

# UNICEO

UNITED NETWORKS OF  
INTERNATIONAL CORPORATE  
EVENTS ORGANIZERS

The international association for  
Corporate Event Leaders



United for **our events' excellence**

[uniceo.org](http://uniceo.org)

# When life gets harder **unite to be stronger.**

In these turbulent times, your volume of work increases under constant pressure, you need to find relevant strategies to design creative stakeholders' experiential activities, manage reduced teams remote, defend the value and rationale of experiential marketing activities, trade shows, educational events and your own events often constrained by reduced budgets, whilst taking into account compliance matters CSR, integrating digital technologies, facing the challenges of AI...

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**A reliable peer network** is the best answer to your professional needs in turbulent times.

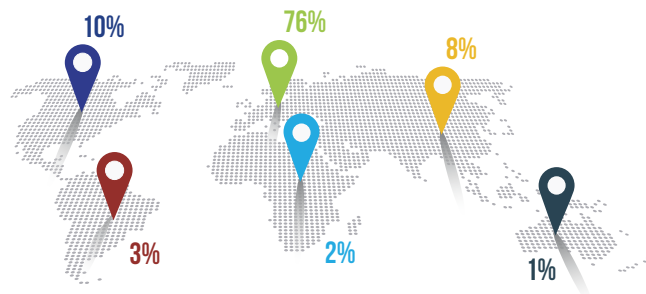
By relying on a **solid and multicultural professional network**, I can adapt to a world in perpetual change.

## OUR MEMBERS

Our members primarily hold management roles, having **leadership positions** (CMO, CCO, Communications, Marketing, Human Resources, etc.) and responsibility for planning and organizing internal and public, B2B and B2C events (conferences, conventions, seminars, training, incentives, exhibitions, etc.) primarily for **large companies and professional associations** in Europe Asia and America.

Members are selected based on their **role, professional background, and perimeter of influence**. Each application is pre-approved by the Steering Committee, composed of Founding Members.

## OUR REACH



UNICEO Members are present in 35 countries and represent many companies from medium-sized to blue chip.



A network bringing together decision-makers with similar needs and levels of responsibility.



We believe in the power of events  
to **communicate** messages, **engage** stakeholders  
and **improve business performance**.

## THE NETWORK

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A non-profit international association structured with a **Think Tank** and **Communities of Practice** that live and evolve in-line with Members' needs and contributions and Partners' support.

## OUR VISION

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A participative platform where leaders meet face to face to share experiences and knowledge around a vision: **give events and experiential marketing a central place in the strategy** of organizations, by improving engagement and stakeholders' experiential journey, and preparing a launch pad for the birth and training of tomorrow's leaders.



## OUR MISSIONS

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- 🎯 **Highlight the strategic role of People in the Performance of organizations** mainly through Live Communication, a key vector to develop brand positioning, trust and engagement.
- 🎯 **To Promote Members' talents** by facilitating access to educational supports (conferences, studies, training sessions, etc.) that allow the sharing and development of their skills.
- 🎯 **To Promote & encourage** the exchange of ideas, experiences and knowledge among Members in a protected environment that enables creativity.

*UNICEO is the only international organization bringing together, in a global network, corporate and association leaders responsible for live communication and experiential marketing.*

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NETWORK | INNOVATE | POSITION | LEARN | SHARE | BUILD | LEAD





## Our values

UNICEO grows through **sharing, trust & confidentiality** of relationships between members.

### Authenticity - Transparency - Trust

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**Trust** is the founding pillar of UNICEO and the fruit of genuine relationships among Members who share the same passion for Corporate Communication and who perform similar non-competing functions. This trust is reinforced through relationships based above all on the sharing of useful knowledge, and a link with Partners which excludes a purely commercial approach.

### Confidentiality

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We ensure all members can communicate and exchange with confidence through **a secure and private network** where direct advertising is not allowed. We do not share, sell or lease any kind of information about Members.

### Diversity

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The richness of our association is the result of the diversity of origin, sector of activity, education and experience of Members.

### Sharing, friendliness

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UNICEO is primarily a platform for **peer networking**; peers with whom you can trade with **confidence** and you can count on; a place to share information and experiences where mutual respect and listening prevail between stakeholders **without distinction or hierarchy**.

