



United Nations
Educational, Scientific and
Cultural Organization

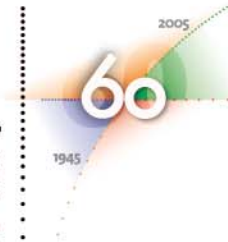
Organisation
des Nations Unies
pour l'éducation,
la science et la culture

Organización
de las Naciones Unidas
para la Educación,
la Ciencia y la Cultura

Организация
Объединенных Наций по
вопросам образования,
науки и культуры

منظمة الأمم المتحدة
للتربية والعلم والثقافة

联合国教育、
科学及文化组织



Bureau of Public Information
Public Relations and Cultural Events Section

Practical Guide Book to Organize a Cultural Event at UNESCO Headquarters

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Summary

Contacts at BPI/PCE	3
Foreword	4
The role of BPI/PCE	5
The main stages in organizing a cultural event at UNESCO Headquarters	6
Sample budgets for cultural events in Room I	8
Budget estimate no. 1	10
Budget estimate no. 2	11
Budget estimate no. 3	12
Public relations	13
What is a public relations event?	15
Obtaining UNESCO sponsorship	16
Preparing a public relations event	17
BPI/PCE, a UNESCO in-house public relations service	19
Employing an outside public relations agency	21
Budget estimate no. 4	22
Special requests for labels from the BPI/PCE PR database	24
Mobilizing media personalities	25
UNESCO staff	29
Organizing an exhibition	31
Room scheduling	33
Other Headquarters Sections carrying out events work	34
ANNEX	40
Venue rental rates	41
Room I: facilities, plans and equipment	42
Cinema	49
Characteristics of conference rooms	51
Rental rates for equipment available at UNESCO	52
Personnel rates	54
Pay comparison between "intermittents du spectacle" and supernumeraries	55
Comparison of public relations budgets	57
Scenario no. 1: Seminar in Room II	58
Scenario no. 2: Classical music concert in Room I	60
Comparison with other exhibition venues in Paris	62
Catering service: sample prices	63
Non-exhaustive list of outside suppliers	69

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Foreword

The purpose of this compilation is to set out the essential steps that need to be taken when a Permanent Delegation wishes to stage a cultural event, such as a performance in Room I or an exhibition at UNESCO Headquarters.

It has been drafted by the Public Relations and Cultural Events Section (BPI/PCE) with the assistance of the different services concerned: the Conference Section (ADM/CLD/C), the Audiovisual Section (BPI/AUD), the Telecommunications Unit (ADM/DIT/TEL), the Safety, Security and Transport Section (ADM/HQD/SEC) and the Documents Section (ADM/CLD/D).

It addresses a number of points:

- the role of BPI/PCE and the different stages in the organization of a cultural event;
- charges;
- personnel matters (method of remuneration and overtime principle);
- the operations of the different services involved in preparing for an event;
- the public relations aspect;
- budget comparisons between UNESCO and events communication agencies.

All these data are provided for guidance purposes, to give events organizers a better idea of the mechanisms that need to be in place, and their cost.

In organizing a cultural event, however, there are numerous variables that can affect the event budget, such as:

- The Dollar's exchange rate for the supernumeraries's salary as well as overtime
- time overruns;
- extra security when a personality makes an appearance;
- emergency measures when invitations to an event are under- or oversubscribed;
- last-minute technical requirements;
- unforeseen circumstances;
- etc.

The role of BPI/PCE

The Public Relations and Cultural Events Section (BPI/PCE) is in a position to meet the following requirements:

- booking of exhibition venues and Room I;
- budget estimates for the operations involved, preparation of rental contracts, invoicing;
- coordination of exhibitions: preparation, installation, maintenance, etc.;
- exhibition staging and technical set-up;
- coordination of concerts and performances;
- coordination of public relations, design of invitations and other communications, mailshots, etc.;
- provision of information to the public via the monthly cultural events calendar, the Section's interactive electronic bulletin and the UNESCO web site.

The Section can also do the following:

- support the new BPI communication strategy by raising the profile of UNESCO programmes and cross-cutting themes through public relations events;
- propose communication activities that have the potential to enhance the image and reputation of the Organization;
- make available its database of over 27,000 names of celebrities of various kinds who regularly attend UNESCO events;
- promote events via multimedia presentations to 2,000 subscribers who have asked to be kept informed (press, audiovisual media, public, etc.).

The main stages

in organizing a cultural event at UNESCO

Headquarters

1. The organizers book the venues they require by sending formal notification to the Chief of BPI/PCE, giving the dates desired.
Note 1: Because of the large number of cultural events scheduled throughout the year, it is advisable to reserve venues at least a year in advance.
Note 2: The information given to the Section should include the content of the exhibition and the technical details required for the allocation of a suitable venue.
2. The Section confirms the bookings or suggests another date if a venue is unavailable (contact person: Ms Marie-France Gré).
3. The organizers provide the Section with a summary of the event and of the artistic and visual programme to be put on so that this can be included in the various UNESCO communications.
Note 1: The Section must receive this information before the 15 of each month to prepare the calendar for the following month (contact person: Ms Marie-France Gré), and by the last working day for the electronic bulletin (contact person: Ms Denise Cogan).
Note 2: Visuals should be supplied in JPEG format, at a low resolution (maximum 100 kb) (contact person: Ms Denise Cogan).
4. BPI/PCE calls the organizers in for a technical meeting (or more than one, if the project is complex) with the services concerned, so that the human and material resources needed for the event can be assessed and coordinated (Room I contact person: Ms Eva Palmiro – exhibitions contact person: Ms Josiane Trentin-Diagne and Mr Carlos Gangoso).
5. If required, a public relations strategy will be devised in agreement with the organizers with a view to promoting and enhancing the image of UNESCO, mobilizing target audiences and preventing duplication of communication measures (see page 13 : “Public relations”).

Note 1: The public relations needs of an event will be subjected to evaluation and planning of the stages required.

Note 2: Organizers are advised to give the Section at least two months' notice if they wish to take advantage of this optional service (contact person: Ms Phung Tran).

6. The Section prepares the budget estimate and contracts for the event, and charges are paid (contact person: Mr Fayçal Kabbara).
7. Invitation cards/posters are finalized using material supplied by the organizers (contact person for exhibitions: Ms Josiane Trentin-Diagne – contact person for public relations events: Ms Phung Tran).
Note: Because of the different stages involved in the production and distribution of invitations/posters, it is advisable to supply the designs at least a month and a half in advance.
8. The exhibition/scenery for the performance is set up; the performance is rehearsed.
9. Plans are made for receiving the public on the day of the opening or performance, in collaboration with the organizers (event scenario).
10. The exhibition/scenery is dismantled.
11. Any cost overruns are invoiced and paid (contact person: Mr Fayçal Kabbara).

Sample budgets for cultural events in Room I

Permanent Delegations to UNESCO only pay actual operating expenses: all charges made to them are at cost, with no profit margin for the Organization. Room I, and likewise the foyers and exhibition rooms, are provided with everything essential for them to operate properly: electricity, heating, lighting and permanent Organization staff: the technical coordinator and the air conditioning technician.

To the rental cost will be added the cost of the supernumerary staff responsible for meeting the various requirements of the event. This staff will consist, at the minimum, of:

- security personnel – four guards to receive the public (two at the Suffren entrance, one at the metal detector gate, one at the entrance to Room I), supervised by the head of the security team, giving five people in all;
- a sound technician, a cleaner, a fireman, a furniture handler and an electrician.

All other supplementary services (provision of technical equipment, staff, etc.) are subject to rental terms or contract, at the preferential rate for Permanent Delegations (up to 50% for certain technical items).

Notes:

The cost of an event will vary depending on the day and time. A rental surcharge and staff overtime rates will be applied to evenings, weekends and public holidays.

The supernumeraries' salaries and the employees' overtime are, for 2005, given as an indication. These may fluctuate with the rate of the us dollar as well as exceptional increases wages.

The three budget estimates presented in the following pages are based on particular parameters as regards dates, times and options, and are for guidance only.

Budgets 1 and 2 do not include the following services: rehearsals the day before the performance, video screening, cloakrooms, sound recording, invitations (design and printing), management and reception of guests by hostesses.

The annex shows:

- Personnel rates (page 54)
- Equipment rental rates (page 52)
- Room I: facilities, plans and equipment (page 42)

Budget estimate no. 1

Venue: Room I
 Date: working day
 Time: 14.30 to 17.30
 Technical support: no technical option
 Public relations: no public relations
 Catering: no catering
 Cost: € 1.315,66

Item	Number	Unit price	Total
Provision of room	1	€ 467	€ 467
Technical coordinator	1	Permanent staff member	
Sound technician	1	€ 110,98	€ 110,98
Electrician	1	€ 100,65	€ 100,65
Furniture handler	1	€ 81,71	€ 81,71
Air conditioning technician	1	Permanent staff member	
Head of security team	1	€ 30,22 x 3 hours	€ 90,66
Security guard	4	€ 24,32 x 3 hours	€ 291,84
Fireman	1	€ 27,42 x 3 hours	€ 82,26
Cleaner	1	€ 90,56	€ 90,56
			€ 1.315,66

Budget estimate no. 2

Venue: Room I
 Date: working day
 Time: 20.00 to 23.00
 Technical support: no technical option
 Public relations: no public relations
 Catering: no catering
 Cost: € 2.276,45

Item	Number	Unit price	Total
Provision of room	1	€ 542	€ 542
Technical coordinator	1	€ 33,82 x 5 hours	€ 169,10
Sound technician	1	€ 110.98 + (€ 31,89 x 5 hours)	€ 270,43
Electrician	1	€ 100.65 + (€ 31,19 x 5 hours)	€ 256,60
Furniture handler	1	€ 81.71 + (€ 32,11 x 3 hours)	€ 178,04
Air conditioning technician	1	€ 32,76 x 3hours	€ 98,28
Head of security team	1	€ 30,22 x 4 hours	€ 120,88
Security guard	4	€ 24,32 x 4 hours	€ 389,12
Fireman	1	€ 27,42 x 4 hours	€ 109,68
Cleaner	1	€ 35,58 x 4 hours	€ 142,32
			€ 2.276,45

Budget estimate no. 3

Venue:	Room I
Date:	working day
Time:	20.00 to 23.00
Technical support:	various options: Video screening Set with 1 camera Sound recording Interpreting 2 languages Cloakrooms Rehearsal and set-up during the day
Public relations:	no public relations
Catering:	no catering
Cost:	€ 6.572,48

Item	Number	Unit price	Total
Room rental			
Provision of room	1	€ 542	€ 542
Staff			
Technical coordinator	1	€ 33,82 x 5 hours	€ 169,10
Sound technician	2	€ 110,98 + (€ 31,89 x 5 h)	€ 540,86
Electrician	2	€ 100,65 + (€ 31,19 x 5 h)	€ 513,20
Video technician	1	€ 228	€ 228
Furniture handler	2	€ 81,71 + (€ 32,11 x 3 h)	€ 356,08
Air conditioning technician	1	€ 32,76 x 3 h	€ 98,28
Head of security team	1	€ 30,22 x 4 h	€ 120,88
Security guard	4	€ 24,32 x 4 h	€ 389,12
Fireman	1	€ 27,42 x 4 h	€ 109,68
Cleaner	1	€ 24,32 x 4 h	€ 97,28
Interpreters	4	€ 443	€ 1772
Cameraman	1	€ 220	€ 220
Photographer	1	€ 300	€ 300
Technical equipment			
Camera	1	€ 220	€ 220
Beta player	1	€ 75	€ 75
Barco 7000 lumens	1	€ 800	€ 800
Miscellaneous			
Recording of concert on DAT	1	€ 76	€ 76
Cloakroom service	3	€ 134	€ 402
Piano tuning	1	€ 85	€ 85
			€ 6.572,48

Public relations

Put very briefly, the role of public relations is to “explain UNESCO policy clearly and objectively”. According to the most widely accepted definition, public relations are “the sum of deliberate, organized and consistent efforts to create, maintain and develop a climate of mutual trust and understanding within an organization, in public opinion and among the groups directly or indirectly concerned”.

