



MARTIN BÉCARD

SENIOR EVENTS PRODUCTION MANAGER
COMMUNICATION MANAGER
PRODUCTION DESIGNER

INFORMATIONS

> Born on 01/12/1978
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QUALIFICATIONS

- Strategic Direction:**
- Conceptualization, concept development, and budgeting of impactful strategies
- Compelling Content:**
- Creation, staging, scripting, and writing of high-quality content
 - Definition of mediums and variations to maximize impact
- Effective Implementation:**
- Oversight of creation, manufacturing, quality control, and operational deployment
- Team Coordination:**
- Assignment of roles, monitoring, and reporting to ensure smooth collaboration
- Production Management:**
- Orchestration, showcalling, oversight of technical direction to ensure successful execution

EDUCATION

EUROPEAN BACHELOR
IN CORPORATE COMMUNICATION
INSTITUT SUPÉRIEUR DE COMMERCE DE TOULOUSE
/ 2000

ADVANCED TECHNICIAN'S CERTIFICATE
IN MARKETING & COMMUNICATION
ESTACOM (ÉCOLE SUPÉRIEURE DES TECHNIQUES
APPLIQUÉES À LA COMMUNICATION)
/ 1999

BACHELOR'S DEGREE IN LITERATURE
& FOREIGN LANGUAGES
LYCÉE MARGUERITE-DE-NAVARRE
/ 1997

LANGUAGES



IT SKILLS



PROFESSIONAL EXPERIENCE

MC (MARTIN CONSULTING) <https://urlz.fr/uhx2>
CONSULTANT / EVENT PROJECT MANAGEMENT
/ 2021-2025 - Worldwide
Project management, design/recommendation, production:

- GAM - AFRICAN DIGITAL SUMMIT (2 editions)
- NARSA (4th Global Ministerial Conference on Road Safety)
- AUSIM Conference 2024
- MINISTRY OF NATIONAL EDUCATION (National Teachers' Forum)
- MINISTRY OF YOUTH AND CULTURE (The Great Concerts of Rabat Festival)
- JESA (Incentives)
- LAFARGE HOLCIM (Internal conventions)
- GROHE (External conventions)
- INNOV'X (Internal conventions)
- International weddings

NEO SPOT ORGANISATION www.neo.ma
PROJECT DIRECTOR / EVENT AGENCY
/ 2015-2021 - Rabat
Project management, design/recommendation, production:

- SMEIA (Unveiling and launch of new models for BMW, JAGUAR, LAND ROVER)
- CAC (AUDI Golf Cup, AUDI Driving Experience,...)
- MINISTRY OF HOUSING (African Ministerial Forum, Dakar International Building Exhibition, World Urban Forum-UAE)
- AKWA Group (International conventions AFRIQUIA & AFRIQUIA GAZ, incentives)
- FERRARI (Unveiling and launch of new models)
- INTEL CIA (Internal conventions, international conventions)
- ORANGE BUSINESS (International conventions)
- MINISTRY OF WATER (International Conference on Water and Climate)
- FIFA / CAF (Draw and Opening & Closing Ceremonies of the African Nations Football Championship, Gala Dinners)
- CARTIER (Event @ Museum of Modern & Contemporary Art)
- International weddings

CLÉ CONCEPT www.cleconcept.ma
ACCOUNT DIRECTOR / COMMUNICATION AGENCY
/ 2012-2015 - RABAT

OBVISION CONSEIL www.obvision.ma
ACCOUNT DIRECTOR / COMMUNICATION AGENCY
/ 2011-2012 - RABAT

MAF'CONCEPT
CREATOR AND MANAGER / EVENTS & COMMUNICATION
/ 2007-2010 - MADAGASCAR

MAFANA CLUB
CREATOR AND MANAGER / CLUBBING & EVENTS
/ 2007-2010 - MADAGASCAR

NETAPSYS <https://gallica.bnf.fr>
DIGITAL PROJECT MANAGER / IT COMPANY
/ 2005-2007 - MADAGASCAR

DIGIPRINT <http://www.apma-mg.com>
CREATOR AND MANAGER / PRINTING & COMMUNICATION
/ 2003-2005 - MADAGASCAR

ORCHESTRE DES CONCERTS LAMOUREUX
COMMUNICATION MANAGER / orchestrelamoureux.com
/ 2000 - 2002 - PARIS

MORE

MASTER OF CEREMONIES (*cf. online Book*)
Institutional conferences, corporate evenings, or festivals:
► stage, pay tribute, introduce, animate, moderate, thank, congratulate, coordinate, unite...

VOICE OVER (*cf. online Showreel*)
► Live, TV/Radio spots, dubbing, institutional films, etc.

MUSIC
► DJing, bass in a gospel choir,...