

Portfolio

2024

LULU



**20
ANS**



LULU, IT'S...



Mirella Di Blasio,

Founder

President and Creation Director

Colourful entrepreneur with many hidden talents

Instructor and Event Conference Expert

LULU, IT'S ALSO...

TWO ANTENNA, MONTREAL AND NICE

Two teams, one heart

International logistics and production

20 years of expertise



"On two continents..."

"With European and American roots, our founder has always surrounded herself with a delightful mix of employees from Quebec and France. It was therefore natural that this diversity also be reflected in the choice of our locations. Discover Lulu, a Quebec-based company subtly combining French elegance with Quebec creativity and good humor."

The Lulu Family

Event Planning

Excellence since 2003

With over 140,000 hours of flight time

Consistent creativity aligned with the brand

Serving the DNA and client objectives

Producing memorable experiences

Guests are talking about it!

Connected to technology

From in-person to virtual

Tailored sponsorship plan

Impactful ideas to highlight partner engagement

**Anne
Saragossi**
Agency Director Nice



**Vanessa
Lemercier**
Production Director



**Chayenne
Jimenez**
Event Coordinator



**Sarah
Verdier**
Event Coordinator



**Maxime
Guermeur**
Operations Director



**Mona
Menassa**
Production Director



**Herschelle Francesca
Jourdan**
Event Project Manager



**Juliette
Dubreuil**
Event Coordinator



The Lulu family.

Communication

**Pierre D.
Martin**

Senior Associate, Finance and Operations



**Jérôme
Mongeau**

Marketing Project Manager



**Marie
Muzet**

Communication Intern



**Loan
Claquim**

Communication Intern



Event Communication

Client-centric strategy

Brand Image

Notoriety and growth

Multi-platforms

Article writing, press releases, social media management

SEO

Accessibility and discoverability

The values Lulu

AUDACITY

CARING

FRANCHISE

INTEGRITY



Our Vision

We know how to ask the right questions,
To align our ideas with your objectives.

More than just smoke and mirrors,
We possess a true gift of ubiquity by perfectly
combining strategy and creativity.



Our services

CONGRESSES |

GALAS |

SEMINARS |

FUNDRAISING |

FESTIVE GATHERINGS |

PRODUCT LAUNCHES |

STREET MARKETING |

VIRTUAL EVENTS |

TEAMBUILDING |



Our Events...

PRESENTIAL |
HYBRID |
VIRTUAL |



Customer SCALE AI

6 months of production

20 countries represented

2,300 in-person attendees

+5,000 online viewers

78 partners

100 start-ups

170 speakers

150 smiles on the ground





Customer

SFL DES JARDINS

A congress for 800 financiers

Annual launch

24 hours of continuous events
(conferences, workshops, gala, and party)

Extraordinary scenography with an entrance
on stage through an oversized screen

Advanced audiovisual technique with
multimedia integration of various contents





Customer

GENERAL CIVIL AVIATION AUTHORITY



For this event

Turnkey project in only 45 days of production

Transformation of the Palais des congrès in 72 hours

300 field staff and 35 employees worldwide

193 countries represented | 1,200 guests

Creation of the Dubai Museum of the Future in 7 weeks and handmade decor

Mapping and live flight





Customer

L'ASSOCIATION DES FEMMES EN FINANCE DU QUÉBEC

GALA LES TALENTUEUSES

Unmissable finance industry awards ceremony

500 attendees

Comprehensive management since 2009

Production of video capsules for the laureates
(scriptwriting, interviews, and motion design)

Creation of engaging content

Different scenographies and concepts every year

Renowned hosts to inspire and engage guests





Customer CORPORATE DAY

500 attendees from around the world

Full logistics: transportation, accommodation,
registration

Utilization of a mobile application

24-hour concierge service during the event

Morning : *Kick off sales*

Afternoon : team building

Evening gala



COME SHINE YOUR COLORS



Customer

FONDATION Y DES FEMMES

Creation of a partnership plan

One gala hall and two adjacent rooms for activities

Emphasis on authenticity, connection, and human interaction

Reinventing the gala/fundraising formula

Reimagined networking activities to facilitate 'organized' exchanges (panels and speed dating)

Impact of women's testimonies through their broadcast via individual headphones





Customer

AIR TRANSAT | The Flight of Santa Claus

Six editions with Transat for the Children's Wish Foundation

Children with illness and their families are invited to find Santa Claus at the North Pole

3 simultaneous events in 3 different cities (Montreal, Toronto, and Vancouver)

