



NEW WEB SITE

April 2021

WHY A NEW WEBSITE?

BREAK EVENTS GROUP, is a commitment to all players in the wine industry. With its events and activities, Break Events contributes to highlight territories, vineyards, appellations ... People working every day in rich and unique terroirs. **Because we share the values of these people, we support all of our clients wherever they are in the world! A proximity that we offer to all of them. A singularity and a pleasure that give sense to our work.**

In order to better meet the expectations of our clients, we have developed a new web tool: a **Corporate website**. This new Website presents, all the events organized by the Group around the world, the markets and trends, our actualities automatically updated, etc.

An annual agenda and a personalized catalog

Each event is presented separately in detail and printable by the user, who can make his own catalog of events. He can also save it directly in his agenda. This presentation gathers all the useful **information: who exhibits, who visits, the services included, and the cost**. It also shares a link to the market's presentation and the online booking request.

A picture of the markets

We are vigilant and constantly on the lookout for changes in markets, offers and consumer expectations. Based on this observation, our field of action first extended to Asia-Pacific and then naturally evolved into the Europe zone and the Americas. You will find on our site **a state and a factual presentation of the markets** that we offer. We update and source this information from specialized media and recognized national and international operators



Break Events

Business Events Management

An online pre-registration request

First of all, Digitization has to be a management tool allowing the optimization of requests and responses. That's why we offer to our users to forecast their participation(s) in our events by projecting themselves into an annual business plan. We favored pre-registration in order to **maintain a special link and proximity with each wine producer and buyer**. We are in contact with everyone regularly.

Real-time news

We share and communicate very regularly on our social networks. Time needed to promote - expose our clients and their participations to our events, to learn about news in the sector, new trends ... It is also a **place of meeting and exchange** that allow us to evolve and propose services.

Group services

This new site reveals all the services offered by Break Events: a panel of event tools with fields of action online, face-to-face, roadshow, delegation. Marketing and digital resources are available to our customers. Tailor-made support from our teams to answers and to **increase the opportunities** expected by our customers.

The teams

Our "Spanish Inn". Our Erasmus. Our staffs are **all passionate by their profession and our industry**. Sensitive, enthusiastic and deeply attached to the values conveyed by the personalities they meet. You will discover international profiles who work together, sometimes thousands of kilometers away but ready to get up at 3 am in the morning to follow the participation of our clients, by videoconference, in a TastyWines Online, a Master Class... solidarity and conviviality underlined by authentic and true characters