### Innovation

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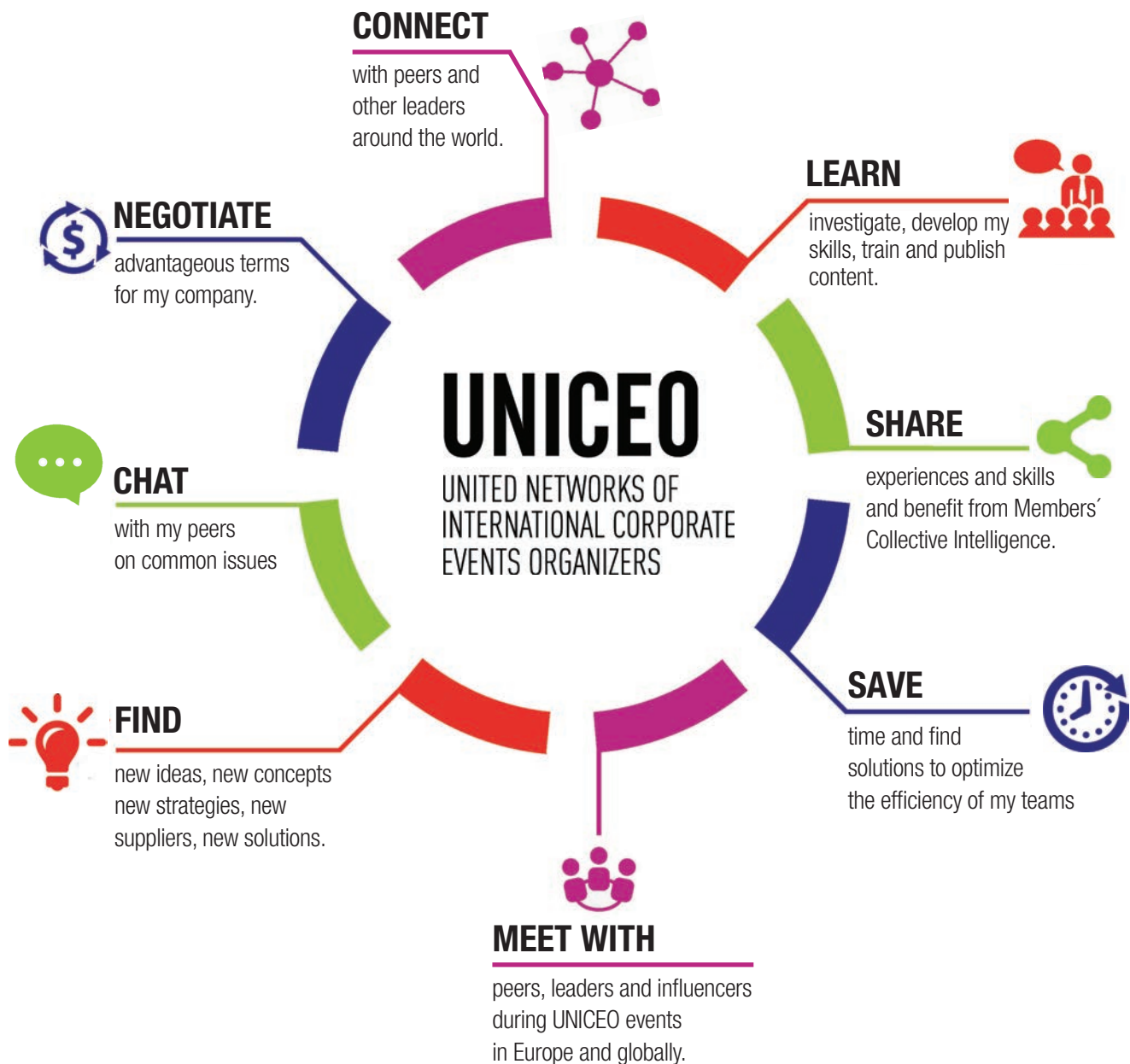
Innovation is in our members' DNA and at the heart of all our activities.

