

mci group, a next-gen marketing platform is live

Geneva 19.10.2021. [mci group](#) is a holding and shared services group for branded portfolio agencies:

- ✎ black flower agency - event and experiential agency specialising in the luxury sector
- ✎ Dorier – audiovisual experience designers and content production
- ✎ HAGEN INVENT - live communication incentive travel and event agency
- ✎ insidery - consulting & market research agency specialising in marketing and sales performance
- ✎ Logos - global public affairs and communications agency
- ✎ MCI – global engagement & marketing agency
- ✎ Ovation Global DMC - global destination management services & event organisation

Discover all mci group ventures at www.mci-group.com.

Today mci group consolidates into a next-gen platform for marketing innovation and breakthrough communication in the digital age. The platform combines the talent, technology and creative power of its specialist agencies, communities, and ventures to form an interdisciplinary collective for the transformation and growth of brands and organisations.

mci group’s brands help associations, federations, brands, NGOs and governments to succeed in the relationship economy of the digital age through:

- ✎ Execution of creative & experientially focused strategies and contents for programs, campaigns and events
- ✎ Engagement solutions for the digitally empowered audiences & communities
- ✎ Accessing an extraordinary pool of passionate and curious talents



The platform enables clients to understand and embrace the extended value of services mci group offers to help them shape and share their future. Discover a comprehensive report on a group’s activities throughout the preceding

year: www.mcigroupannualreport2020.com

As a company with global and local reach, mci group has the means to accelerate change and to promote a more sustainable and inclusive society. Discover

more: www.mcigroupsustainabilityreport.com

Click on the image to watch the video



Sebastien Tondeur, mci group Chief Executive Officer

Sebastien Tondeur, mci group Chief Executive Officer, says: “With the fourth industrial revolution underway, innovation in technology and data today is redefining what will be possible tomorrow. Whilst communication remains the essential foundation for collaboration and the source of all innovation, the way we communicate is shifting. This will mean massive changes in business models of the relationship economy, impacting the need for transformation of how people work, collaborate and consume, the organisations create, innovate and sell and the world moves forward sustainably. We want to capitalize on & accelerate these next-gen market opportunities”.

For more information, please contact:

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About mci group

mci group is a next-gen platform for marketing innovation and breakthrough communication in the digital age. We’re powered by a global agency network of over 1,200 clients across 30 countries and have a 30+ year proven track record.

Our shared services platform combines the talent, technology and creative power of our specialist agencies, communities and ventures to form an interdisciplinary collective for the transformation and growth of brands and organisations.

To learn more, visit www.mci-group.com.