Inwards and outwards

This is a sustained form of communication that covers a vast field: it is directed both inwards and outwards, determining both the internal climate of the Organization and its reputation in the outside world.

Informing

In public relations, information has a special status. It is not an end in itself, but a means, an instrument that allows an organization to implement its plans in a favourable environment.

And listening

It is not enough for public relations professionals just to send out messages. They must be ceaselessly listening to their publics to acquaint themselves with changing tastes and trends and to monitor reactions. Following the lead of marketing professionals, they have become large consumers of opinion polls.

Credibility and reputation

Once the time has come for the message to be sent out, there is no place for improvisation. Conviction requires credibility and the greatest possible consistency. Hence the need for any institution to make an effort to be sure of its own identity.

Dialogue and trust

One essential aim of public relations is to create a relationship of trust between the Organization and its different publics – the different networks of the Organization, employees, public- or private-sector partners, the media, opinion formers and the general public.

The task of a public relations service is to provide wholly objective information, without ever crossing the line into advertising, whose primary function is to sell, or propaganda, which seeks to make a particular viewpoint prevail.

A directional function

Public relations are guided by an active long-term communication strategy. As a directional function, they must always be associated with the leadership process of the Organization.

Partnership

The public relations service will treat sponsorship with great caution, opting wherever possible for patronage.

What is a public relations event?

The purpose of a public relations event may be to introduce and promote a public- or private-sector institution among target publics by means of an event that is based on a creative concept and sends out a message accessible to all. Professionals from the sector will create, maintain and enhance the image of the institution or business by drawing on a range of communication techniques, in accordance with a strategy set by the management.

This strategy will be based on the following:

- Events that convey a particular message are the outcome of careful thought and planning.
- The elements making up an event are all factors of communication.
- An event will have greater impact if complementarity and synergy are achieved.

BPI/PCE acts as a service provider to the Sectors and Delegations, bringing together strategic advice, expertise, creativity and project management to help make the event a success. It will stay with the event from inception to completion.

Obtaining UNESCO sponsorship

UNESCO may sponsor various types of activities, such as cinematographic works and other audiovisual productions, publications, the holding of congresses, meetings and conferences, prize awards, and other national and international events.

Criteria applying to any sponsored activity:

Scope: sponsorship is granted to exceptional activities that can be expected to have a real influence on the situation of education, science, culture or communication and to raise the profile of UNESCO significantly.

Reliability: the strongest assurances must be obtained concerning the organizers (professional reputation and experience, references and recommendations, legal and financial guarantees) and the activities concerned (political, legal, financial and technical viability).

Sponsorship conditions:

Sponsorship can be granted only by the Director-General.

In the case of national activities, the decision as to whether or not to grant UNESCO sponsorship will depend on the outcome of mandatory consultations with the National Commission of the Member State where the activity concerned is to be held and, where appropriate, the National Commission of the member State where the organization responsible for the activity is based.

Both the Organization and the National Commission or commissions concerned must be able to play an active part in the preparations for and implementation of the activities concerned.

The Organization should be given appropriate visibility, for instance through use of its name, acronym and logo.

Sponsorship is granted for both one-off activities and for activities that take place on a regular basis. In the latter case, the duration must be specified and authorization regularly renewed.

Preparing a public relations event

Bearing in mind the main stages involved in the staging of a cultural event as described on page 10, the preparations for a public relations event involving BPI/PCE may entail the following activities (in outline). These will be centralized in the Section and based on a schedule planned by it, culminating in the event itself:

1. Preparation of a public relations strategy tailored to the “special” event and based on an analysis of needs outlined in the event specifications, in collaboration with the organizers.
2. Preparation of a budget including the different public relations posts (recruitment of a supernumerary assistant, production of invitations/posters, postal charges, reception costs, etc.).
3. Planning and coordination of the measures required, from the time BPI/PCE begins work on the event until its conclusion.
4. Design and production of communications.
5. Mobilization of the general public through a targeted mailshot that draws upon the BPI/PCE public relations mailing list.
6. Handling and dispatch of invitations (from 2,000 to 5,000 invitations, depending on the event).
7. Notification of the event through the different UNESCO information media (monthly calendars and interactive electronic bulletin, UNESCO communication, electronic mailshots to 1,800 e-mail contacts, web site, computerized voice server).
8. Handling of responses (response cards, fax or e-mail) and requests for information from the general public (dedicated telephone information service).
9. Planning of the event sequence and the seating order for VIPs, in collaboration with the UNESCO Chief of Protocol.

10. D-day:

Greeting the public: briefing of hostesses on seating for the general public and the rows reserved for VIPs, placing of signs, reception of the public with a general guest list, checking of invitations in collaboration with the security service.

11. Once it is over: evaluation of the event and report on how it has been covered by the Internet media.

BPI/PCE, a UNESCO in-house public relations service

In today's world, all kinds of organizations (institutions, foundations, companies, NGOs, etc.) would like to be able to create their own in-house public relations and event communications structure to support the communication policy of the institution or business and enhance its image. This requires major financial and human resource investments and a good understanding of communications policy and the publics to be reached.

What the UNESCO BPI/PCE public relations service does

There are numerous reasons for making use of this service, and the advantages include:

- Knowledge of the Organization's rules and procedures, its objectives in terms of communication with the public at large, its networks and its target publics.
- Consistency with the Organization's overall communications policy, as everything is brought under the same roof.
- Scope for savings: no fees or profits margins; all prices are cost prices.

Fixed cost:

- A single supernumerary (public relations assistant) full time for a month: € 2,145 (all-in cost with social and employer's charges of €645 included – overtime not included).

The role performed by the supernumerary, who will have been fully briefed by BPI/PCE on Organization procedures and requirements, divides up into a number of tasks:

- Coordinating with the event organizers
- Following up the production and distribution of communication material
- Managing guest lists for mailshots (centralization and compilation)
- Managing the dispatch of communication material
- Dealing with responses from the public on a day-to-day basis
- Dealing with requests from the public via a dedicated telephone line
- If required, depending on the type of event, managing the logistical and technical organization post

- Coordinating protocol issues with the UNESCO Chief of Protocol
- Briefing the hostesses who will be greeting the guests
- Receiving the public at the entry point on D-day (with the general guest list) in coordination with the UNESCO security service

Note 1: This role does not include invitation handling (labelling of envelopes, affixing of coloured markers to invitations and sorting into envelopes) or being on hand for the whole duration of an exhibition or for evening events forming part of a culture week or festival.

Note 2: The BPI/PCE public relations service operates all year round with support from three supernumeraries engaged in turn by the Sectors or Delegations. Each is exclusively in charge of the event for which he or she was engaged.

Variable costs:

- Graphic design and printing of invitations (depending on format, paper and number to be printed)
- Graphic design and printing of other communication material: posters, flyers, envelopes, etc.
- Postal costs (depending on the weight and quantity to be sent out)
- Reception costs (depending on menu and outside caterer or UNESCO catering service)
- Security (depending on guest numbers and type)
- Cloakrooms and reception services (depending on number of guests and reception times)

The organizers will also have to provide the following:

- Blank labels for the envelopes
- Coloured markers to indicate the seating arrangements in Room I (red for VIPs, blue for diplomats and green for journalists, if any)
- Volunteers to sort the invitations into envelopes (number of days and people to be determined by the number of invitations being sent out)
- Volunteers or hostesses to receive and seat the public on D-day

Employing an outside public relations agency

The decision to call in outside consultants may be made for a number of different or complementary reasons:

- The need for an outsider's objectivity and detachment to analyse the operation and cast new light on it
- Help in setting up a dedicated structure: recruitment, training, etc.
- Lack of in-house facilities—which is not the case with UNESCO

How to find an agency:

To find the best agency for the operation, the following measures should be taken:

- Invite bids from three or four agencies
- Draft a brief for them (once the brief has been sent, expect to receive the dossier after about a month)
- Choose the agency
- Compensate the agencies that were not engaged for the costs they have incurred. The amount will have been set in advance and may range from € 1,000 to € 2,500.

How much will this cost?

Prices obviously vary depending on the agency and the kind of operation for which it is retained. Some financial principles are unchanging, however:

- Fees: 12% to 15% of the total budget
- The “hidden mark-up” is a practice that goes on: all items may be marked up significantly, and in some cases these increases may amount to 30% of the total budget

Personnel costs: the employment costs of all the staff working on the operation will be invoiced to the client, who is not really in a position to monitor the hours actually worked, however.