Various fun activities to entertain children at the boarding gate





Customer JURIPOP

Charity banquet

Original ideation and integration of sponsors

Transposing Juripop's values

Equity through shared dishes

Accessibility promoted by the proximity to speakers on 4 stages instead of one





Customer

SCLÉROSE EN PLAQUES POUR TOQUÉ

Fundraising: Turnkey project

Under a "neon" theme, words representing SP: Action, Impact, and Audacity find their place

Testimonial activation during the cocktail hour through videos and headphones

Central main stage to encourage closeness

"Modern" staging; goodbye to white tablecloths





Customer

MINERAL DE FER QUÉBEC

PHASE II LAUNCH

Complete transformation of a warehouse in an active iron mine in the far north of Quebec

Stage set up on a 32.8-foot-high dump truck

Chartering of aircraft for the logistics of guest and press travel

Live broadcast of a blasting





Customer

LES FILMS SÉVILLE

Organizing the New Year's wishes ceremony for over 10 years

Reinvented Christmas, with a 10-foot-long Yule log and Christmas trees transformed into evening gowns

Surprising every year

A new venue to be discovered by guests at each edition

A musical artist who has made an impact during the year, for a surprise performance awaited by all





Customer

Lulu Événements

Booth at the trade show Expériences les Affaires

Custom-made, with a futuristic and purple-tinted look

The objective: breaking the norms

Demonstrating Lulu's strength: useful creativity





Customer MÉTRIE

The client's objective: to make the various products the heroes of the evening

Doors turned into tables

Moldings became centerpieces

Hinges used as place card holders

Rosettes transformed into serving trays





Customer CLARINS

Virtual product launch

Event production at Lulu Studio

Clarins brand ambassador: Laurent
Duvernay-Tardif

Production of video capsules

Customized event





Customer MAGAZINE VÉRO

Magazine unveiling

Total immersion with full-text
printing on the floor

Magazine cover presentation on a
50-foot-high screen



Customer

SOPEXA | VINS DE PROVENCE

Custom booth creation

Activation during the Francofolies de Montréal festival

An immersion in Provence for a rosé break

Turnkey ideation and management





Customer ADDENDA CAPITAL

Complete conceptualization of the customer experience, from creation to personalized meal and gift delivery

Private culinary demonstration by David McMillan from Joe Beef restaurant

Use of an interactive platform enabling organized networking among guests

A creative event designed to impress, especially through a VIP experience

75 participants via a Quebec-based platform





Customer

FIERA CAPITAL

Live broadcast

Speech delivery through Vmix

1 master of ceremonie

12 live speakers

2 studios

650 participants worldwide

1 general stage manager

15 crew members in control room



Customer

GRAND MANUFACTURIER

100% virtual event with nationwide broadcast

A creative event designed to engage an audience during a pandemic, akin to a Netflix production

The strategic plans of the various departments of the company themed after Marketing, Suits, Queen's Gambit (to determine future strategies), etc

3/4 of the event pre-recorded in the form of video capsules

Ideation and turnkey management





Customer PRESTILUX

Organization of the annual gathering of sales and marketing teams

Reinterpretation of Netflix codes for the event

Creation of 6 movie sets for the production of 6 short films by Prestilux employees

Award ceremony inspired by the Oscars





Customer

GARDA WORLD

Wine and food pairing

A tour of 4 contemporary art galleries

Cultural epicurean team-building activity

This workshop fostered collaboration, communication, and idea sharing in a relaxed and stimulating environment



"THE AGENCY THAT NEVER SLEEPS!"

THEY TRUSTED US:

entertainmentOne

SOPEXA

HOPSCOTCH GROUPE

 **AFFQ**
ASSOCIATION DES FEMMES EN FINANCE DU QUÉBEC
ASSOCIATION OF QUEBEC WOMEN IN FINANCE


METRIE
—
L'ART DE LA FORME

MALLETTE
Société de
comptables professionnels agréés

GARDAWORLD

الهيئة العامة للطيران المدني
GENERAL CIVIL AVIATION AUTHORITY



**MONTRÉAL
CENTRE
—VILLE**

 **FONDATION Y DES FEMMES
WOMEN'S Y FOUNDATION**
M O N T R É A L

SCALE | **AI**


FIERACAPITAL

 **Air
transat**

GUERLAIN

 **Desjardins**

 **PRESTILUX**

ACADEMY
OF CANADIAN CINEMA & TELEVISION

 **ACADÉMIE**
CANADIENNE DU CINÉMA ET DE LA TÉLÉVISION

Recognition and recommendation



Winning Agency in the Category

"Best Corporate Event \$350,000+"



