



Fostering your expertise and brand in relation with  
specific topic  
(renewables, water, waste, infrastructure,...)

Increase your  
market shares

Develop your  
reputation

**Road to COP22**

Strengthen Your  
Corporate Influence

Establish your own  
technologies

1

Presentation Tribunes Massolia – Green Growth Workshops

2

How we set up the workshop?



**More than 500  
professionals  
attended**



**7 workshops**



**27 speakers**



**Over 2 years**



## What are The Tribunes Massolia?

### Know-how

- Pioneer and leader of business communications related to energy, environment, water and waste in North Africa
- Ability to deal differently with each topic
- Great speakers and professional attendees

### Organization

- Registration, Catering, Video and Photos, Corporate Databases
- Promotion of Industrials in relation with business opportunities in North Africa
- Strong institutional support

**Promoting your business in relation with  
Infrastructure development needs**

### Media and Outreach

- +40 media appearances since 2012
- Business Press and Specialized Industry Media
- Websites, TV , radios in North Africa and International Press Agencies

### Professionals and Corporates

- To take advantage of combined high quality of massolia.com audience, mailing-list and social media presence
- Accurately target the professionals and corporates you want

# Our added value

High level speakers

1

Speeches and studies to present updated data and facts

Targeted audience

2

Targeted scheduling, strong communicating and professional services increase the quality of our public

Media & Press

3

Good relations with media and operations excellence ensure our partners to get the best results.

Benefits

4

These benefits and our communications know-how allow our customer to get maximal return in terms of visibility and business opportunities sourcing

1

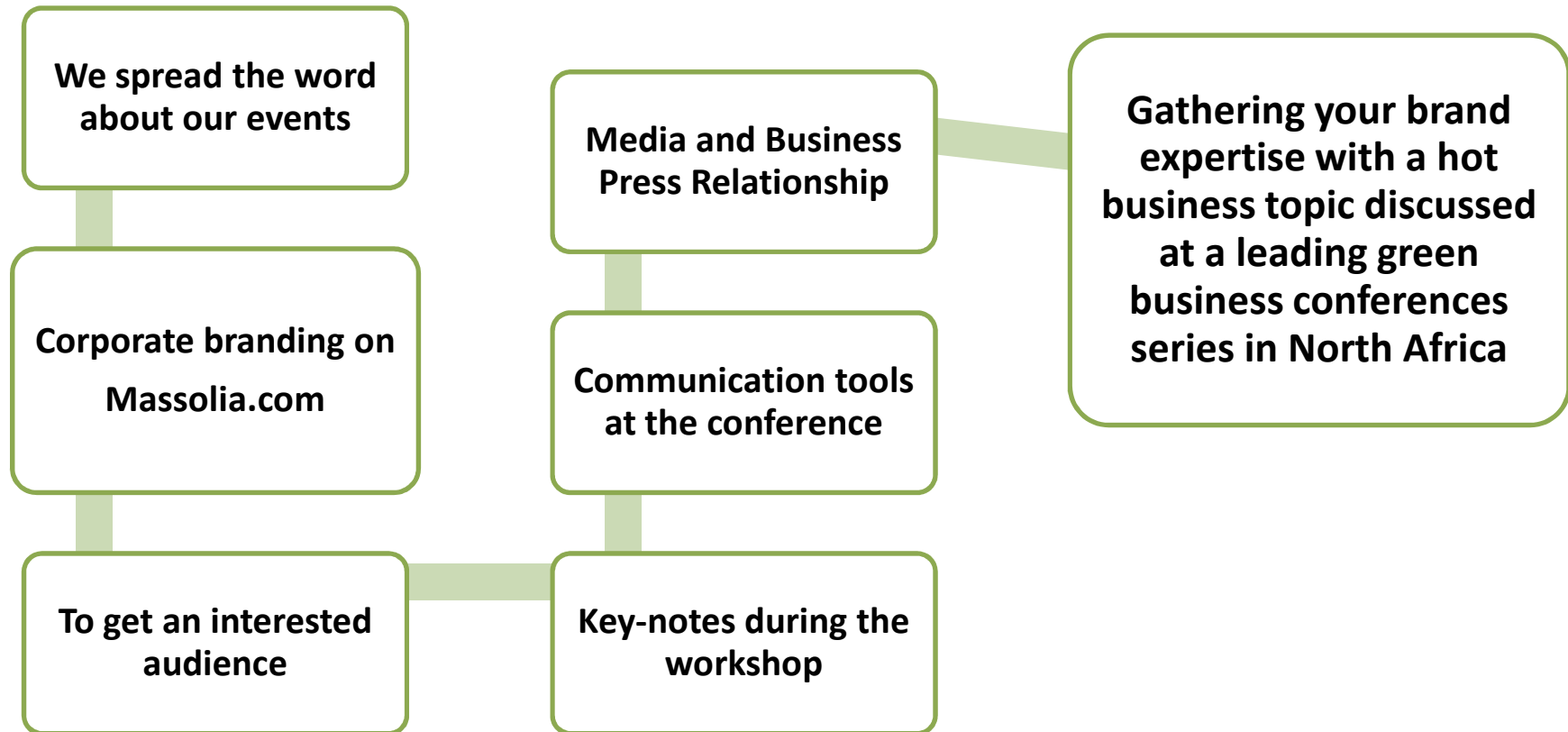
Presentation Tribunes Massolia – Green Growth Workshops

