

novae

EVENTS & LIFESTYLE MANAGEMENT





PASSION
DEDICATION
CHEMISTRY



EVENTS BOUTIQUE & LIFESTYLE MANAGEMENT MONACO

by Florence Del Becaro

With a rooted boutique agency philosophy, NOVAE combines the benefits of large company facilities with the human values and attention to detail of smaller agencies, to provide unprecedented customer care.

PASSION, DEDICATION and CHEMISTRY enable me to make the most reliable and relevant recommendations to suit your particular needs with high end events and lifestyle management.

MY WORLD

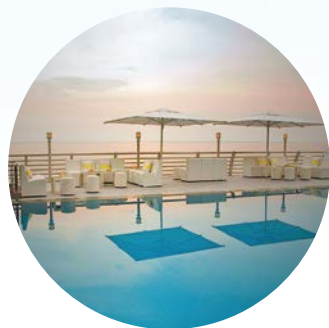
In over 15 years of experience I have developed a rich knowledge and understanding of the event and hospitality worlds: resulting in our reputation for creating truly unforgettable moments and exclusive lifestyle management assistance.

NOVAE is a master in the art of mixing and matching substantial details to produce vibrant and innovative events aimed at both corporate and private clients. Open to any creative opportunities and with a drive to achieve an imaginative concept, our main goal is to create a special trend and cachet for your event that will amaze and astound.

Developing and improving our knowledge and skill sets is key and makes the difference in what we do. Caring passionately about our values means respecting people whether it is our team, clients or suppliers and the environment we work in.

« Passionate about people who pride themselves in challenging the limits of imagination. »





EVENT DESIGNER



MY DMC SERVICES



ELITE LIFESTYLE
MANAGEMENT



XCLUSIV MC
GRAND PRIX F1



UNIQUE EXPERIENCES
& TICKETING



*« Our motto: the extraordinary:
we are always on the lookout
for new tendencies. »*

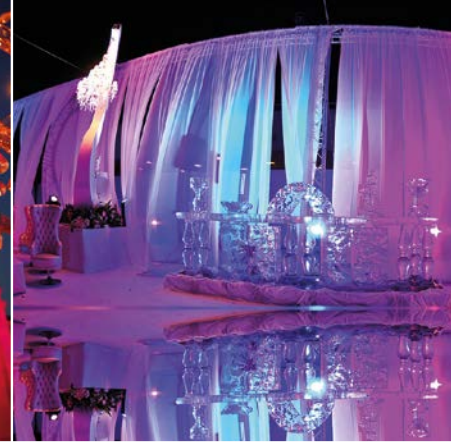
EVENT DESIGNER

There is nothing we enjoy more than being given a blank canvas from which our know-how and inspiration will make wonders thus turning even your tiniest needs and expectations into an amazing masterpiece.

Working independently from any reviewed type of event, particular venue or specific theme, once your expectations have been outlined we will make unbiased suggestions and recommendations on how they can be achieved.

We produce and manage every step of your exquisite custom event:

- Initial Concept & Creation
- Planning & Budget Management
- Destination & Venue Selection
- Coordination & Suppliers Management
- Decoration & Design
- Entertainment
- Floral Design
- Catering
- Photographer & Videographer
- Sound & Light
- Production



MY DMC SERVICES

NOVAE, as a Destination Management Boutique Agency whose team of passionate professionals will create, plan and deliver vibrant and innovative events.

A network of qualified partners and an extensive knowledge of the destination allow us to optimize the choices and deliver unique, customized and exclusive solutions.

We find the places, local suppliers that match your goals orchestrating everything with the utmost discretion.

WHY CHOSE NOVAE

- You have direct access to the owner
- Staff and team know how to react quickly and get things done
- There is a personal touch because you're working with the owner and a very carefully selected team
- The team that pitches a piece of new business is the team that works on that business when they become a client
- The team is always very flexible and quick to react
- We are aware that a small budget for a global firm may often be a major budget to a small/medium enterprise

*« We fully involve
our clients along
every step of the project »*



QUALIFYING CLIENT

We assist you in repeating successes and avoiding mishaps experienced during previous programs.

SITE INSPECTION

A well planned site inspection based on your program is our core service and proof of our expertise concerning the destination.

Please feel free to assess our knowledge of your chosen location.

DINE AROUND

We cultivate relationships with selected restaurants, exclusive venues and renowned chefs.

NOVAE brings the culinary brilliance of renowned chefs to your chosen venue to offer a unique fine dining experience.

Once we have an idea of your concept, we develop a detailed plan and propose the chef best suited to your needs and budget.

Service staff, tableware and wines are selected with great care to ensure a unique gastronomic experience.

TRANSPORTATION & LOGISTICS

City requirements and permits.

Airport: transfer of guests from and to the airport is the first and last impression of the destination.

