



Special “10th Anniversary of the Grimaldi Forum Monaco”

New website, new commercial brochure: clients more and more “connected” ...

As part of the celebration of its 10th Anniversary, with a special night organized the last 17th of June in honor of its clients as the high point of the evening, the Grimaldi Forum Monaco has revealed two wide-size novelties which had just enriched its communication strategy: a whole rethought of the website and a commercial brochure made over. Their common denominator: to develop tools in appropriateness with the waiting of its clients, in a practical, convivial and functional way.

www.grimaldiformum.mc : a more ergonomic and convivial website

If from the home page, the Internet users always have the choice between both universes which make the particularity of the Grimaldi Forum Monaco, in the same time congress center and cultural center, the first objective of this new website is above all to share the information through an intuitive and fluid navigation since a portal. So, on the side of business tourism pole, the users are now directed according to their professional profile: organizer of events, exposing, visitor or even journalist. The under sections associated with each of these jobs allows them to optimize their time of presence on our Web site and to facilitate their researches.

The site becomes more interactive with in particular functions of sharing with the social networks, the possibility of being called back by the commercial team, to record directly in its calendar Outlook or Ical an event of the schedule... Without forgetting the access to a secured space "Pro&Presse", via login and password, real toolbox where to find all his working documents.

Those new features also meet on the side of the cultural center with always the additional possibility of buying on-line its places for shows.

This new website wants to be very enriched and complete to offer the maximum of useful information for all the public of the Grimaldi Forum Monaco, and in a playful and friendly way.

A rethought commercial brochure

The new commercial brochure is on the same lineage as the web site. If it evolved graphically, it also metamorphosed into four different notebooks describing infrastructures, know-how and destination Monaco; the last exercise book as for it, symbolizes in photos 10 years of events. Concise and pragmatic, the new brochure reflects the dynamism and the modularity of the building, brings to light the internal skills of an involved staff, two main advantages of the success of the Grimaldi Forum Monaco which knew how to be imperative in 10 years as an international reference. The box in which come to line up its notebooks symbolizes elegantly the concept of "tool box".

Always attentive however to reduce its environmental impact of its activity, the Grimaldi Forum thought of this brochure in a shape limiting the consumption of paper during reprints because it is enough to republish the notebook in question. To be even more faithful to its commitment you will discover very soon this new brochure... in its electronic version!