In the annex:

- Budget comparison between BPI/PCE and an outside public relations agency (page 57)

Budget estimate no. 4

Venue:	Room I
Date:	working day
Time:	20.00 to 23.00
Technical support:	various options: Video screening Set with 1 camera Sound recording Interpreting 2 languages Cloakrooms Rehearsal and set-up during the day
Public relations:	services as follows: Services of public relations assistant Creation and production of 3,000 invitations (4 pages front and back four-colour Satimat 300g + reply coupons) 3,000 80g Velin envelopes with logo Creation and production of 300 flyers (34 x 48 cm four-colour 135 g glossy art paper) 300 envelopes for the flyers
Catering:	no catering
Cost:	€ 15.309,52

Item	Number	Unit price	Total
Room rental			
Provision of room	1	€ 542	€ 542
Staff			
Technical coordinator	1	€ 33,82 x 5 h	€ 169,10
Sound technician	2	€ 110,98 + (€ 31,89 x 5 h)	€ 540,86
Electrician	2	€ 100,65 + (€ 31,19 x 5 h)	€ 513,20
Video technician	1	€ 228	€ 228
Furniture handler	2	€ 81,71 + (€ 32,11 x 3 h)	€ 356,08
Air conditioning technician	1	€ 32,76 x 3 h	€ 98,28
Head of security team	1	€ 30,22 x 4 h	€ 120,88
Security guards	4	€ 24,32 x 4 h	€ 389,12
Fireman	1	€ 27,42 x 4 h	€ 109,68
Cleaner	1	€ 35,58 x 4 h	€ 142,32
Interpreters	4	€ 443	€ 1,772
Cameraman	1	€ 220	€ 220
Photographer	1	€ 300	€ 300
Technical equipment			
Camera	1	€ 220	€ 220
Beta player	1	€ 75	€ 75
Barco 7000 lumens	1	€ 800	€ 800
Miscellaneous			
Recording of concert on DAT	1	€ 76	€ 76
Cloakroom service	3	€ 134	€ 402
Piano tuning	1	€ 85	€ 85
Public relations			
Public relations assistant	1	€ 2,145	€ 2,145
Graphic design of invitation	1	€ 230	€ 230
Production of labels	1	€ 600	€ 600
Printing of invitations (3,000)	all-in rate	€ 1,015	€ 1,015
Invitation envelopes (3,000)	all-in rate	€ 170	€ 170
Posting of invitations	3000	€ 0.83	€ 2,490
Graphic design of flyer	all-in rate	€ 300	€ 300
Printing of flyers (300)	all-in rate	€ 400	€ 400
Flyer envelopes (300)	all-in rate	€ 190	€ 190
Posting of flyers	500	€ 1.22	€ 610
			TOTAL
			€ 15.309,52

Special requests for labels from the BPI/PCE public relations database

The Section currently has a mailing list of 27,000 names, divided into target categories of people outside UNESCO. Like any public relations database it is kept strictly confidential, as the people listed in it require. It is made available to the organizers of cultural events at UNESCO Headquarters (Permanent Delegations, Sectors, partners) specifically for the purposes of public relations events that are fully coordinated and managed by BPI/PCE.

The Section can, however, produce labels if specially requested to do so by Delegations and Sectors for the purposes of their cultural events. This service, which involves a large amount of handling (envelope labelling) and day-to-day upkeep is invoiced at an all-in rate of 100 euros per tranche of 500 labels.

To carry out a targeted mailshot, as the needs of the event dictate, the organizers should give BPI/PCE:

- the programme for the cultural event
- the number of labels required
- the corresponding number of blank labels (format: 8 labels per sheet)
- the corresponding number of blank envelopes
- a budget code number in the case of Sectors, or a cheque made out to UNESCO in the case of Delegations

Cultural event organizers are advised to apply for this service at least a month in advance, owing to handling times and the high level of demand. The labelled envelopes will be delivered to the organizers.

Information: Ms Phung TRAN, Head of public relations planning –

Tel.: 01 45 68 18 66 – E-mail: p.tran@unesco.org.

Note: Please contact Mr Fabian AGUIRRE, ADM/CLD/D, for requests for labels involving:

- Permanent Delegates to UNESCO
- members of the UNESCO Secretariat
- former UNESCO staff members
- NGOs that have official dealings with UNESCO

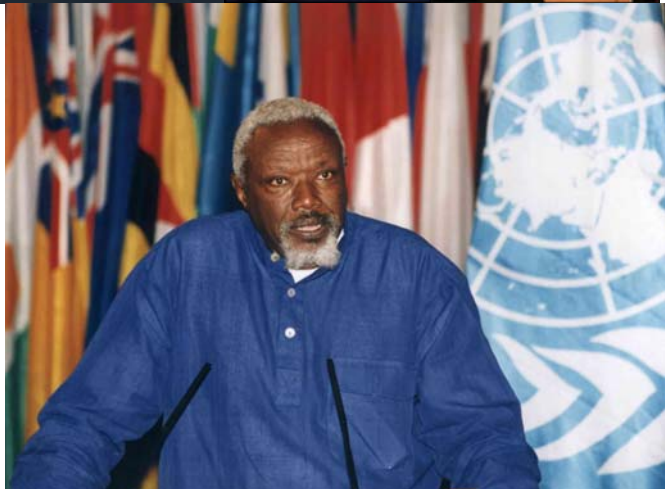
Mobilizing media personalities

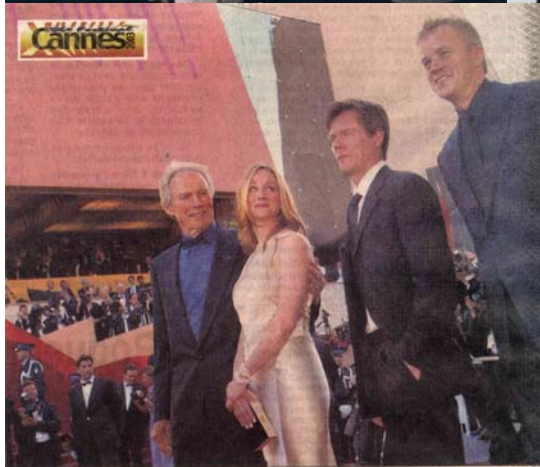
To give certain events a higher profile, BPI/PCE may mobilize international celebrities of the first rank. The essential conditions are that the image and commitment of these celebrities should accord perfectly with the message of the event and the objectives of the Organization. It is when communication is based on reciprocity that objectives are most likely to be achieved and that the support of these celebrities can have a lasting impact. Below are some examples of celebrity participation in events held by UNESCO (Headquarters and elsewhere):



From left to right
and from top to bottom :

Mireille Darc,
Bianca Jagger,
l'Abbé Pierre,
Line Renaud,
Ousmane Sow,
le Prince Charles,
Vanessa Redgrave avec
Koïchiro Matsuura,
Gérard Depardieu

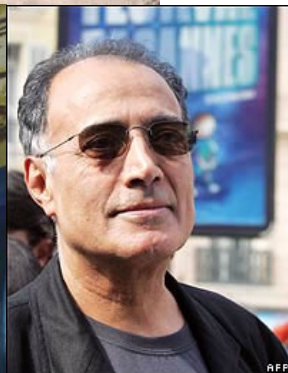




**Déjà de l'or pour
Clint Eastwood**

From left to right
And from top to bottom :

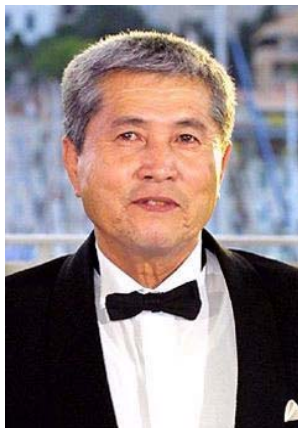
Isabelle Adjani,
Marisa Berenson et le Prince
Moulay Rachid,
Margherita Agnelli avec
Jacqueline de Ribes, Hubert
de Givenchy, Silvia de Waldner
et Marisa Berenson,
Margherita Agnelli avec son
père Giovanni Agnelli,
Clint Eastwood avec ses
acteurs Laura Liney, Kevin
Bacon et Tim Robbins,
Chico Bouchikhi,
Abbas Kiarostami,
Juliette Binoche





From left to right
And from top to
bottom :

Mohsen et Samira
Makhmalbaf,
Cristina Owen-Jones
dans "Gala ",
Im Kwon-taek,
John Malkovitch,
Seddik Barmak,
Marisa Berenson
dans "Paris Match"



Gens d'exception

Cristina Owen-Jones



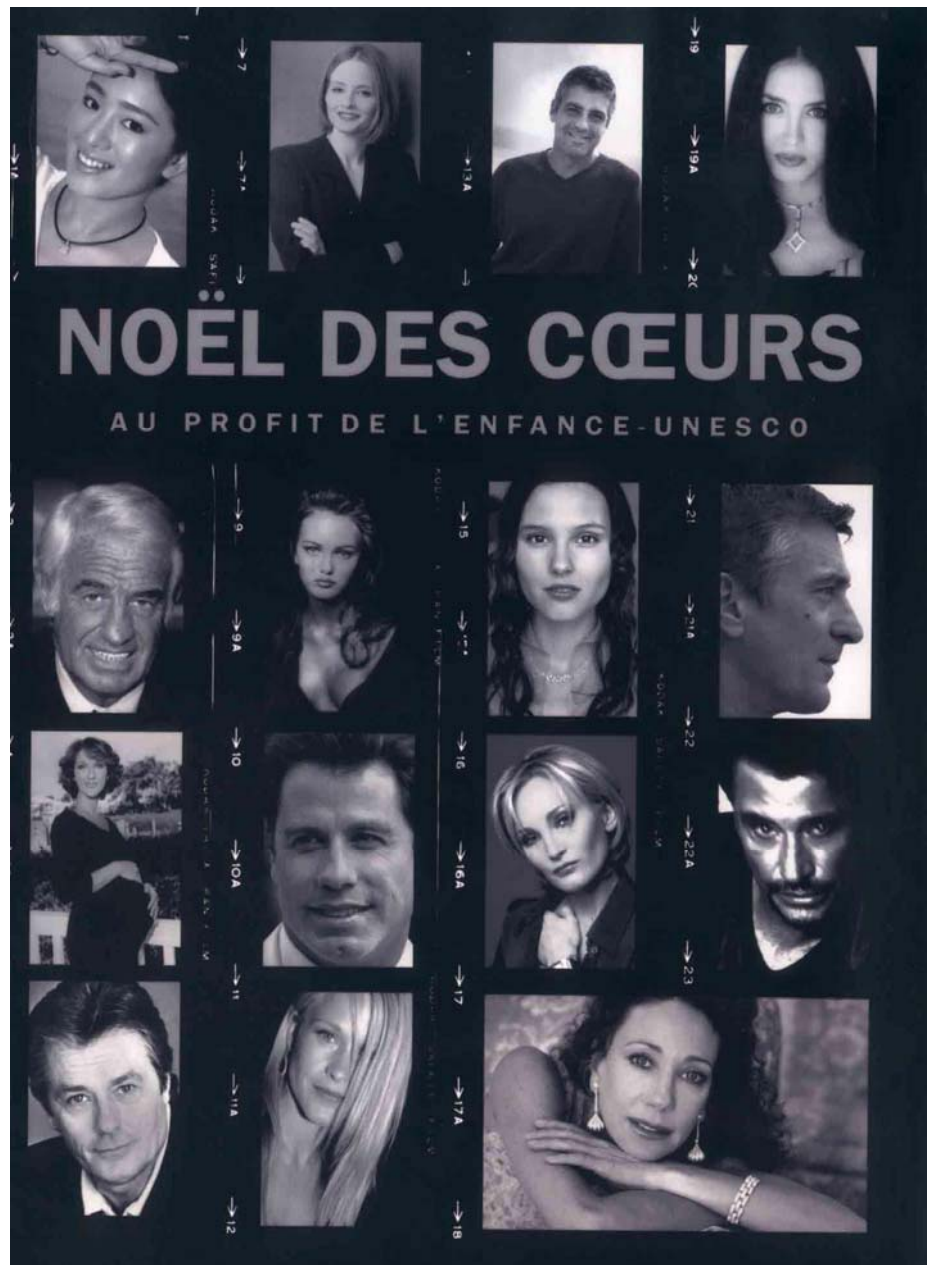
En Lituanie, Cristina Owen-Jones s'entretient avec un jeune toxicomane, de passage au centre d'accueil de Vilnius.