Shuttle systems: determining routes and creating shuttle systems when given program details.

SPECIAL EVENTS

Tour & activity programs: Understanding your history allows us to design customized programs more effectively.

Entertainment: We suggest types of entertainment appropriate to achieve your objectives.



ELITE LIFESTYLE MANAGEMENT

We are proud to have established over the past 15 years a precious relationship with our international clients, based on mutual trust and sharing.

A large number of our clients have asked us to assist them with various special events in their lives; planning their honeymoon or their last-minute getaways, suggesting second homes and decoration set-up, celebrating anniversaries, baby's first birthday or baptism. Our commitment to satisfying customer needs has led us to become expert personal assistants in planning and organizing special events as well as in managing everyday tasks.

NOVAE offers a wide range of customized services to meet your needs and desires and make sure that your stay with us will be a memorable experience. When it comes to your well-being and peace of mind, we go to great lengths to provide utmost customer satisfaction.

Our Elite Lifestyle Management team is pleased and honoured to offer a dedicated assistance to all its clients and future clients, ensuring that their NOVAE experience goes far beyond!

*« Let's keep it seamless,
inspiring, breathtaking
and rewarding. »*



VIP

Our VIP team is at your service to assist you with any particular requests requiring extra special attention.

Services include: private aviation, yacht charters, celebrity appearances and personal chefs.

With NOVAE's exceptional global contacts, you can truly enjoy the best of what life has to offer.

ENTERTAINMENT

Enjoy an evening at the Opéra de Monte Carlo, as much as a gambling night at the Casino of Monte-Carlo or an exclusive experience at the F1 Monaco Grand Prix. We can facilitate obtaining access to any kind of event.

No matter what your interests or the size of your entourage, our team has a network of contacts enabling us to procure preferred tickets to virtually any event anywhere in the world. Whether it's just before showtime or a pre-arranged destination event complete with personalized itinerary and accommodations, you can rest assured our team is up to the task.

RELOCATION & TRANSLATION

Our team coordinates every step of the relocation and can provide professional French, Russian and English translation and interpreting services.

Our expertise is not only based on our proficient language skills but also on our comprehensive knowledge of Monaco and its administrative and legislative system.

Since we are well-versed in the procedures of, for example, taking up residence in Monaco including all the administrative formalities and details involved, we are able to provide you with competent translation and interpreter services.

SHOPPING

NOVAE's Personal Shopping Tour is customized exclusively for you and only you.

One of our goals is for you to make the most of your time in the Principality and not get lost in the overwhelming number of boutiques Monaco has to offer.

Our fashion experts can provide you with tips and guidelines taking note of your individual style.

Also, our retail specialists can assist you with your gifting needs and help you select the extra special gift you are looking for.

DINING

NOVAE brings culinary brilliance to your home or desired venue to offer an exquisite experience in fine dining.

We cultivate relationships with carefully selected restaurants, set up contacts and make recommendations and bookings.

Our team of experienced organizers will assist you in finding the perfect locale for your special occasion and make sure that all reservations and any other details are professionally taken care of.



« The most prestigious
automobile race in the world
as a VIP guest! »

XCLUSIV MC GRAND PRIX F1

For the ultimate in style and elegance, XCLUSIV MONACO GPF1 by NOVAE offers you everything you could possibly want and more when attending the Monaco Grand Prix.

We create an itinerary specially designed for you for a truly unique and memorable travel experience, not just another one-size-fits-all vacation package.



HELICOPTER TRANSFERS / PRIVATE JET TRAVEL

From/to Nice or Monaco from an airport of your choice

ACCOMMODATION

In one of the centrally located hotels right at the heart of the action

PRIVATE BALCONY / CELEBRITY TRACKSIDE VIP YACHT

Hosted with F1 driver appearances including continental breakfast, buffet lunch, afternoon tea and all-day open bar

Paddock Club

Access for the serious car enthusiasts

EXCLUSIVE PACKAGE AT THE HEART OF A TEAM

Enter the very closed circle of a team during the two days of the F1 Monaco Grand Prix with access to the team stand alongside pilots, engineers, mechanics...

PILOT THE LOTUS TEAM FORMULA 1

The day after the Grand Prix, make your dream come true and drive the Lotus on the legendary Paul Ricard Circuit

FOR THE F1 BIGGEST FANS

Access Le Castellet racetrack, only 2 hours away from Monaco! You will also enjoy a ride as a passenger on board a two-seater Formula One driven by a pilot of the team

PARTY TIME

Enjoy yacht cocktail parties and access to sensational after parties

PERSONAL ASSISTANCE

A dedicated coordinator to assist you throughout your stay





*« NOVAE always
goes a step further »*

UNIQUE EXPERIENCES & TICKETING

From last-minute restaurant and hotel reservations, personalized travel itineraries, sightseeing and leisure activities, NOVAE always goes a step further.