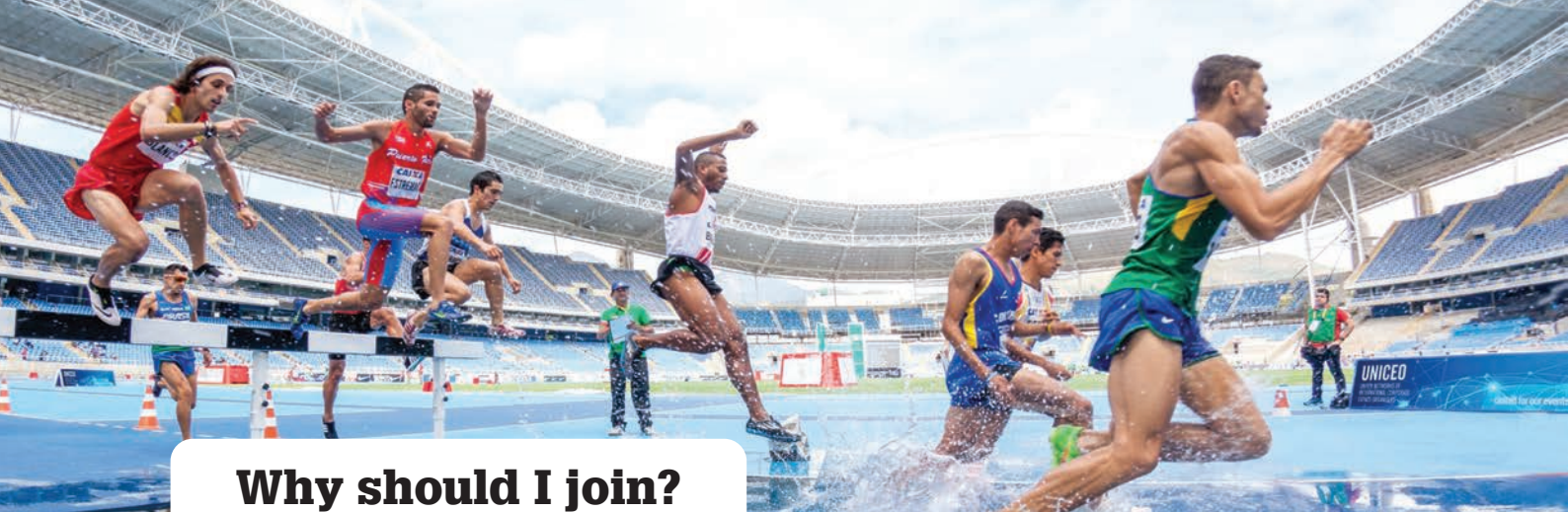
# Why should I join ?

In a global environment, a network of leaders is one of **the most powerful accelerators of success**. It allows you to remain competitive, improve your knowledge, find new ideas and identify threats and opportunities in your activity sector or even find new partners and customers.

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By joining UNICEO, I become part of an **influential network of corporate event leaders**.





## Why should I join?

UNICEO is the **best solution**  
**to optimize my growth potential.**

### 🎯 Calling upon the **Collective Intelligence**

.....  
of Members to acquire new skills and valuable information necessary for my development, a better engagement and efficiency of my teams, and the improvement of my events strategies.

### 🎯 Enhancing **my skills**

.....  
I have access to **quality training opportunities** and to advice from experts to optimize my skills for a better knowledge of event communication and experiential marketing.

### 🎯 Accessing **quality information**

.....  
In a **private and secure space**, Members can present and share interesting ideas as well as easily searchable and useful information from **reliable sources**. The main source of quality information comes from the network Members Collective Intelligence and Expertise.

### 🎯 Becoming part of an **Influential Network**

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I have access to a group of influential leaders with strategic responsibilities in a large number of global organizations



Becoming a UNICEO Member means having **access to priceless human capital, knowledge and information** that contributes to the success of my events and career.

### 🎯 Broadening and **strengthening my network**

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By joining the association, I meet with **new people** and **reinforce** relationships with my national and international counterparts thereby **increasing my leadership** in my company and in my sector of activity.

### 🎯 Expanding **my brand impact**

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Being a Member contributes to my **company brand positioning** in the international business ecosystem. My UNICEO Member card also gives me access to very special offers to attend conferences, education programmes, trade shows, etc.



### 🎯 Staying **informed**

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I gain access to **reliable, practical, objective** and **up-to-date information** about my role, the industry issues, developments and trends. I am also **invited** to take part in all UNICEO events.

### 🎯 Boosting **my career**

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By joining UNICEO, I'm positioning myself within a network of influential leaders to acquire new skills and expand my network, opening the door to new opportunities to boost my professional career.

# UNICEO **activities**

Activities are designed **to find practical and efficient solutions** to your needs through interaction with other Members and experts in an environment conducive to exchanges: friendly and professional.

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Most of our activities are designed **by Members** and **for Members.**

UNICEO activities are designed to **facilitate interaction between Members** and contribute to their **events' success.**

### 🎯 UNICEO “International Congress”

UNICEO Congress brings together Members, peers and Partners for a **combination of Experts Insights, Collective Intelligence and Networking activities** in a smooth-flowing working environment.