Ambassadrice de bonne volonté de l'Unesco, l'épouse du président de L'Oréal s'est engagée avec force dans la course contre la pandémie. De retour de Lituanie, elle dresse, à la veille de la Journée mondiale du sida, le 1^{er} décembre, le bilan d'un fléau loin d'être endigué.



30





Above:

Book cover of "Noël des Cœurs",
 produced to raise money for the education of street
 children and involving, among others,
 Gong Li, Jodie Foster, George Clooney,
 Isabelle Adjani, Jean-Paul Belmondo,
 Vanessa Paradis, Virginie Ledoyen,
 Robert De Niro, Céline Dion, John Travolta,
 Patricia Kaas, Johnny Hallyday,
 Alain Delon, Patricia Arquette,
 Marisa Berenson

UNESCO staff

A. Permanent staff

UNESCO has technical personnel on permanent its staff (9.00 to 18.00 on working days). These personnel work day to day for Headquarters, but can be made available for a cultural event.

However:

- These personnel are below strength.
- For this reason, between 9.00 and 18.00 UNESCO usually has to call upon supplementary personnel in the form of supernumeraries (such as electricians, cameramen, sound engineers, furniture handlers, etc.) taken on at a day rate to meet the needs of cultural events.
- Before 9.00, after 18.00 and at weekends, permanent UNESCO staff and supernumeraries have to be invoiced for at overtime rates.
- Security personnel working at cultural events are invoiced for at overtime rates; UNESCO calls in security guards on their days off to meet the needs of organizers, both during the daytime and in the evenings.

B. Supernumeraries

The supernumeraries taken on by UNESCO as needs dictate work in the following areas: video, sound, lighting, furniture handling, cloakrooms, reception, set-up, acting, artistic performances, etc.

They are taken on by the day, the week or the month. They work, for the entire duration of their contracts, under the same conditions as in-house staff (working hours and code of conduct).

This means an 8-hour working day, from 9.00 to 18.00. Work after 18.00 is paid at overtime rates (usually 150% of the normal hourly rate).

Some supernumeraries usually have the status of “intermittents du spectacle” (temporary workers in performance industries, to whom special employment rules apply).

The situation of “intermittents du spectacle” in France
In the field of the arts and the associated technical services (live performances, cinema and audiovisual production, sound recording, TV and radio broadcasting, cultural events), an “intermittent” is a person who has a succession of fixed-term contracts over the course of a year with one or more employers, alternating with periods of inactivity. Often, the nature of the work allows an employer to conclude successive fixed-term contracts, with no limit as to number. Subject to certain conditions, the employee will benefit from a special unemployment insurance regime during periods without work.

“Intermittents” are taken on by the day, on a fixed basis of 4, 8 or 10 hours/day, irrespective of the starting and finishing times. As a rule, their overtime hours are included in the agreed daily payment. Fees may vary from one “intermittent” to another, since qualifications and job descriptions are not codified, but depend on individual experience.

Fees are thus negotiable (and may change for a given person from one job to the next), but a pay scale may be applied for the different types of work.

Staff costs could be reduced by employing supernumeraries on condition that they agreed to work for an all-in fee like “intermittents”.

In the annex:

- Personnel rates (page 54)
- Pay comparison between “intermittents du spectacle” and supernumeraries (page 55)

Organizing an exhibition

Cultural exhibitions are held following an official application by Member States (Permanent Delegations, National Commissions) or at the request of UNESCO Sectors, and sometimes of outside sponsors (associations, foundations, NGOs, private-sector companies, etc., whose activities are in keeping with the ideals of the Organization).

A. Dealing with applications

- The applicant (Member State, Sector, NGO, association, etc.) sends BPI/PCE a proposal containing a full dossier with a descriptive list of the works (number, size, technique) together with photographic reproductions and the artist's or artists' CV(s).
- Once the proposal and scheduling options have been considered, the Section will if possible make a provisional booking for the date or dates proposed, or it will suggest another period (NB: bookings should be made early, as schedules are extremely full).
- A technical meeting will be held with the organizers so that all the technical requirements for a successful exhibition can be jointly considered and decided upon.
- A quote will then be prepared and submitted in the form of a contract to be signed and returned with payment before the works arrive (once the contract has been signed, the venue booking will become definite).

B. Technical aspects

The dates on which the exhibition is to be set up and dismantled will be settled at the technical meeting, as will the estimated date of arrival of the works at Headquarters.

- Transport: Organizers are asked to make the airfreight bill or, if transportation is by lorry, the haulier's details available promptly, together with the packing list.

- Insurance: The organizers are advised to take out a “nail to nail” insurance policy for the entire duration of the exhibition, including set-up and dismantling, from the time the works arrive until the day they are removed again. Failing this, the Section will give the Delegation or organization concerned a liability waiver form to sign.
- Preview/Reception: If the organizers wish the Director-General of UNESCO to attend, they should write to him requesting this far enough in advance for him to decide whether his schedule allows it. Should he be unable to attend, the Director-General will send a representative. A reception may be offered by the organizers, either by contacting the UNESCO catering service or by calling in an outside supplier.
- Steward: We recommend that each exhibitor should appoint a steward to remain on the premises during opening hours for as long as the exhibition lasts, to provide information to the public and note visitors’ comments.

C. Exhibition costs

Like performances, exhibitions need to be self-financing.

The cost of using rooms and venues, called “actual operating expenses”, plus the technical costs entailed in the preparation of rooms, the setting up/dismantling of exhibitions, sound/lighting, security/guards, or any other specific installation, will be invoiced to the organizer at preferential rates. The cost of printing invitations and any other communication material (posters, dossiers, catalogues, etc.) will also be met by the organizers.

UNESCO may make venues available free of charge (the organizers will still have to meet technical costs) in the following cases:

- Anniversary (of a national personality) approved by the UNESCO General Conference, when the Organization is associated with it (in this case, the activity must take place during the two-year financial period concerned).
- Cultural event directly linked to an event of topical concern and illustrating some activity of a UNESCO Programme Sector (cultural diversity, world heritage, etc.).

In all cases, publications distributed under these circumstances may carry the UNESCO logo. Invitations mentioning the Director-General’s name must unfailingly be brought to his notice and validated by the stamps of the services concerned.

In the annex:

- Comparison with other exhibition venues in Paris (page 62)

Room scheduling

BPI/PCE is responsible for scheduling bookings for the exhibition venues and Room I (jointly with the Conference Section).

Some rules have been put in place so that as many applicants as possible can be accommodated:

- Booking applications must be made in writing. Firm bookings cannot be made on the basis of information given over the telephone.
- In principle, Delegations and Sectors will have priority over outside organizations when two applications overlap.
- Applications must be made well in advance: on average, Room I is booked with over 6 months' notice.
- The time required for setting up and dismantling the exhibition should be anticipated, so that rooms are not tied up unnecessarily.

A joint electronic scheduling system set up by ADM/DIT/ITT is used to manage bookings of rooms, venues and offices used for conferences and cultural events at Headquarters.

Other Headquarters Sections carrying out events work

A. The Conference Section (ADM/CLD/C)

This Section is in charge of all meetings held in UNESCO conference rooms.

Once a booking has been made, the technical coordinator, who is the go-between for the organizers, will take charge of the following:

- Physical preparations for meetings and events at Headquarters (and elsewhere)
- Liaison with the different UNESCO services and their supernumeraries to arrange for the necessary services to be provided

It is the technical coordinator who should be approached for any technical (sound, lighting, video) and set-up requirements. He or she will then pass on the requests to the appropriate services.

Contacts:

Conference coordinator: Ms Jacqueline McDoolley-Aimone (8 21 48)

Technical coordinators:

Mr Alain Perry (8 21 42)

Mr Mohamed Salah el Din (8 21 75)

Mr Mocktar Abidi (8 21 43)

B. The Telecommunications Unit (ADM/DIT/TEL)

This technical service is in charge of all aspects of the Organization's telephone networks, and of sound systems at events.

It has available a stock of equipment which it hires out, at preferential rates for Delegations. If the event should require some additional equipment which the Organization cannot provide, this service can make enquiries among outside suppliers and provide comparative quotes (see F. Outside suppliers).

The service makes its staff available for events, provided these fit in with their day-to-day Headquarters operating schedule:

- There are seven people on the permanent staff, including two whose job is to keep telephone lines operating, one electrician, one air conditioning/heating technician, one sound technician, one video technician, one cleaner.
- After 18.00 they qualify for overtime, entailing a 50% increase in hourly pay rates.
- Likewise at weekends: all pay must be calculated at the overtime rate.
- The technical coordinator on duty at an evening event must submit a brief report of the evening.

Contacts:

Chief of Unit: Mr Jean-Pierre Juchereau (8 16 29)

Head sound technician: Mr Alain Joly (8 01 03)

① It is essential for technical requirements to be confirmed and finalized no later than six weeks before the meeting, owing to the time required to prepare the contract and receive payment before the event.

C. The Audiovisual Section (BPI/AUD)

This Section is responsible for everything to do with video, and for hiring out and operating the Cinema.

It has available a stock of equipment (video player, camera, etc.) and the necessary personnel (cameraman, sound recorder, director) for events. These personnel work on the basis of an all-in fee, by the day or by the job (without overtime).

The Section is also responsible for hiring out the studio and editing equipment.

In the annex:

- Cinema (page 49)

Contacts:

Section chief: Mr Claude Van Engeland (8 16 85)

Project coordinator: Ms Carole Darmouni (8 17 38)

D. The Safety, Security and Transport Section (ADM/HQD/SEC)

The composition of the security team will depend on the type of event and the number of people attending.

For an event in room I, the basic team is:

- A team head
- Four security guards
- A fireman

These operatives are all paid at overtime rates, since event work is not part of their duties and they therefore have to be called upon on their days off.

They are generally divided up as follows (when the Suffren entrance is used):

- three staff at the metal detector gate (one to check bags, another two to filter visitors and keep them moving)
- two staff at the level where the Room I entrance is (to filter guests and direct them to the room)
- a fireman (in case of accidents)

Note – Additional cost: For 6 months from 14 February 2005, the 125 avenue de Suffren entrance will be unusable and access will instead be via 119 avenue de Suffren, where a public entrance will be fitted out. With this new layout, an additional staff member will be needed at the level of the doors to the Miró rooms to direct the public towards the Room I foyer.

In what circumstances do staff numbers need to be increased?

- Event of a sensitive nature (e.g., operation for a country in crisis)
- Presence of leading VIPs (e.g., heads of State)
- Operation with a specific public for which extra firemen are required (e.g., people with handicaps)

It is possible to envisage a reduction in staff numbers over the course of the event, once all the guests have been greeted. This cannot be planned for in advance, however, and the decision must be made by the person heading the team for the operation.

Contacts:

Chief of Section: Mr Jean-Pierre Viroulet (8 16 17)

Assistant to the Chief of Section: Mr Raymond Swiergiel (8 14 83)

E. The Documents Section (ADM/CLD/D)

Areas of operation:

These are very broad: visiting cards, invitations, posters, leaflets, brochures, etc., and also display items: banners, canvases (up to a certain size), etc.