We can book your tickets or VIP packages for sports, cultural or any other events; the list below is not exhaustive:

- Monte-Carlo International Circus Festival
- Monte-Carlo Rolex Masters
- Formula 1
- Cannes Film Festival
- Football
- Operas and theatre
- Shows and fairs



Thanks to the knowledge, experience and personal touch of our carefully selected guides, we can reveal the hidden secrets of the Cote d'Azur far from the usual clichés:

HELI OFFSHORE

Thrilling helicopter and speedboat racing experience!

SAIL BOAT AND REGATTA

While sailing, just relax or take the helm and maneuver the vessel under the skipper's instructions

MEDITERRANEAN WATER SPORT

Rental of motor boats and sailing yachts

PILOT EXPERIENCE

Take private lessons driving a Ferrari, Lamborghini or Formula 1. Sensational!

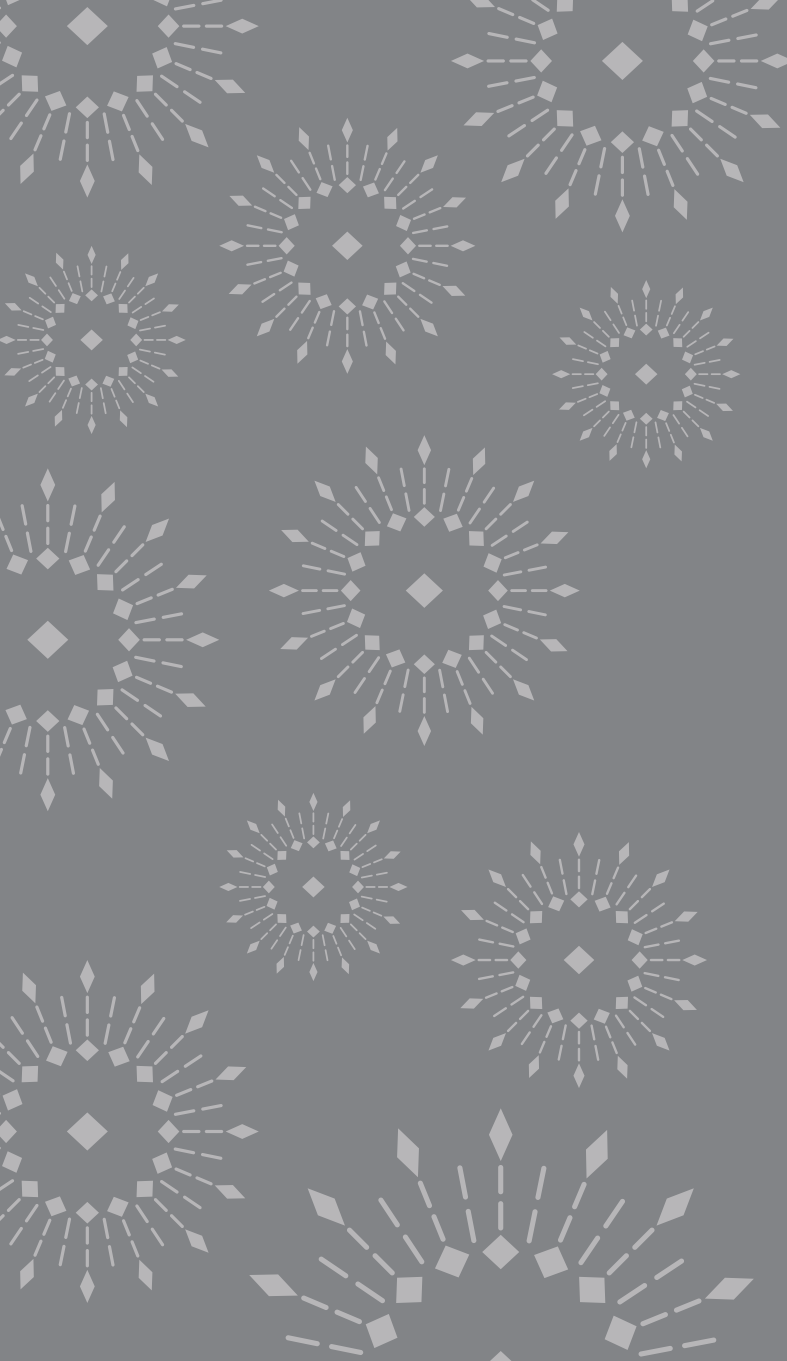
STAR GOLFING

Golfing in the South of France is a privilege with great weather and spectacular scenery, overlooking the Mediterranean

CAPTURE THE SIGHTS / CLASSIC SIGHTSEEING TOUR

Enjoy a leisurely car ride and take in the breathtaking sights and surroundings along the way





