



BERTRAND BIARD JOINS WMH PROJECT TO SUPPORT THE GROUP'S AMBITIOUS GROWTH PLAN

Paris, February 1, 2023.

Bertrand BIARD, agency founder and spokesperson for the event industry during the height of the Covid crisis, joins forces with WMH Project co-founders Franck CHAUD and Marc FISCHER, becoming part of the group's newly formed Executive Committee. The goal is clear: to establish WMH Project as one of the leading independent communication groups in France and Europe.

After 10 years as Head of Communications at Crédit Agricole SA and 20 years leading agencies and working within the nonprofit sector, **Bertrand BIARD** is widely recognized as an entrepreneur and a prominent figure in the events industry. His deep understanding of the communications sector is reflected in his professional advocacy, including 9 years as President of LÉVÉNEMENT (the association of event agencies and service providers), 4 years as Vice President of UNIMEV (the events industry union), and two consecutive terms with the Syntec Federation and then CPME.

For several years now, he has been a vocal advocate for the transformation of the industry: championing ecological, social, and societal responsibility, the phygital evolution of audience engagement, the attractiveness of careers and professional training, and the urgent need to reshape the landscape of communications agencies and service providers.

"With the acquisition of LDR in 2021, we've already become the leading independent event group in France, and we intend to keep growing" says Marc FISCHER, Co-President and Co-Founder of WMH Project.

"Bertrand will help us accelerate our transformation into a mid-sized enterprise that combines ambitious growth with a strong commitment to ecological, social, and societal impact" adds Franck CHAUD, Co-President and Co-Founder of WMH Project.

Bertrand joins the new executive committee as **Vice President of Attractiveness and Commitments**, where he will oversee external growth initiatives, the development of the Public Relations business in France, and the Group's social and societal engagement projects.

"I've known Marc and Franck for a long time, and I truly admire the Group they've built with both talent and humility" adds Bertrand BIARD. ***"I'm very happy to join them, the Executive Committee members, and all the teams in sharing the ambition and values of a leading communication group, committed, impactful, and purpose-driven"***.

With nearly 30 years of experience, **WMH Project** now has over 300 employees across Paris, Bordeaux, Lyon, and Brussels. The Group sets itself apart through its fully integrated model, bringing together all the necessary skills in-house (Strategic planning, consulting, project management and production, creative studio for visuals and content, audiovisual, digital



marketing, etc), and for the synergies it develops for its clients across its four core areas: **Event & E-Event, Incentive & Business Travel, Spatial Design, and Public Relations.**

WMH Project has set an ambitious growth target: to double its revenue within five years (from €145 million in 2022), while expanding all its business lines across France and Europe. The Group will unveil its new organizational structure and five-year growth strategy at the end of March.

About WMH Project:

*WMH Project is the **largest independent event agency group in France**. Each year, the Group delivers more than 1,000 projects across over 100 countries, generating €145 million in revenue in 2022.*

*With over **300 employees** and offices in **Paris, Bordeaux, Lyon and Brussels**, WMH Project offers everything an organization might need in terms of creative strategy, project management, event and audiovisual technology, digital communication, and graphic and content production.*

*The Group operates across four main areas of expertise: **Event & E-event, Incentive & Business Travel, Spatial Design, and Public Relations.***

Learn more: www.wmhproject.com



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