As regards treatment, both black and white and four-colour are available.

Likewise for paper, all options can be considered.

Who can make use of these services?

Sectors, Permanent Delegations and outside organizations.

Time required:

There are no set time requirements for work done to order. Times will be determined by the schedule of the printing works.

Some periods may prove busier than others. This is the case with the weeks leading up to sessions of the Executive Board and of the General Conference, as work for these events takes priority.

Conversely, there are no jobs with particular priority at other times of year (other than specific requests from the administration).

Costs:

UNESCO rates are lower than those of outside providers and are the same for all users (Sector or Permanent Delegation).

The Sectors, and only they, have a free quota of black and white pages (budget adopted at the General Conference) to print documents they need for their programmes.

If a graphic designer is required to produce a document, his or her services will be invoiced for on the basis of the time worked, with different scales of charges depending on the language, the format, the number of photos to be included, touching up required, etc.

Contact:

Chief of Production: Mr Jean Paul Kersuzan (8 06 75)

F. The catering service

UNESCO has an outside catering service which is at the disposal of reception organizers.

Prices vary depending on the number of guests and the type of reception desired:

- Drinks (alcoholic/non-alcoholic)
- Number of food items/guests
- Day and time of the event (for staff overtime purposes)

Equipment, linen, floral decoration and service are included in the price per person charged to the organizer.

There is an all-in fee of € 50 for setting up, clearing and cleaning.

Other services may be offered:

- Cloakroom with attendant (€ 110)
- Usher (€ 220)

The security service may require that a guard be present.

The catering service can also supply full meals, in the restaurant on the seventh floor.

In the annex:

- Sample prices (page 63)

Contacts:

Catering Director: Mr Lionel Di Rico (8 15 99)

Catering Manager: Mr Jean Christophe Thoury (8 15 99)

G. When should outside suppliers be called in?

UNESCO has a stock of sound, lighting and video equipment. This equipment can be made available for events upon payment of an all-in rental fee per item.

Availability is subject to booking, with the relevant services (ADM/DIT/TEL). If equipment is already booked, it will have to be hired from an outside supplier (more costly than the UNESCO services) under the supervision of ADM/DIT.

Some events require the use of outside suppliers (under the supervision of UNESCO services). Prices for these are given by way of guidance only and must always be confirmed by a quote specific to the particular event.

In the annex:

- Non-exhaustive list of outside suppliers (page 69)

ANNEX

Venue rental rates

charged at actual operating cost

to Permanent Delegations to UNESCO

The prices shown are for daytime hours (9.00 to 18.00) on working days, and are revised yearly. They do not include technical services requested by users, which will be charged for separately on the basis of the relevant cost tables. Nor do they include the costs of technical staff, security guards, telephone switchboard, photocopying or furniture handlers.

Venue	Actual cost	Reduced rate	Normal	Special (30%)
Room I	€ 467	€ 3,738	€ 5,333	€ 6,932
Cinema	€ 200	€ 250	€ 350	€ 350
Foyer to Room I	€ 346	€ 1,519	€ 2,172	€ 2,824
Pas perdus	€ 346	€ 1,519	€ 2,172	€ 2,824
Hall of Ceremonies	€ 283	€ 785	€ 1,122	€ 1,460
Foyer to Room X	€ 314	€ 1,306	€ 1,866	€ 2,426
Corridor X-XI	€ 283	€ 1,122	€ 1,459	€ 2,172
Miró Room	€ 429	€ 1,524	€ 2,202	€ 2,861
Hall Ségur	€ 346	€ 1,519	€ 2,172	€ 2,824
Basement lift area	€ 157	€ 619	€ 804	€ 1,046
Seventh floor lift area	€ 133	€ 523	€ 680	€ 884

Rates applicable:

- "Cost price" for Permanent Delegations at UNESCO
- "Reduced rate" for NGOs and IGOs
- "Normal" for associations outside UNESCO
- "Special" for businesses with high incomes

UNESCO may allow venues to be used free of charge (the organizers will remain liable for technical costs) in the following cases:

- Event of a strongly humanitarian nature, with the Director-General's approval

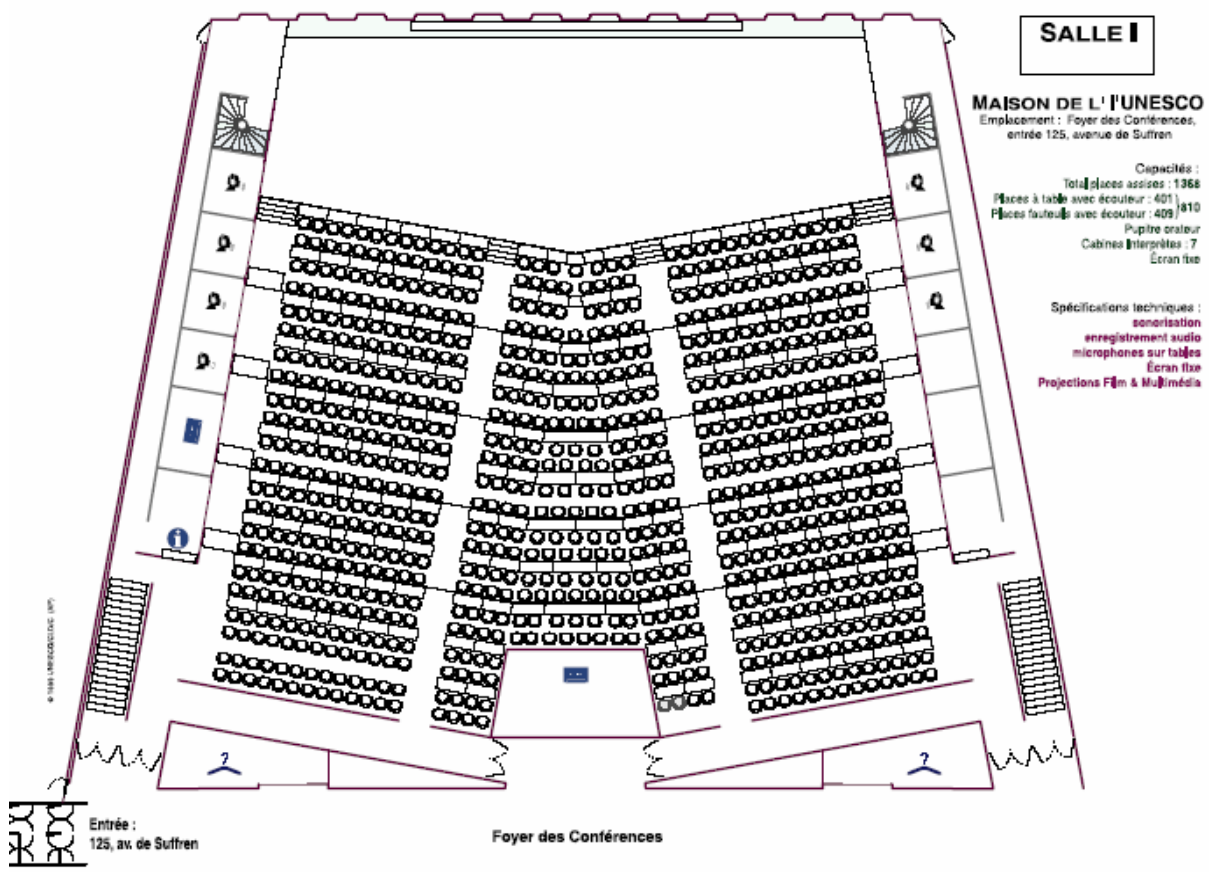
Room I: facilities, plans and equipment

Room I, which has a capacity of 1,368 seats, split between two levels (“Orchestre” and “Mezzanine”), can be used for many kinds of events, such as:

- Conferences
- Concerts (classical, traditional or rock music)
- Ballets
- Shows
- Fashion parades
- Theatrical performances

Facilities:

- Seven translation booths
- Five dressing rooms at level –1, giving direct access to the stage, on the courtyard and garden sides
- Large fixed screen
- 1,368 seats, including 401 with desks
- Stage: 27 metres wide – 10 metres deep at the centre

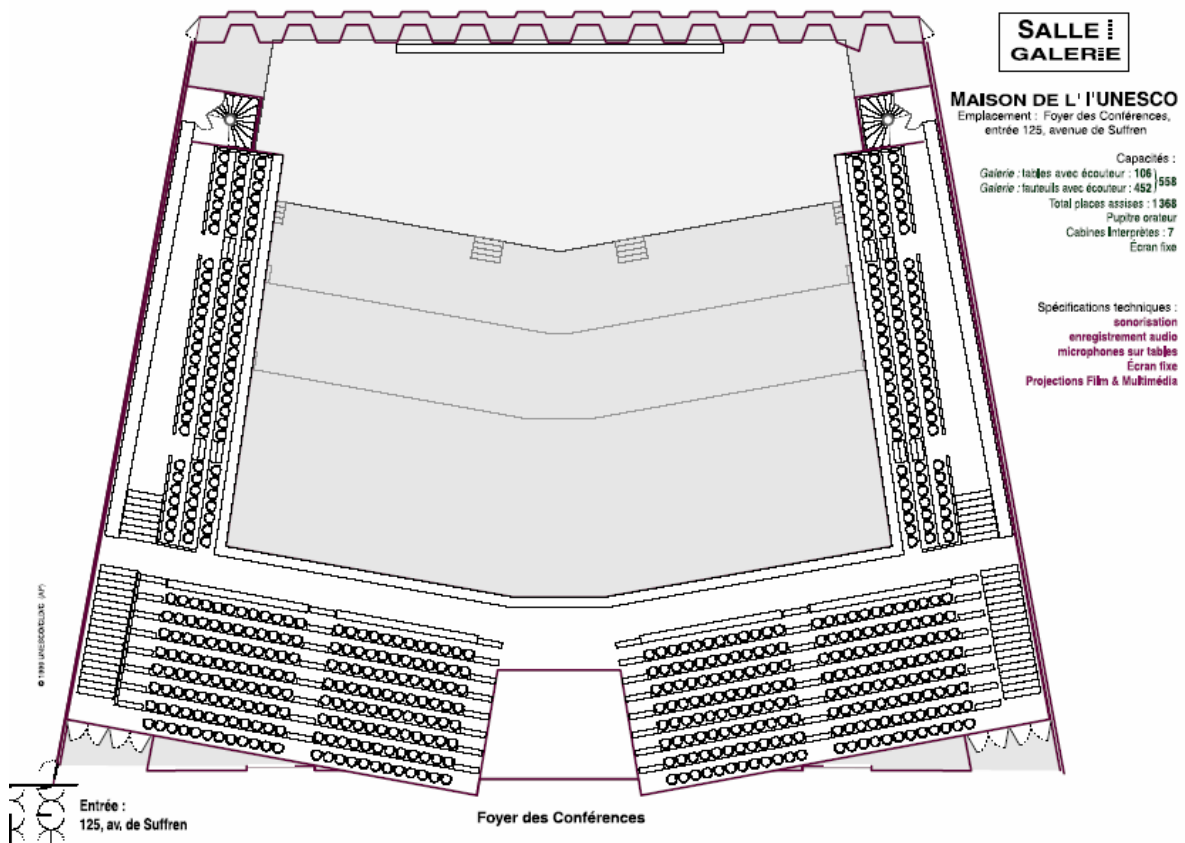


ROOM I
MAISON DE L'UNESCO

Location: Conference Foyer,
125 avenue de Suffren entrance

Capacity:
Total seating: 1368
Tables with headphones: 401
Seats with headphones: 409
Speaker's podium
Interpreting booths: 7
Fixed screen