### 🎯 UNICEO “Leaders Meetings”

**Think Tank and Communities Members** meet to share and exchange around hot topics with Partners and Experts during breakfasts, lunches after-works or dinners organized in major cities throughout Europe and globally, **in-person** but also **online.**





UNICEO activities are designed to **facilitate interaction between Members** and contribute to their **events' success.**

### 🕒 “Destination Experiences”

**Journeys** where Members discover high potential destinations for their company corporate events and for UNICEO Congress while they meet and share with local Members.

### 🕒 Conferences, Forums

UNICEO members meetings (online, in-person and Hybrid) are also held within the framework of international trade shows. Our Members regularly **lead conferences**, conduct **debates** and roundtables and position themselves as experts in topics related to their roles.

### 🕒 Focus Groups and Mentorship programmes

UNICEO Focus Groups bring together Members, peers and Partners to work on a specific project as experts, gaining visibility and positioning in different Corporate fields sectors. You can also participate to UNICEO Mentoring programmes to help juniors to developing their careers.

### 🕒 Live Communication Awards

They recognize the “Live Communication” projects that are better integrated into the organizations strategy. They are judged by a Jury composed by corporations top management, UNICEO Members and peers.



## CONTENT PRODUCTION

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UNICEO is also a **laboratory of ideas**; we regularly produce content for the media through opinion pieces, studies, white papers, etc. Studies are realised in association with Members and Thought Leaders within the selected topic.

UNICEO produces several white papers such as:

- “**Risk Management & Duty of Care** for corporate and association events.”
- “**The strategic role of Live Communication** to reach businesses performance”.
- “**Engaging your participants** in a VUCA World.”
- “**The ROI factor** in a Human to Human environment.”
- “Using **Artificial Intelligence** and **New Technologies** for better corporate events.”



## INFORMATION - MEDIA

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**Live Communication Observer** is an international media platform dedicated to UNICEO Members, their peers and all those involved in the Corporate Events, Live Communication and Experiential Marketing sector. Members can read, write or share contents of interest on preferred topics.

## EDUCATION

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Our Members update their knowledge participating in sessions based on **learning through the pooling of participants' knowledge and experiences** and focused on hot topics such as: *measurement, engagement, sustainability, compliance, mobility, leadership, security, strategy, digitalization, marketing & communication, technologies, logistics, CSR, etc.*







## UNICEO Congress

A **unique moment** to share with **the right people**  
to discover **new solutions** for more **successful events**.

### ABOUT

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“**ELEVATE yourself - your teams - your events**” is a unique opportunity for attendees to **be inspired, learn, share** experiences and **interact with international peers** and experts and taking advantage of the **network collective intelligence** to update their knowledge.

### OBJECTIVE

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Participants attend to **update their knowledge** on event trends and tools, **find inspiration** and new ideas, discuss the future of events and **strengthen their network** in a **warm working atmosphere** that facilitates interactions.

### INNOVATIVE MIX

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A well balanced mix that **boosts communication and interaction** among participants: interactive sessions where they can capitalize on their collective intelligence to build their future solutions and onstage talks/debates to enrich these discussions and open new paths.

### A TRUSTED ENVIRONMENT

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that takes into account the **confidentiality**, protects participants **privacy** and offers **exclusivity** in a **warm and pleasant atmosphere**.

During the Congress, we benefit from  
**the power of our Collective Intelligence**  
**to overcome the challenges** that confront us.

## LEADING EXPERTS

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**Speakers, moderators** or **experts** are mainly selected among Members or Partners. Opinion leaders, CEOs, CMOs and other leading experts are also welcomed to strengthen and inspire our debates and working sessions.

## HOT TOPICS

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**We build the content around you** and around your professional interests: the program is created based on an **extensive Member survey** and deep interviews with Members and thought leaders.



**Innovative formats**  
to maximize interactions

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Peers **collective intelligence**  
to find the right solutions

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Leading experts  
on **hot topics**



# UNICEO **Academy**

UNICEO Academy offers you a unique opportunity to develop professionally and personally to **highlight your talents** and contribute to a **better recognition of your role**.

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We believe that effective learning is based above all on the **sharing of experiences** and an **experiential approach**.



## UNICEO Academy

To **emphasize** the importance of corporate events in corporate communication and marketing strategies, and as **tools to improve business performance**.

### CONTRIBUTORS

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- **Universities** and **Management Schools**
- **UNICEO Members** and Experts
- **Politicians** and Opinion Leaders

### ACADEMY PARTICIPANTS

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- **UNICEO Members**, their peers, their team members
- **Senior managers** from other sectors
- **Students** in marketing, communication, management.
- Destinations and suppliers

### OBJECTIVES & MEANS

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For UNICEO Members, participating in these training and influencing programs is an ideal opportunity to **improve their professional visibility, position their personal brand**, acquire new knowledge or update it, and **advocate a better recognition of their role**.

