

STRASBOURG ÉVÉNEMENTS



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EVENTS NEWSLETTER

editorial

“ When it comes to the Nato Summit, it is obviously very tempting to write: mission accomplished! Three weeks of intense preparation, a two day-long summit, extreme quality requirements, unbelievable security instructions, 48 hours on-call, several hundred technicians working night and day for almost two weeks, and in the end the meetings happening without a single hitch. Once again the Strasbourg événements teams were able to meet our commitments for quality and customer satisfaction.

But already we need to move on from what will remain «the» biggest event hosted on our site since it was opened in 1974 and ensure that we are able to handle the numerous events which will take place between now and the summer with the same skills and friendliness. The experience acquired during that exceptional event is the guarantee that we will be able to provide all our customers with warm attentiveness, technical efficiency and the desire to ensure that their event is a success.

”

Alain WEBER,
Chairman of
Strasbourg événements

SPECIAL EDITION

"NATO SUMMIT"

Summit - Sommet - Gipfel 3/4 - IV - 2009

STRASBOURG KEHL





interview with...

Serge Hervy, General Coordinator of the 24th Nato Summit

French Ministry of Foreign and European Affairs,

Technical expert for the protocol service for international conferences and official travelling

“ Personally, I see the Nato Summit as a success. ”

From our first visit to the 2 facilities in Strasbourg - the Convention centre and Exhibition park, I knew exactly **how the Summit would be set up**.

During our day of reconnaissance, I got out an initial *Autocad* plan of the setup for the Summit. The locations offered suitable surface areas, volumes and access, unlike the European Parliament building which we had reconnoitred earlier on and did not fulfil all our requirements.

From the outset, I appreciated the wonderful sense of responsibility of the Strasbourg événements teams and their real professionalism.

The Summit was really **a collective success** thanks to a group of experts. I was only responsible for the overall coordination. Top professionals in their field, among whom: *M'events agency* run by Marc Zeitoun for the fittings, with the support of Fabrice Imbrosciano, architect DPLG who gave a colour and a tone to the entire event ; *Area Etudes Nantes agency* run by Jean-Claude Lemasson for electricity/energy ; *L'informatique communicante* represented by its director Eric Nizard for IT, slack current and telecommunications.

By definition, there is no comprehensive list of specifications for such an event. The key factor is the experience which enables us to anticipate the potential requests for this kind of **high-flying international meeting**. For example, providing for a number of meeting rooms, presidential offices, etc. The inherent difficulty here was the «four-headed» nature of the event, with organisational decisions coming from 4 authorities: Germany, France, Nato and the USA.

The real achievement was actually fitting **50,000 m²**, in record time, in the Convention centre and Exhibition park, as well as the fittings in various locations across the city: the airport, Zénith, Ircad hospital, Palais Rohan, the Two Shores footbridge: altogether **100,000 m²** were **prepared in a fortnight!**

Including, for example, the installation of a radio antenna with a range of 70 km radius... on the spire of the Cathedral and in Baden-Baden.

My forthcoming events to prepare for: the France - Africa Summit in Egypt, a Francophonie summit and the G20 Summit in 2011.





interview with...

Fabrice Imbrosciano, DPLG architect, in charge of the design and layout of the Nato Summit

« I had been involved in fitting out these kinds of European conferences before (as part of the French Presidency of the EU in 2000 and 2008), but **the Nato Summit was one of my biggest challenges.**

An event of this scale is very rare and it remains one of the biggest events run by the Ministry of Foreign Affairs, in terms of logistics. I was almost surprised that it went so well: from the reconnaissance day to the dismantling there was not the slightest hitch! The real bonus was **the excellent personal and professional relationship** between all of Serge Hervy's experts and the team of the Summit's Secretary General, Mr Rives. The group of professionals involved made my job a lot easier, as did, in particular, the easy collaboration with the company in charge of the Summit, Jaulin-Decoral. This company really did a remarkable job in making the design image a reality, in record time, whilst **ensuring top quality and high-level security at all times.**

As for Strasbourg événements, they provided a warm welcome, valuable aid and were constantly available throughout the reconnaissance day and the dismantling after the event: working with the team was a real pleasure. For the layout of the Summit, I compared the series of events to a play, where each space corresponds to a sequence. **Act 1:** a reception area for the Heads of State, **Act 2:** the grand staircase, **Act 3:** the opening of the 24th Nato Summit in the *Contades* conference room, etc.

At the Convention centre, it was my job to highlight the architectural qualities of the Erasmus wing (inspired by Le Corbusier) particularly using blue lighting on the reinforced concrete structures, and to decorate the Schweitzer wing. Majestic entrance set with 28 flagpoles displaying the flags of the Nato countries, lit up around a star (symbol of Nato), a staircase decorated with flags and a very graphic floor covering, etc. I used the symbolic image of the Two Shores footbridge* (lines reflecting the stays of the bridge), as the thread and the countries' flags as the boats' pennants. **It was easy to transform the Convention centre, thanks to its flexibility.**

At the Exhibition park, a press centre was set up under a cloud of stars in a bluish colour. In the Rhenus Hall, the slightly mad bet with lighting designer Philippe Caruen was to install an immense illuminated clock above the journalists' canteen. This clock was inspired by the astronomic clock in Strasbourg Cathedral and represented the defiance of time. The film went off unflinching, with, what's more, glorious weather. The Nato Summit will be remembered for a long time, and will truly go down in history».

* over the Rhine, the river which was previously a border, and is today a link between Strasbourg (FR) and Kehl (D)



The Nato Summit, managing the exceptional...

Set up over **15 days** at the Exhibition park (from 17 March to 1 April) and **10 days** at the Convention centre, the day after the *National Conference of the French Language Association for the Study of Diabetes and Metabolic Illnesses* (with 3,500 p. & 3,500 m² of exhibitions). **4 days** of dismantling from 4 to 8 April, combined with the set up of *Maisons de Printemps* fair, where the press centre was situated.

5,000 participants / **28** Heads of State and Government / Staff: **500**, during the Summit: **1,000** / **3,934** requests for Press accreditation / **50** countries represented / Surface area used: **50,000** m² at the Convention centre (including 25,000 m² entirely refitted) + **25,000** m² covered at the Exhibition park + **6,000** m² marquee / **450** walkie-talkie stations / **37** km of electric cables / **450** semi-trailers / + **25,000** meals served at the Press & Staff catering.

Next events

June

31st National Session of French Dialysis, Transplant and Nephrology Nurses Association / 1 300 p.

E-MRS European Materials Research Society Conference / 2 000 p.

National Conference of Blood Transfusion / 1 500 p.

July

Convention of the French Rugby Federation / 600 p.

August

Tupperware Jubilee / 1600 p.

September

Conference of the Safety Pharmacology Society / 600 p.

October

9th International Conference of Nephrology / 2 000 p.

Euro-Pharmat / 600 p.

Conference of the French Federation of Pharmaceutical Unions / 800 p.

Conference International Society for Prosthetics and Orthotics / 600 p.

November

Franco-German Forum / 5 000 p.

December

Strasbourg Conferences of local authorities / 600 p.

Complete event programme available at
www.strasbourg-events.com

Come and meet the
Strasbourg événements team at...



Paris
24-26 November 2009



Barcelona
1-3 December 2009
(Pavillon France)