

*Cyril Wigniolle Consultant*

Sales & Marketing

Hospitality, Business Tourism & Event Management

Since 2010



# **SALES & MARKETING CONSULTING HOTEL INDUSTRY, BUSINESS TOURISM & EVENT INDUSTRY**

**SALES REPRESENTATION OFFICE, FRENCH MARKET (MICE)**



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## MY APPROACH

*These various experiments enabled me throughout these years to acquire an expert testimony which I wish to be able today to make share.*

*To accompany you, my approach consists in integrating your company to understand it, share with you the problems met, to analyze the forces and the weaknesses, to discover your offers and your products, to meet your teams to prepare the future.*

*Then we build together the action plan which we will set up. We defined the various actions together to be carried out with the corresponding calendar. We share with your teams to reach the set objectives.*

*Progressively, we adjust our action plan compared to the economic conjuncture and to answer your waiting.*

Cyril Wigniolle.



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## Cyril Wigniolle :

During my 20 years career , I worked for different companies for which I had different and complementary responsibilities :

- √ Business Development in the hospitality & tourism industry for Accor (hospitality chain) and 2 agencies specialized in corporate travel and events .
- √ Teams management at the Novotel Paris Est and at Ejo & Creativ'Associés agencies.
- √ Events management & organization.

## Companies for which I have worked :

**EJO GROUP** : Director of Development (business tourism & event management)

**CREATIV ASSOCIÉS** : Director of the business tourism department .

### ACCOR GROUP :

Director of the **Pullman Orient Express** "train of legend" .

Director of Sales at **Novotel Paris Est** (611 rooms & Congress Centre)

Sales Executive at **Accor Sale France** (Sofitel, Novotel & Mercure )

Event Executive **Disneyland Paris Business Solution**

Sales Associate at **Scott Catering**



## You are working for an hotel, a destination management company, a tourism office, a congress center :

- ❖ You are looking for external skills in Sales & Marketing.
- ❖ You want to conduct a competitive environment analysis (benchmarking).
- ❖ You need a professional help to build up your pricing strategy, redefine your business plan and design sales action plans.
- ❖ You have the ambition to reposition your product on the market and target a bigger audience.
- ❖ You want to develop a personalized coaching and train your teams to sales techniques.
- ❖ You want to reduce costs by outsourcing some of your services while maintaining the quality of your services.
- ❖ Looking for a sales office based in Paris to help you understand one of the world's most complex market?
- ❖ You want to franchise your hotel, we advise and assist you in your efforts.

Cyril Wigniolle Consultant greets you the way and assist you in your efforts!



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La Collection MICE,  
Hôtels, Réceptifs & Événementiel

by Cyril Wigniolle consultant

Sales representation : « **La Collection MICE** »



We are **MICE specialists** but we work on others markets too (Corporate & Leisure), below are some of our services:

- ❖ We introduce you to the different actors of the French Market.
- ❖ We schedule about 8 appointment and constantly prospect new clients.
- ❖ We position your product, constantly evaluate it and make frequent competitive environment analysis.
- ❖ We drive sales and monitor productions.
- ❖ We organize 2/3 workshops per year.
- ❖ We take care of press & public relations and promote your business on the different media channels.



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## Our Collection, MICE Today :



### Congress Center, Lille – France

Sales Representation, Paris MICE Market : Venue Finder, Event & Business  
Tourisme Agencies.

[www.lillegrandpalais.com](http://www.lillegrandpalais.com)



### Hôtel le Moulin de Madame

Sales Représentation : Venue Finder, Event & Business Tourisme Agencies.  
Corporate Company & Agencies Group Department.

[www.lemoulinde Madame.fr](http://www.lemoulinde Madame.fr)



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## Our references:

**Actis Consulting**, Business development mission for 4/5 stars hotels in Asia. **Eyes2Market Europe**, Business Travel Manager / Sales representation and development for 4/5 stars hotels and DMCs. **CGH/MGM**, Sales representation (2 hotels in Tignes, France).

**Agadir Evasion (DMC)**, Sales representation in France. **Groupe Christophe Leroy**, Hotels sales representation, **MBMH**, Direct marketing for 5 stars hotels in Mauritius. **Paris Honotel**, Sales representation for 2,3 & 4 stars hotels.

**Le Couvent des Minimes**, Sales representation (MICE segment). **EMC Campus**, Teacher (Hotels & tourism management school)



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