« La pandémie a obligé la plupart des organisations à repenser la façon de faire de l'événementiel. À l'OTIMROEPMQ, nous devions trouver le meilleur moyen d'assermenter nos nouveaux gradués de la profession en virtuel, dans un court délai, tout en leur offrant le moment solennel que mérite cet important moment de leur vie. Mona Menassa et l'équipe de Lulu Événements ont su relever le défi et trouver des solutions pour chaque situation complexe rencontrée. Merci de votre implication, de votre professionnalisme et de votre support ! »

Maude Bujeault Bolduc

Directrice des communications



Montréal, le 7 janvier 2022

Objet : Recommandation de Mirella Di Blasio et de l'agence Lulu événements

Madame, Monsieur,

Je travaille avec l'équipe de Lulu événements depuis de nombreuses années déjà. Notre collaboration a commencé en 2012, à l'époque où je travaillais chez Transat et que nous organisions annuellement le Vol du Père Noël en collaboration avec la Fondation Rêves d'enfants. J'ai eu de nouveau la chance de travailler avec Mirella Di Blasio et son équipe en 2021 pour la soirée de fin d'année de Sphère Média qui fut unanimement déclarée un succès !

L'équipe de Lulu se distingue par son sens créatif, sa rigueur et sa capacité d'adaptation. Dans le cas de notre événement 2021, Mirella et son équipe ont su nous guider dans la conception de notre événement jusqu'à la réalisation le soir même, le tout dans un contexte bien particulier qu'est celui de la pandémie dans laquelle nous sommes plongés depuis 2020.

J'ai eu la chance de côtoyer plusieurs membres de l'équipe de Lulu au fil du temps, autant Mirella Di Blasio que des chargés de projets et coordonnateurs. Peu importe la personne avec qui j'ai travaillé, je peux affirmer que tous les membres de l'équipe ont des qualités communes : professionnalisme, efficacité, polyvalence, en plus d'être tous ultra sympathiques.

C'est donc, pour toutes ces raisons, que je recommande sans aucune hésitation Lulu événements à quiconque souhaiterait utiliser ses services pour l'organisation et la coordination d'un événement.

Veuillez agréer, Madame, Monsieur, mes salutations distinguées.

Directrice, Communications et Marketing
Sphère Média
mcsavard@spheremedia.ca

Certificats de reconnaissance

الهيئة العامة للطيران المدني
GENERAL CIVIL AVIATION AUTHORITY



Certificate of Appreciation

This certificate is awarded to
Mirella Di Blasio
Lulu Events

in recognition of your management and inspirational leadership which was instrumental to the success of the UAE Reception held on 28th September 2019 during the ICAO 40th General Assembly. As the contracted event management company, Lulu Events demonstrated a level of personalised customer care, teamwork, flexibility, coordination and attention to detail that surpassed expectations. The professional and passionate approach of your team turned our wishes into realities and resulted in a truly stunning and memorable event that showcased the best of the UAE.

Ismaeil Mohammed Al Blooshi
Assistant Director General
Aviation Safety Affairs
General Civil Aviation Authority



Montreal, February 28th, 2022

Lulu Evenements Inc.
311-4398 Boul. Saint-Laurent
Montreal, Qc
H2W 1Z5

2021 Best Supplier Recognition

Dear Lulu Evenements Inc.,

As we move faster towards our goal of creating [redacted] for all our stakeholders, it is essential that we continue to work with top class suppliers like you who want to embark on this journey with us and help support the evolution of our business.

As a valued partner of [redacted], you have contributed significantly throughout the year and demonstrated your commitment by taking on new challenges and driving us forward all while upholding our values and culture.

I am delighted to inform you that Lulu Evenements Inc. has been chosen as one of [redacted] Top Suppliers, for making significant contributions to advancing and supporting our key initiatives, while always meeting our needs in a fast and efficient manner. You were resilient, solution oriented, went above and beyond to provide new, creative & innovative ways to communicate our strategy and key messages.

On behalf of [redacted], I thank you and your team, for your commitment to our business as we seek to capitalize on the opportunities that are transforming our industry.

Looking forward to continuing to work together and be part of the change for [redacted]

Yours sincerely,

Who is Lulu?



© Jo Ham

Our mascot, distributor of happiness!

In some cultures, the rabbit is a symbol of abundance and hard work. In Lulu's culture, it's the same story! It's a bit of our lucky charm, bringing with it that touch of madness we love so much, and it gladly earns a well-deserved goodwill!

CONTACT US

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"THE AGENCY THAT NEVER SLEEPS!"

Lulu événements

Event Portfolio

2024