Actions are carried out through:

- Conferences - Round tables
- Master classes
- Strategic and sectoral studies
- Specialized articles
- Leaders Meetings, Focus Groups, Mentor Programmes.





## Live Communication Awards

**Inspire** your peers with your events  
and **get inspired** by theirs to create better events

### ABOUT

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Live Communication Awards **celebrate performance through event excellence** and reward the most stunning creative, sustainable, effective corporate and association Live, Hybrid or Online Events of the last 12 months in the EMEA region.

### CATEGORIES

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- Best Participant Experience
- Most Innovative Event
- Best Hybrid Event
- Best Sustainable Event
- Best Event of the Year

### THE JURY

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The Jury is composed of UNICEO Members and decision-makers from Leading Associations and Corporations.

### WHY ATTEND ?

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- 🕒 **Show your expertise** to your peers to experts and to influencers, **inspire and be inspired**.
- 🕒 **Position** your work, yourself and your company in the media.
- 🕒 **Help demonstrate the strategic role of events** as vectors of performance.





# Hexagonal Systems

Community Management Solutions



Imagine, organize, ... build tomorrow!

Community Management made easy !

[hexasys.ch](http://hexasys.ch)



## Live Communication Observer

A **collaborative** and **multi-source** platform  
to find **useful solutions** to build performance  
through Live Communication.

### ABOUT

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Live Com Observer© is a publication, **co-written by UNICEO Members and experts** and that tackles all key topics related to Live Communication. Its aim is to propose readers a **global vision** on Live Communication and Experiential Marketing, **practical solutions** for corporate event strategy, and a **vision of the future** through UNICEO Think Tank researches results.

### THE AUTHORS

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Live Com Observer© is co-written by a group of UNICEO Members and Experts on the selected topics coming from corporations, associations, business schools or institutions.

### THE MISSION

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Live Communication Observer © strongly advocates for the importance of Human in corporations and the vital role of Live Communication in the Marketing Mix.

### THE CONTENT

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Readers will find resources, keys, inspiration, knowledge, information on the following topics among others.

- MEASURING THE EVENT ROI
- ENGAGING PARTICIPANTS
- EVENT MARKETING
- EVENT FORMAT
- DIGITAL INTEGRATION



# LIVE COMMUNICATION OBSERVER

2026 *Edition*



# Why should I become a Partner?

When you become a UNICEO Partner, you immerse yourself and bring your expertise to a community of decision-makers, most of them being your potential clients. **Although you will not be able to perform direct sales actions** you will have the chance to **network** with your potential clients and **build new relationships, find out what they need** and **talk about your solutions** while sharing your expertise.

.....  
By becoming a UNICEO partner, I find myself **at the heart of my clients' decision processes.**





Our partners **accompany us in our growth**, are **key players** in our activities and **vital supporters** of our development.

## OUR APPROACH

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Interactions between Partners and Members are focused on content and experience sharing.

- 🎯 **Partners selected** to provide Members not only with financial support, but also with contacts and knowledge.
- 🎯 **We limit** the number of partners in order to build an environment that encourages networking.
- 🎯 **Members' privacy, our main priority:** we do not share Members' contact information.

## WHO CAN BECOME A PARTNER?

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- 🎯 **Global and Regional Partners:** Destinations, venues for events, hotel chains, technological companies, airlines..etc.
- 🎯 **Universities** and Business Schools with which we carry out studies and organize conferences.
- 🎯 **Ambassadors:** they contribute to the organization of events, relations with members, secretaryship, ...etc.

And also: **Associations**, fondations, institutions and **Media**, written and online press, trade shows.





**UNICEO**

UNITED NETWORKS OF  
INTERNATIONAL CORPORATE  
EVENTS ORGANIZERS

Don't stay alone. Join us and discover...  
**the Power of Collective Intelligence.**

uniceo.org





# abu dhabi

Convention & Exhibition Bureau

## GET THE ADVANTAGE

Advantage Abu Dhabi's Meeting and Incentive 2.0 program provides more comprehensive destination-driven value-adds and enhanced experiences to incentivize corporate clients to select Abu Dhabi for their upcoming MICE events.

To find out more email:  
[MI-G@dctabudhabi.ae](mailto:MI-G@dctabudhabi.ae)