



MARIE-HÉLÈNE CUSSAC

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EVENTS ORGANISATION



H.E. Emin Eyyubov,
Ambassador of Azerbaïdjan to the
Benelux and the EU
And guest of honour of DO10
Brussels, 3 May 2007

DO10

Responsible of a marketing – PR event celebrating the 10th anniversary of the Development Office of the College of Europe

Brussels, Bibliothèque Solvay, 3 May 2007

- design of the event
- conception of the « DO10 » name
- design of 3 video animations presenting the Development Office of the College of Europe and its various activities worldwide
- design of the « DO10 » present given to guests
- management of invitations
- logistics management (about 150 guests – management of a 6-staff team)
- media relations : press release, TV
- excellent knowledge of conference rooms media events venues in Brussels

The press release, H.E. Eyyubov's speech, and the photographs of the event are available online at: www.coleurop.be/do10



Interview with Dan Bilefsky,
correspondant in Brussels for the
International Herald Tribune, in the
International Press Centre, Brussels

EU-Canada Young Journalism Award (2 editions)

Project manager

From 2005- Editions 2006 and 2007

Design and management of a one-week programme allowing young Canadian journalists to discover and appreciate the importance of the European media scene, while introducing them to European politics and policies.

- very good knowledge of the journalists circles in Brussels specialised in EU affairs
- good knowledge of the media focusing on EU affairs: press – TV – radio – newswires
- won the call for tender for this project two years in a row (while staff at the College of Europe)
- all speakers and guests of this programme are personal contacts

One of the participants wrote in her evaluation :

« I think it's really Marie-Hélène that played the mentor role since she was always with us, knew everyone and could give us briefings whenever necessary. »



Conference - Debate
"After multiculturalism—Will Europe
develop new forms of cultural and
social integration?"
Sciences-Po Paris
Paris, 11 March 2006

« Visions of Europe » Project

Project manager
October 2005 to November 2007

- Organisation conferences and debates in Brussels, Paris and Turin on various European topics : e.g. multicultural Europe, the question of European identity, social Europe, the reform of the EU Institutions, etc.
- Marketing and communication
 - relation with the local press
 - press release in the local languages
- Logistical organisation



EUROPEAN UNION
YOUTH
ORCHESTRA

European Union Youth Orchestra

Responsible of the organisation of the EUYO auditions in Belgium
Since 2005

- Management of the communication with candidates
- Internal communication with the EUYO main offices in London
- Communication with the host structure in Brussels (Chapelle Reine Elisabeth or La Monnaie Opera)
- Communication and advertising to all music conservatories in Belgium
- Logistical organisation



Alpbach Team Europe

Non-for-profit organisation ad-hoc to the European Forum Alpbach
In charge since 2002

- Organisation of various activities (conferences, round tables, debates) all year round allowing to the debating to continue beyond the two-week forum each August
- For instance, design and organisation of a public debate organised the day after the French presidential elections :
 - with Jean Quatremer, Brussels correspondent for Libération and author of the blog « Les coulisses de Bruxelles »
 - and MEP Alex Stubb
 - Title : « The French have spoken : what's next for Europe? »

Information about the Forum available at : www.alpbach.org