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# Your Promotion with Tribunes Massolia



## « Tribunes Massolia - Green Growth Workshops » - Topics in 2016

Choose a day	Choose a topic	How to deal with it	
09-feb-16	Energy efficiency in industry	Innovation	You have to make your mind 25 days before the determined day
23-feb-16	Industrial process : environmental best practices	Localized industrial development	
08-mar-16	Solutions for Smart and Solutions cities	Tertiary Sector applications	
22-mar-16	Green solutions for Agriculture	Sectorial focus	
12-apr-16	Renewables : Supply policy and industrial development	Institutional mibilization	
26-apr-16	Logistics and transportation : Environment is Money	Industry evolution	
10-may-16	Sanitation and Waste-Management	Regulation	

- 8h30 – Welcome Coffee: Keynotes – Attendees questions – Lunch Cocktail

### **Les détails de la scénarisation restent à discuter à votre convenance**

- Un représentant du monde universitaire/asso. professionnelle
- Un représentant du monde institutionnel
- Minimum Un représentant de l'entreprise partenaire

**Délai de préparation à prévoir de 25 jours calendaires**

**Possibilité de personnalisation des thématiques**

## Sponsoring Offers - « Tribunes Massolia - Green Growth Workshops »

		Frequencies , quantities and durations			
	Services	15 min in a workshop co-sponsored by another company	Specific targeted workshop (2 keynotes)	Specific targeted workshop (2 keynotes) + a keynote at each one of other 5	Specific targeted workshop (2 keynotes) + a keynote at each one of other 5
	Key-notes	1 On 5 total key-notes	2 ( at 1 workshop) on 5 keynotes (3 corporates/institutions)	7 = (2x1)+(1x5) on 30 total keynotes	7 = (2x1)+(1x5) on 30 total keynotes
<b>BEFORE WORKSH OP</b>	Editing advertorials on : <a href="http://www.massolia.com">www.massolia.com</a>	1	1	3	3
	Releasing advertorial on our Massolia Newsletter	0	1	2	3
	Publishing on Social Media pages <a href="http://social.massolia.com">social.massolia.com</a>	1	1	2	3
	Keynote at the Launching Press Event	0	0	1	1
	Logos sur Invitations (3 Mailings before Each Workshops)	0	3	18	18
	Priority invitations for your contacts	5	15	30	50
	Media-Training Arabic - French	0	1	2	3



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<b>DURING WORKSHOP</b>	<b>Standing Up Roll-ups</b>	1	3	<b>(3x1)+(1x5)</b>	<b>(3x1)+(1x5)</b>
	<b>Serving leaflets to attendees</b>	1	2	<b>(2x1)+(1x5)</b>	<b>2x1)+(1x5)</b>
	<b>Allusion at Welcome Note</b>	1	1	<b>6</b>	<b>6</b>
	<b>Dedicated Press Relationship</b> <a href="http://presse.massolia.com">presse.massolia.com</a>	1	1	<b>2</b>	<b>2</b>
	<b>Mini-booth at Workshop</b>	1	1	<b>6</b>	<b>6</b>
	<b>Welcome Drink – Closing Lunch Cocktail</b>	Yes	Yes	<b>Yes x6</b>	<b>Yes x6</b>
<b>ALONG THE WORKSHOP CYCLE</b>	<b>Videos broadcasted</b> <a href="http://videos.massolia.com">videos.massolia.com</a>	1	5	<b>10</b>	<b>10</b>
	<b>Transmitting attendees lists</b>	1	2	<b>6</b>	<b>6</b>
	<b>Brand marketing on</b> <a href="http://www.massolia.com">www.massolia.com</a>	0	0	<b>3 months on HomePage</b>	<b>12 months on All Pages</b>
	<b>Logos on Final ReportTM -RCV 2016</b>	Small	Medium	<b>Big</b>	<b>Big+</b>
	<b>Appearances opportunities on Internet</b>	Around 14000	Around 40000	<b>Around 190 000</b>	<b>Around 670 000</b>
	<b>Appearances opportunities at Workshops Conférence</b>	Around 60	Around 180	<b>around 450</b>	<b>Around 450</b>
	<b>Dhs HT</b>	<b>25 000</b>	<b>66 000</b>	<b>199 000</b>	<b>299 000</b>
	<b>Eur Nets</b>	<b>2500</b>	<b>6600</b>	<b>19 900</b>	<b>29 900</b>

## Our former events:

<http://www.massolia.com/a-la-une/tribunes-massolia-bilan-des-realizations-7-conferences-531-professionnels-27-intervenants/>

## Some of our business cases:

<http://success.massolia.com/>

## Our papers, sorted by topics :

<http://www.massolia.com/mots-cles/>

## When the press speaks about us:

<http://presse.massolia.com/>

## Contact Us:

[contact@massolia.com](mailto:contact@massolia.com)



Thank You