PRESS RELEASE
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WMH PROJECT JOINS UNIMEV TO CONTRIBUTE TO THE EVOLUTION AND DYNAMICS OF THE INDUSTRY AND EVENT MANAGEMENT MODELS

WMH Project, which in just a few years has become France's leading group of event agencies, has joined UNIMEV, the French Union of the Events Industry. This move reflects the commitment of its directors, Marc FISCHER and Franck CHAUD, to play an active role, alongside other major players in the sector, in the discussions and advocacy efforts that will address the challenges and transformations facing the industry, whilst contributing to its promotion and professionalisation.

As it has grown, WMH Project has brought together complementary disciplines, cultures and areas of expertise, ranging from strategy to creative design and event production. This diversity, which is now one of the defining features of its business model, reflects the ambition championed by UNIMEV: to bring together and foster dialogue amongst the various sectors of the events industry (organisers of corporate events, trade shows, conferences, fairs and sporting events, venue managers, event agencies, stand design agencies and service providers) to build a shared vision of the sector's key challenges.

In an environment characterised by changing customer and audience expectations, technological shifts, environmental imperatives and the challenge of making careers in the sector more attractive, WMH Project aims to contribute to a collective discussion on the future and the place of the events sector within the economy and society.

"Our group has been built up over the years through the coming together of different professions, cultures and areas of expertise. This diversity has taught us just how fruitful the exchange of experiences and perspectives can be in driving our professions forward. By joining UNIMEV, we wish to play our full part in the discussions and initiatives that will drive our sector forward, whether these relate to the appeal of our professions, data, innovation, environmental transition, skills development or international reach. We have experience to share, convictions to uphold, but also much to build together with other stakeholders in the sector. "Our ambition is not merely to participate, but to be of service to the entire profession," *says Marc FISCHER, Chairman of WMH Project. Appointed Chairman of the Association of Event Agencies, he joins UNIMEV's governing body in this capacity.*

"We are delighted to welcome such a dynamic and representative group as WMH Project to UNIMEV. Our aim is to foster a shared space where organisers, event and stand design agencies, venue managers and service providers can share their expertise, challenges, expectations and visions, in order to develop joint solutions and, together, speak with a strong, unified voice on behalf of the entire sector. This significant new membership should enable us to further consolidate our organisation's overall representativeness for the benefit of the French events sector and to support our planned actions under the sectoral agreement, which UNIMEV co-leads with the State," *emphasise Béatrice CUIF-MATHIEU and Philippe PASQUET, co-presidents of UNIMEV.*

About UNIMEV

The French Union of the Events Industry (UNIMEV) brings together all stakeholders in the events and business meetings sector: organisers of trade fairs, corporate events, conferences, exhibitions and sporting events; venue managers; event agencies; and service providers. It has over 430 members representing 85 per cent of the sector's turnover. Working alongside its members and public authorities, UNIMEV acts to represent the sector, produce benchmark data, support the sector's transformation and enhance its appeal.

About WMH Project

WMH Project is a leading 'Global Experience Agency' which, across more than 100 countries, delivers bold, measurable and responsible experience platforms capable of bringing brands to life and helping them grow, getting audiences talking, and inspiring consumers to take action. A mission-driven company since 2023, WMH Project has decided to take its environmental, social and societal commitment a step further to better serve its clients and contribute to the development of its staff and partners by facilitating all kinds of meaningful connections.
With a turnover of €225 million in 2025, the agency draws on a workforce of over 500 employees based in France and internationally (Paris, Lyon, Marseille, Bordeaux, Brussels, Milan, Dubai and Los Angeles) and offers expertise in five areas: Events, Travel, Design, Content and Influence. In 2025, WMH Project was named Responsible Communications Agency of the Year and International Events Communications Agency of the Year.

WMH Project press contact: Elisa LABBE – +33(0)6 14 95 62 26 – e.labbe@wmhproject.com

WMH Project – TOUR ALTO – 4 Place des Saisons – 92400 COURBEVOIE – France

UNIMEV press contact: Estelle DELTOUR – +33(0)7 60 06 00 47 – e.deltour@unimev.fr

UNIMEV – 11 Rue Friant – 75014 PARIS – France