Technical specifications:
sound system
studio recording
microphones on tables
fixed screen
film and multimedia screening



ROOM I
 CIRCLE

MAISON DE L'UNESCO
 Location: Conference Foyer,
 125 avenue de Suffren entrance

Capacity:
 Circle: tables with headphones: 106
 Circle: seats with headphones: 452
 Speaker's podium
 Interpreting booths: 7
 Fixed screen

Technical specifications:
 sound system
 studio recording
 microphones on tables
 fixed screen
 film and multimedia screening

Equipment in Room I

Mixing

- 1 Yamaha PM 3500 mixing desk
- 32 mono mic/line inputs
- 4 stereo line inputs
- 8 matrix (4 stereo)
- 8 aux
- 1 stereo
- 8 VGA
- 8 mute

Effects

- 1 Yamaha Rev 5
- 1 Yamaha SPX 1000
- 1 BSS DPR402 compressor/limiter/de-esser
- 1 BSS DPR404 compressor/limiter/de-esser
- 2 DBX 160A compressor/limiters
- 2 DBX 1046 compressor/limiters

Playback or recording

- 2 Sony TC K6 ES cassette recorders
- 1 REVOX A 700 reel-to-reel tape recorder
- 2 Sony PCM R700 DAT recorders
- 2 Marantz PMD 321 pro CD players
- 1 Sony MDS JB920 MD player

Distribution

- 2 Girardin distributors 1 input – 20 outputs
- 8 AVS S174 line amplifiers

Amplification in room

- 2 BOSE 1800 series (2 x 430W)
- 1 QSC CX254 (booster at rear of room)

Room equalization

- 1 Klark Teknik DN 3600 programmable equalizer
- 1 Klark Teknik DN 6000 spectrum analyser
- 2 BBS Opal graphic equalizers

Sound transmission in room

- 4 Meyer Sound CQ1 loudspeakers
- 3 Meyer Sound 650P subwoofers
- 8 BOSE 802 II
- 4 BOSE acoustic wave cannon systems
- 4 BOSE MA12 (booster at rear of room)

Amplification monitor

- 2 BOSE 1800

Equalization monitor

- 2 Klark Technik DN 30/30

Stage monitor playback

- 6 APG DS1-RF
- 4 EAW JF 100

Hands-free microphones

- 2 Sennheiser SKM 4031.90
- 6 Sennheiser SKM 3072-U
- 2 Sennheiser SK 3063-U (clip-on)
- 1 Sennheiser SK 2012 (clip-on)

Hands-free receivers

- 4 Sennheiser EM 2003.90
- 6 Sennheiser EM 3532-U

Microphones with leads

- 10 Shure SM 58
- 10 Shure SM 57
- 1 Shure SM 85
- 6 Shure Beta 57
- 4 Sennheiser E 604
- 1 Electro Voice DS35
- 2 AKG D 330BT

- 1 AKG D12
- 8 Schoeps CMC5/6
- 2 Schoeps CM03 (clip-on)
- 6 Beyer MCE 10.11N (clip-on)
- 4 AKG C647
- 4 Neuman KM 184
- 2 AKG D109

Microphone accessories

- 18 high boom stands
- 4 low boom stands
- 3 round base stage stands
- 3 round base floor stands
- 6 Schoeps stands
- 4 1.20m active rod antennae
- 2 0.60m active rod antennae
- 8 active DI
cables

Sound booth reproduction

- 1 Daub 300/Bose acoustimas
- 2 Sony MDR 7506 (headphones)

Lighting

- 1 Lighting control desk (Genius Pro 62 circuits, 96 memories)
- 2 PS 1200 HMI 1200 W tracking spotlights
- 2 1000 W CSI lamp tracking spotlights
- 8 Fresnel 5kW spotlights
- 12 MS 220 V – 2000W long-range halogen spotlights
- 20 1000 W long-range halogen spotlights
- 4 SD 2000 – 2000 W halogen profile spotlights
- 24 SD 1000 L – 1000 W special halogen profile spotlights
- 24 PAR 64 1000W (110V), on side galleries
- 12 PAR 64 1000W (220V), over the screen

Back wall lighting uses 10 1Kw Cycliodes and 9 1Kw PAR 64 controlled from the organ console:

27 3kW paths

31 5kW paths

4 10kW paths

Total electrical power: 276 kW

2 power boxes available in the room: 60kW x 2 + 1 100kW distribution board for sound and lighting, giving 220kW

Cinema

Operated by: BPI/AUD

- The UNESCO projectionist is the only person authorized to operate the cinema equipment. The projectionist will only carry out the tasks required for the proper functioning of the audiovisual equipment in the cinema, and is not authorized to move items of furniture.
- It must be possible to clear the area in front of the cinema at any time. No items of furniture may be placed there.
- Exceptionally, the cinema may be rented out for performances or concerts involving no more than 5 performers or musicians on stage. No scenery or accessories will be supplied by UNESCO. There are no dressing rooms or wings.
- The organizers must accept the decisions of the UNESCO chief of security or his or her representative.
- Access to the cinema is through the Fontenoy entrance. Spectators must carry an identity document and an invitation or ticket giving the title and date of the performance. It is up to the organizers to provide UNESCO with the name and details of the person who will be the official go-between for the security services when the event takes place.
- The rental arrangement will only become effective once BPI/AUD has received the quote back signed by the organizers. The signature must be preceded by the words "read and approved".

Details

Capacity:	124 seats
Stage area:	32 m ² (7.80m wide x 3.80m deep)
Screening:	Screening equipment of any format
Lighting:	8 1000W spotlights and 2 500W spotlights
Sound:	mono + 2 handheld microphones

Rental charges

	Day (9.00-17.00)	Evening (18.00 onward)	Weekend
Delegations and NGOs	€390	€425	€515

Staff: hourly overtime rates

	18.00 onward	Weekends and public holidays
Projectionist	€ 34	€ 34 (4 h minimum)
Security (1 guard)	€ 26	€ 26

Characteristics of conference rooms

Operated by: ADM/CLD/C

Characteristics/Room	I	II	III	IV	V	VI	VII	VIII	IX	X	Xbis	XI	XII	XIII	XIV	XV	XVI	
TOTAL SEATS MAX	1368	460	61	358	40	56	41	45	96	272	41	267	428	82	54	36	51	
Location	Fontenoy	Fontenoy	Fontenoy	Fontenoy	Fontenoy	Fontenoy	Fontenoy	Fontenoy	Fontenoy	Annex Fontenoy	Patios Fontenoy	Patios Fontenoy	Patios	Patios Fontenoy	Bonvin	Bonvin	Bonvin	Miollis
Floor area	1700m ²	530 m ²	85 m ²	345 m ²	90 m ²	92 m ²	84 m ²	90 m ²	175 m ²	400 m ²	37 m ²	456 m ²	450 m ²	180 m ²	100 m ²	75 m ²	107 m ²	
Chairs with tables and headphones.	401	342 / 234		252 / 176		38	41	45	96	118	22	239	320/212	82	54		51	
Seats with headphones	409	226		182		18				154	19	28	216					
Level 1: Tables with headphones	106																	
Level 1: Seats with headphones	452																	
Chairs with tables, no headphones			49		20											24		
Seats no headphones			12		20											12		
Configuration: chairs, all with tables		342		252									320					
Config. 1 row tab & 1 row seats		460		358									428					
Round table configuration		264		210									196					
Round table config. in centre only		56		60	20	27	25	24		61	22		60		25	24	16	
1st row platform	11	11		11					9				9	11	9		9	
2nd row platform	11	11		9					3				9	11				
Speaker's podium	podium	podium		podium									podium	podium				
Seating for secretaries	24	32				4	4			6			12	8	8			
Interpreting booths	7	6		6		6	2	6	5	6	6	6	6	6	3		3	
Fixed screen	yes	no	yes	yes	no	yes	no	yes	yes	yes	no	yes	yes	yes	yes	no	yes	
Film screening	yes	no	no	no	no	no	no	no	no	no	no	yes	no					
Telephone: Control room	8 02 28	8 02 06		8 02 13		8 01 43	8 01 48	8 01 51	8 03 01	8 19 16	8 19 94	8 19 23	8 01 63	8 36 13	8 36 14		8 28 61	
Telephone: Platform		8 02 05	8 51 12		8 51 16	8 01 46	8 01 47	8 01 50	8 03 04		8 19 95			8 36 17	8 36 18	8 36 88	8 28 63	
Telephone: Interpreters' corridor	G-8 05 92	8 02 07		8 02 12		8 01 45	8 01 49	8 01 52	8 03 02	8 19 15	8 19 64	8 19 22	8 01 64	8 36 15	8 36 16		8 28 62	
Telephone: Documents	G-8 02 23	8 02 09		8 02 15						8 19 18		8 19 25	8 02 02					
Telephone: Nearest reception	8 51 05	8 51 05	8 51 05	8 02 16	8 51 05				Hall IX	8 20 68	8 20 68	8 20 68	8 20 68	8 36 08	8 35 93			
Daily rental at cost	€ 467	€ 287	€ 128	€ 223	€ 128	€ 160	€ 160	€ 160	€ 191	€ 223	€ 138	€ 223	€ 287	€ 191	€ 160	€ 128	€ 181	
Daily rental normal	€ 5 333	€ 3 916	€ 217	€ 3 623	€ 217	€ 332	€ 332	€ 332	€ 1 620	€ 3 253	€ 294	€ 3 623	€ 3 916	€ 1 620	€ 332	€ 217	€ 650	
Daily rental reduced rate	€ 3 738	€ 2 743		€ 2 539					€ 1 135	€ 2 270		€ 2 540	€ 2 743	€ 1 135			€ 460	
Daily rental higher rate	€ 6 932	€ 5 092	€ 282	€ 4 710	€ 282	€ 431	€ 431	€ 431	€ 2 106	€ 4 228	€ 382	€ 4 710	€ 5 092	€ 2 106	€ 431	€ 282	€ 846	

The information in this table is for guidance only.

Requests for bookings and information about the conference rooms should be made to the Conference Section (ADM/CLD/C).

Rental rates for equipment available at UNESCO

The rates shown on the following page are per day and decrease as the number of extra days rises.

