROVIDES LUXURY ACCOMMODATIONS, EXCEPTIONAL SERVICE, AND EXTENSIVE FACILITIES FOR BOTH BUSINESS AND LEISURE TRAVELERS.



CROWN PLAZA PARIS REPUBLIQUE

LARGE CAPACITY HOTEL FOR MEETINGS & EVENTS WITH 328 ELEGANT ROOMS AND 10 VERSATILE MEETING SPACES. NESTLED IN A HISTORIC BUILDING DATING BACK TO 1866 BLENDING HISTORICAL CHARM WITH MODERN LUXURY.



RADISSON HOTELS & RESORTS

RADISSON HOTELS IS AN INTERNATIONAL HOTEL CHAIN OFFERING UPSCALE ACCOMMODATIONS AND SERVICES IN KEY BUSINESS AND LEISURE DESTINATIONS WORLDWIDE.



ATOUT FRANCE

ATOUT FRANCE IS THE FRENCH TOURISM DEVELOPMENT AGENCY RESPONSIBLE FOR PROMOTING FRANCE AS A PREMIER TRAVEL DESTINATION AND SUPPORTING ITS TOURISM INDUSTRY.

<https://sitefrance.org/>

Breaking news : SITE FRANCE Web Site : QR Code



<https://sitefrance.org/>

In the name of all...



Thank you for your support and trust!
Merci pour votre soutien et confiance !

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