TECHNICAL (excl. base equipment)**A. Video source**

▣ Sony DSR 130 camera	€ 225.00
▣ Beta Digital camera	€ 220.00
▣ Sony DV CAM camera	€ 220.00
▣ Sony document camera	€ 115.00
▣ Sound unit	€ 95.00
▣ Pal Secam VHS video recorder	€ 23.00
▣ Pal/Secam/NTSC VHS video recorder	€ 22.00
▣ U-Matic video recorder	€ 38.00
▣ SP UVW 1200 P Beta video recorder	€ 75.00
▣ Sony DSC 1024 converter	€ 115.00
▣ Extron interface	€ 38.00
▣ RVBS selector	€ 35.00
▣ RVBS distributor	€ 35.00
▣ RVBSH distributor	€ 43.00
▣ VGA selector	€ 45.00
▣ VGA distributor	€ 23.00
▣ Portable PC	€ 150.00

B. Video display

▣ 4 x 3 screen	€ 40.00
▣ 5 x 3.75 screen	€ 320.00
▣ Sony 2950 display monitor	€ 43.00
▣ Sony Neovo 20AV monitor	€ 145.00
▣ Panasonic 16/9 plasma screen	€ 245.00
▣ Philips 16/9 42" plasma screen	€ 145.00
▣ Hitachi 4/3 37" plasma screen	€ 450.00
▣ 53 cm TV-Scope	€ 27.00
▣ 70 cm TV monitor on stand	€ 23.00

C. Video screening

▣ Hitachi 750 lumen LCD projector	€ 75.00
▣ Sanyo 2500 lumen LCD projector	€ 225.00
▣ Sanyo 5200 lumen LCD projector	€ 400.00
▣ Barco 8100 4000 lumen projector	€ 300.00
▣ Barco 9200 6000 lumen projector	€ 1 250.00
▣ Barco 9300 7000 lumen projector	€ 800.00
▣ Barco ELM G5 5000 lumen projector	€ 1 400.00
▣ Barco ELM G8 8000 lumen projector	€ 1 985.00
▣ ELM R12 12000 lumen projector	€ 2 100.00
▣ Xenon 600W slide projector	€ 85.00
▣ 400W slide projector	€ 45.00
▣ 250 W slide projector	€ 17.00
▣ 400W overhead projector	€ 18.00

D. Miscellaneous

▣ Laser pointer	€ 8.00
▣ Hands-free microphone	€ 40.00

E. Recording

▣ Fee for recording on cassette tape	€ 46.00
▣ Fee for audio recording on DAT	€ 76.00
▣ Fee for recording of concert to DAT	€ 76.00
▣ Set-up for DAT to CD recording	€ 100.00
▣ Set-up for Pro Tools to CD recording	€ 200.00

Personnel rates

I. SUPERNUMERARY PERSONNEL (Incl. charges)

▫ Furniture handler	81.71 €
▫ Cleaner	90.56 €
▫ Hostess	104.00 €
▫ Electrician	100.65 €
▫ Sound technician	110.98 €

These rates are for work done between 9.00 and 18.00, without overtime.

II. OVERTIME FOR PERMANENT STAFF

▫ Furniture Handler	32.11 €
▫ Electrician	31.19 €
▫ Sound technician	31.89 €
▫ Air conditioning technician	32.76 €
▫ Coordinating clerk	33.82 €
▫ Head of security team	30.22 €
▫ Fireman	27.42 €
▫ Security guard	24.32 €

Overtime applies from 18.00 on working days and throughout the day during weekends and public holidays.

III. SPECIFIC PERSONNEL

▫ Interpreters	NA
▫ Photographer	€ 350.00
▫ Journalist-cameraman	€ 350.00

Interpreters are booked through the Interpretation Section; prices vary depending on the nature of the work required.

Photographers, sound recorders and cameramen are employed by the Audiovisual Section on a piecework basis: they are engaged for a set fee and are not subject to overtime.

Pay comparison between “intermittents du spectacle” and supernumeraries

Intermittents (gross, including social charges)

Position	Day rate	Monthly rate
Project manager	€ 300	€ 5,800
Head of production	€ 240	€ 4,600
Technical director	€ 240	€ 4,600
Stage manager	€ 210	€ 4,000
Assistant stage manager	€ 157	€ 3,000
Director	€ 457	
Production assistant	€ 125	€ 1,900

Position	Hourly rate	8 hours	10 hours
Sound assistant	€ 15.38	€ 123	
Director's assistant	€ 25		€ 250
Motorized cam operator	€ 34.38	€ 275	
Cameraman	€ 22.90		€ 229
Electrical chief	€ 28.62		€ 229
Chief sound operator	€ 19.90		€ 199
Chief picture operator	€ 27.50		€ 275
Hairdresser	€ 18.30		€ 183
Photo manager	€ 45.70		€ 457
Electrician	€ 18.12	€ 145	
Vision engineer	€ 18.30	€ 229	
Stagehand	€ 18.12	€ 145	
Make-up artist	€ 18.30		€ 183
AVID mounter	€ 22.90		€ 229
Cut mounter	€ 18.12	€ 145	
Tape operator	€ 19.87	€ 159	
Sound mixer	€ 26.75	€ 214	
Director	€ 45.70		€ 457

Supernumeraries (basis of 8 hours, including social charges)

Position	Daily pay	Overtime
Furniture handler	€ 81.71	€ 32.11
Hostess	€ 104	€ 22
Electrician	€ 100.65	€ 31.19
Sound technician	€ 110.98	€ 31.89
Lighting technician	€ 110.98	€ 31.89
Tape operator	€ 110.98	€ 31.89
Air conditioning technician		€ 32.76
Coordinator		€ 33.82
Head of security team		€ 30.22
Fireman		€ 27.42
Security guard		€ 24.32

Comparison of public relations budgets

Examples of two types of operation, dealt with either by an outside PR agency or by BPI/PCE

Scenario no. 1: Seminar in Room II – no reception

- Preparation and handling of a mailshot to targeted celebrities
- No corporate design to be created
- Creation of invitation
- Printing of 3,000 invitations (A5 front and back four-colour, 250g paper)
- Sorting and mailing
- Reply handling

Differential: 70.84% by which in-house budget is cheaper

Scenario no. 2: Classical music concert in Room I – no reception

- Preparation of the invitation mailing list, which is to contain a certain number of celebrities
- Creation of the corporate design for the operation
- Creation of the invitation (with reply card) and poster
- Print run of 5,000 invitations (four-colour folded A4, 300g paper)
- Print run of 300 posters (four-colour 34 x 48 cm, 135g paper)
- Sorting and mailing
- E-mail notification (1,800 contacts)
- Response handling (tel., fax, e-mail)

Differential: 63.22% by which in-house budget is cheaper

Scenario no. 1 handled by an outside PR agency

Event: Seminar in Room II – no reception

Total price: € 16,581

Description/Item	UP	Units	Days	Total
Invitations				
Preparation of mailshot	€ 1,500	1	All-in fee	€ 1,500
Graphic design (1 day)	€ 300	1	1	€ 300
Printing of invitations	€ 0.30	3,000		€ 900
Envelopes, labels, markers	€ 300	1	All-in fee	€ 300
Sorting and mailing (France)	€ 0.53	3,000		€ 1,590
				€ 4,590
Staff (including social and employer's charges 65%)				
Project manager	All-in	1	15	€ 4,950
Graphic designer	€ 495	1	2	€ 990
PR assistant	€ 247.50	1	20	€ 4,950
Head of production	€ 412.50	1	1	€ 412.50
				€ 11,302.50
Agency fees				
15% of total cost (excl. staff)	€ 688.50	15%		€ 688.50
				€ 688.50
				TOTAL
				€ 16,581

Scenario no. 1 handled by BPI/PCE

Event: Seminar in Room II – no reception

Total price: € 4,835

Description/Item	UP	Units	Days	Total
Invitations				
Preparation of mailshot	No cost	1	All-in fee	€ 0
Printing of invitations	€ 0.30	3,000		€ 900
Envelopes, labels, markers	€ 200	1	All-in fee	€ 200
Sorting and mailing (France)	€ 0.53	3,000		€ 1,590
				€ 2,690
UNESCO staff (including social and employer's charges 65%)				
Project manager	No cost	1	1 month	€ 0
PR assistant (supernumerary)	€ 2,145	1	1 month	€ 2,145
Head of production	No cost	1	1	€ 0
				€ 2,145
Fees				
No fees				€ 0
				€ 0
				TOTAL
				€ 4,835

Note on graphic design (not included in the above budget):

- Creation of special graphics by an outside designer: + € 150
- Creation of graphics by the Documents Section: invoiced for on the basis of time worked, with different scales of charges depending on language, format, number of photos to be included, touching up required, etc.

Scenario no. 2 handled by an outside PR agency

Event: Classical music concert in Room I – no reception

Total price: € 25,241.65

Description/Item	UP	Units	Days	Total
Invitations				
Creation of corporate design	€ 1,000	1	All-in fee	€ 1,000
Preparation of mailshot	€ 1,500	1	All-in fee	€ 1,500
Graphic design invitation + poster	€ 300	1	All-in fee	€ 300
Creation of electronic notification	€ 150	1	All-in fee	€ 150
Printing of invitations (5,000)	All-in fee	€ 1,335	All-in fee	€ 1,335
Printing of posters (300)	All-in fee	300		€ 400
Invitation envelopes (5,000)	All-in fee	5,000		€ 400
Poster envelopes (300)	All-in fee	300		€ 190
Labels, markers	€ 500	1	All-in fee	€ 500
Sorting/mailing invitations (France)	€ 0.83	5,000		€ 4,150
Sorting/mailing posters (France)	€ 1.22	300		€ 366
Electronic mailing	€ 0.10	1,800		€ 180
				€10,471
Staff (including social and employer's charges 65%)				
Project manager	All-in fee	1	25	€ 4,950
Graphic designer	€ 495	1	5	€ 2,475
PR assistant	€ 247.50	1	20	€ 4,950
Head of production	€ 412.50	1	2	€ 825
				€13,200
Agency fees				
15% of total cost (excl. staff)	€ 1,570.65	15%		€ 1,570.65
				€1,570.65
				TOTAL
				€25,241.65

Scenario no. 2 handled by BPI/PCE

Event: Classical music concert in Room I - no reception

Total price: € 9,286

Description/Item	UP	Units	Days	Total
Invitations				
Preparation of mailshot	No cost	1	All-in fee	€ 0
Graphic design invitation + poster	No cost	1	All-in fee	€ 0
Creation of electronic notification	No cost	1	All-in fee	€ 0
Printing of invitations (5,000)	All-in fee	5,000		€ 1,335
Printing of posters (300)	All-in fee	300		€ 400
Invitation envelopes (5,000)	All-in fee	5,000		€ 400
Poster envelopes (300)	All-in fee	300		€ 190
Labels, markers	€ 300	1	All-in fee	€ 300
Sorting/mailling invitations (France)	€ 0.83	5,000		€ 4,150
Sorting/mailling posters (France)	€ 1.22	300		€ 366
Electronic mailing	No cost	1,800	All-in fee	€ 0
				€7,141
UNESCO staff (including social and employer's charges 65%)				
Project manager	No cost	1	25	€ 0
PR assistant (1 month)	€ 2,145	1	All-in fee	€ 2,145
Head of production	No cost	1	2	€ 0
				€1,950
Fees				
No fees				€ 0
				€ 0
				TOTAL
				€9,286

Note on graphic design (not included in the above budget):

- Creation of special graphics by an outside designer:
 - Invitation + reply card: + € 230
 - Posters: + € 300
- Creation of graphics by the Documents Section: invoiced for on the basis of time worked, with different scales of charges depending on language, format, number of photos to be included, touching up required, etc.

Comparison with other exhibition venues in Paris

Several types of premises can be used:

- Art galleries
- Event rooms
- Other premises (café, restaurant, youth centre, voluntary organization)

The procedure for exhibiting is the same as for UNESCO Headquarters: the artist should send a complete dossier of his or her works with a covering letter, and these will be submitted for the approval of the venue operator.

Pricing conditions may then vary depending on the type of premises:

- Rental of the venue at a day rate + technical costs (as with UNESCO, except at prices up to 50% higher)
- Payment of a percentage on sales of pictures exhibited (determined when the agreement is signed)
- Free of charge in the case of voluntary organizations (but visibility and communication are limited with venues of this type)

When organizers rent a non-Headquarters exhibition venue:

- They will have to set up and dismantle the exhibition at their own cost. Rental of the venue during this period will be charged for (usually 50% of working price)
- All items used for the purposes of the exhibition (signs, stands, showcases) will be charged for
- When a space is rented in an exhibition hall, carpeting, lighting, electricity, security, etc., will be charged for on top of the cost per m²
- The services of the manager responsible for the day-to-day running of the exhibition will be charged for by the day

Catering service

Sample prices

Coffee break

Description	Price/person
Tea, coffee	€ 1.30
Tea, coffee, mini-viennoiserie (small croissants, brioches, etc.)	€ 2.70
Tea, coffee, fruit juices, mineral waters	€ 2.70
Tea, coffee, mini-viennoiserie, fruit juices, mineral waters	€ 3.90

NB:

All orders must be confirmed on the headed letter or fax paper of the Permanent Delegation

Same-day cancellations will be charged for

Reception

On the basis of 100 people

Description	Price/person
<u>Food</u> 1 kg of assorted pastries 200 assorted canapés 70 mini club sandwiches 150 assorted brochettes 80 assorted toasted canapés 1 pain surprise (hollowed-out loaf filled with sandwiches)/brioche mousseline (brioche pastry loaf) 1 tray of crudités 2 kg of assorted sweet biscuits (no filling) <i>Giving 8 items per person</i>	€ 19
<u>Drinks</u> 15 litres of fruit juice Mineral waters No alcohol (or provided by organizer)	
<u>Also included</u> Equipment, linen, ice, floral decoration, service	

NB:

An additional all-in fee of € 60 will be payable for setting up, clearing and cleaning

Written confirmation of the room booking is essential. The choice of snacks must be made at least 5 working days before the event

Changes or additions to the menu will be considered

Special conference reception

On the basis of 100 people

Description	Price/person
<p><u>Food</u></p> <p>1 kg of assorted pastries 250 assorted canapés 80 assorted toasted canapés 125 cold mini-brochettes 160 assorted mini-cuillères (bite-sized biscuits) 1 pain surprise (hollowed-out loaf filled with sandwiches)/brioche mouseline (brioche pastry loaf) 80 prawn fritters and spring rolls 80 mini-pizzas and mini-pissaladières (tarts with onion-based filling) 200 assorted petits fours 1 garnished pineapple 1 tray of crudités 1 large decorated cake <i>Giving 12 items per person</i></p> <p><u>Drinks</u></p> <p>Unlimited fruit juices, soft drinks and mineral waters No alcohol (or provided by organizer)</p> <p><u>Also included</u></p> <p>Equipment, linen, ice, floral decoration, service</p>	<p>€ 24</p>

NB:

An additional all-in fee of € 60 will be payable for setting up, clearing and cleaning

Written confirmation of the room booking is essential. The choice of snacks must be made at least 5 working days before the event

Any change or addition to the menu will be considered

Reception for Delegation

On the basis of 100 people

Description	Price/person
<p><u>Food</u></p> <p>2 kg of assorted pastries 300 assorted canapés 300 assorted mini-brochettes 200 assorted mini-cuillères (bite-sized biscuits) 100 assorted toasted canapés 100 prawn fritters and spring rolls 200 mini-quiches, mini-pizzas 100 mini-brochettes of spiced poultry 100 assorted Japanese rolls 1 pain surprise (hollowed-out loaf filled with sandwiches)/brioche mousseline (brioche pastry loaf) 1 tray of crudités and 1 garnished pineapple 200 assorted petits fours 2 large decorated cakes 50 mini-brochettes of fresh fruit <i>Giving 16 items per person</i></p> <p><u>Drinks</u></p> <p>Unlimited fruit juices, soft drinks and mineral waters No alcohol (or provided by organizer)</p> <p><u>Also included</u></p> <p>Equipment, linen, ice, floral decoration, service</p>	<p>€ 28</p>

NB:

An additional all-in fee of € 60 will be payable for setting up, clearing and cleaning

Written confirmation of the room booking is essential. The choice of snacks must be made at least 5 working days before the event

Any change or addition to the menu will be considered

Logistics option

Service, including provision of linen, equipment, floral decoration, room and kitchen staff, without food or drink

Number of people	Total price
100 people	€ 894
200 people	€ 1,427
300 people	€ 1,959
350 people	€ 2,200
400 people	€ 2,439
500 people	€ 3,146

NB:

Supplement for soft drinks supplied by the catering service: € 2 per person

If crockery and cutlery are to be provided (forks, plates, etc.), an extra € 2 will be charged per person

Restaurant service

Menu I	Menu II	Price/person
Artichoke salad with pepper vinaigrette and délice de foie gras on pain d'épices	Summer salad of marinated salmon and baby vegetables	
Fillet of roasted sea bream with sunways sauce and mixed vegetables done in olive oil	Piccata of veal with sage and fresh pasta	
Trilogie aux poires aux saveurs d'autrefois ("old-fashioned" style pear dessert)	Délice of fruit and fresh meringue	
Coffee	Coffee	
1/3 bottle of wine per person – mineral waters – service included		€ 38
Host bar: Kir, fruit juices, whisky		€ 2.80
Host bar: Sparkling kir, fruit juices, whisky		€ 4
Host bar: Champagne, fruit juices, whisky		€ 7

NB:

The number of diners must be confirmed 48 hours in advance (charging basis)

Non-exhaustive list of outside suppliers

1. Technical services

Rental of additional sound equipment (microphones, console, musical instruments, etc.), lighting equipment (extra tracking spotlight, etc.), video equipment (camera controller, readers, etc.)

Dispatch

<http://www.dispatch.fr> - Tel.: 01 48 63 22 02 –

Contact: Mr François MAZE

Utram

<http://www.utram.com> - Tel.: 01 40 92 50 00

Eurobackline

<http://www.eurobackline.com> - Tel.: 01 46 82 00 00

Contact: Mr Thierry ROUET

Stage Craft Company

<http://www.stagecraft.fr> - Tel.: 01 49 40 19 40

Contact: Mr Vincent RAUTUREAU

FC2

<http://www.fc-2.fr> - Tel.: 01 49 04 42 42

Contact: Mr Marc FISCHER

2. Reception services

Profil

<http://www.profil.fr> - Tel.: 01 44 18 66 53 –

Contact: Ms Catherine AZAM

Otessa – Crit Interim

Tel.: 01 41 31 14 81 - Contact: Guénaël RESTOUT

3. Piano - Tuning of Room I piano

Hanlet (Concert service)

<http://www.hanlet.com> - Tel.: 01 43 87 22 38 - Indicative price: € 98 + VAT

Adagio Pianos

Tel.: 01 43 38 49 45 - Indicative price: € 85 + VAT

Lecomte Pianos

Tel.: 01 48 88 00 00 - Indicative price: € 85.50 incl. VAT

Balleron Pianos

Tel.: 01 46 47 93 12 - Indicative price: € 85 incl. VAT

4. Stage furniture

GL Events Mobilier

<http://www.gl-events.fr> - Tel.: 0 825 836 835 –

Contact: Mr Ludovic REMOUE

Fonction meuble

<http://www.fonction-meuble.fr> - Tel.: 01 69 74 71 10

Crystalli (designer and luxury furniture)

<http://www.crystalli.com> - Tel.: 01 30 50 65 00

5. Printing of banners or canvases

Tout terrain

Tel.: 01 41 72 11 00

GL Events

<http://www.gl-events.fr> - Tel.: 0 825 836 835

6. Production of medals or trophies

Monnaie de Paris

<http://www.monnaiedeparis.fr> - Tel.: 01 40 46 56 66

Les trophées de la réussite

<http://www.les-trophées-de-la-reussite.com> - Tel.: 01 69 93 69 77

7. Catering

Other than in the restaurant on the seventh floor of UNESCO, which has exclusive catering rights:

Dalloyau

<http://www.dalloyau.fr>

Tel.: 01 42 99 91 31 - Contact: Mr Georges RICCIO

Raynier Marchetti

<http://www.rayniermarchetti.fr> - Tel.: 01 40 11 71 27

Contact: Mr Thierry MALLEIN

Lenotre

<http://www.lenotre.fr> - Tel.: 01 30 81 46 46

Butard Enescot

<http://www.butard-enescot.com> - Tel.: 01 34 34 15 15

Contact: Mr Laurent ROGER

8. Travel agency

Wagram Voyages

<http://www.wagram-voyages.com> - Tel.: 01 44 29 00 80

9. Miscellaneous entertainment services

(Theme evenings, e.g., magic, dance, folklore, clown, etc.)

Ludimus

<http://www.ludimus.fr> - Tel.: 01 55 64 10 10

10. Vehicle rental

Avis

<http://www.avislimousine.com> - Tel.: 01 45 54 33 65

Aamerican Limousines

<http://www.aamericanlimousines.com> - Tel.: 0 820 09 09 99

Biribin Limousines

<http://www.biribinlimousines.fr> - Tel.: 01 43 48 65 65

Contact: Mr Ludovic ARMAND

11. Rental of temporary structures, furniture and/or plants

Jaulin

<http://www.jaulin.com> - Tel.: 01 69 79 20 20

12. Decoration

Gally Location

<http://www.gally.com> - Tel.: 01 39 63 48 33

Event Deco

<http://www.fimopart.com> - Tel.: 01 46 28 73 80

Zing Installations (high-end/bespoke decoration)

Tel.: 01 53 14 31 10 - Contact: Mr Stéphane COVILLE

13. Video equipment rental (Dolby sound Room I)

T.A.C.C

Tel.: 01 49 48 84 84 - Contact: Mr Kermarec (06 84 33 77 39)

14. Printing/graphic design

Augustin

<http://www.augustin.fr> - Tel.: 01 40 36 90 24

Contact: Ms Dominique Anglade