PORTFOLIO

ALKOR & CO / TAX FREE CANNES

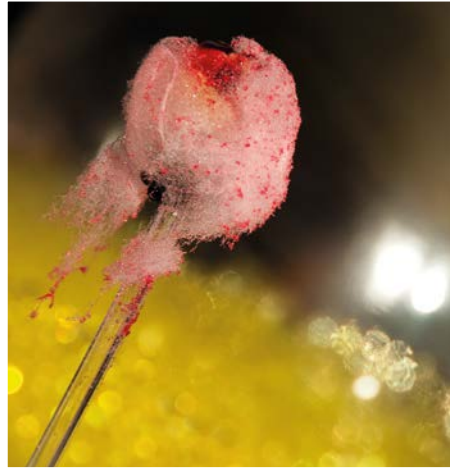
A russian cosmetic company representing the brands "L'Etoile" and "Sephora".

In charge of the concept to the implementation of aspects pertaining to the organization of the annual gala dinners during the Tax Free World Exhibition in Cannes.



ERNST & YOUNG / FUND FORUM INTERNATIONAL

NOVAE has been mandated by ERNST & YOUNG since 2010 for the organization of their annual festivities held during the "Fund Forum International" at the Monaco Grimaldi Forum.



FEADSHIP / MONACO YACHT SHOW

NOVAE has been mandated since 2013 for the organization of the Feadship Captains & Crew Party organized every year during the Monaco Yacht Show.



JONES LANG LASALLE / MIPIM CANNES

Coordination of all the logistics of managing a "corporate village" for four days and organizing conferences, breakfast, lunch, cocktail receptions, gala dinners and after-dinner parties of Jones Lang Lasalle (leading real estate agency):

- Implementation of a meeting structure on the Cannes "Croisette" during the MIPIM - World's Property Market.
- Construction of a 800 m² tent at the "Plage Royale", the "Noga Beach" Hotel Noga Hilton and the "ZPlage" Hotel Martinez.
- Attendance of 90 delegates and 2500 guests at the after-dinner party.
- Organization of the gala dinners - Jones Lang LaSalle France - at the prestigious Royal Mougins Golf Club.



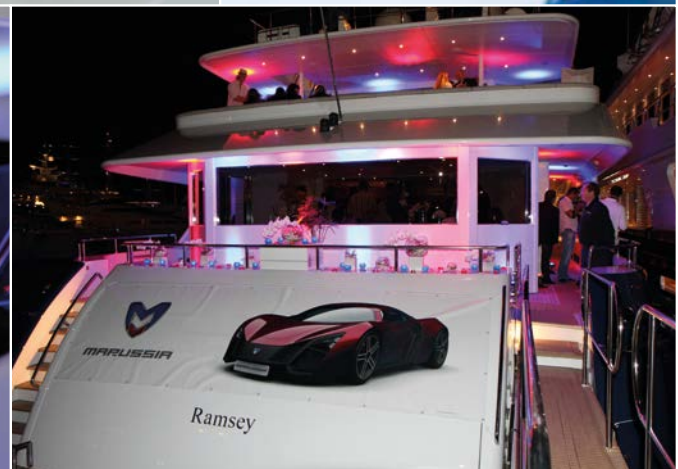
KPMG
/ FUND FORUM INTERNATIONAL

NOVAE has been mandated since 2010 by KPMG for the conception of their annual gala dinner held during the Monaco Fund Forum International.



MARUSSIA / MONACO GRAND PRIX F1

NOVAE has been mandated since 2010 for the entire hospitality services delivered throughout Marussia guests' stay in the principality during the Monaco F1 Grand Prix as well as all leisure aspects and entertainment during the festivities onboard of their yacht.

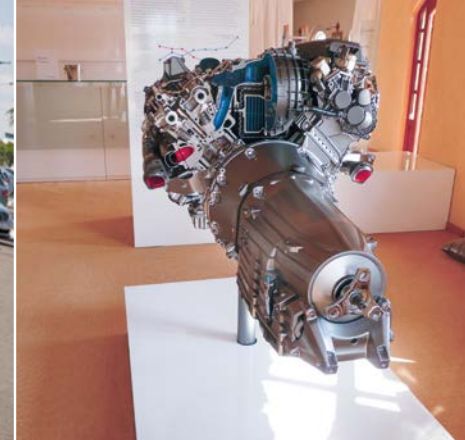


MONACO-ITALY ASSOCIATION AND HOUSE OF ALBERTA FERRETTI / SPORTING MONTE-CARLO

In collaboration with the Monaco-Italy Association for the organization of a gala night at the Sporting Monte-Carlo for the benefit of the Princess Grace Foundation, the Foundation Umberto Veronesi & FAI Fondo per l'Ambiente Italiano with a Fashion Show signed by Alberta Ferretti Haute Couture.

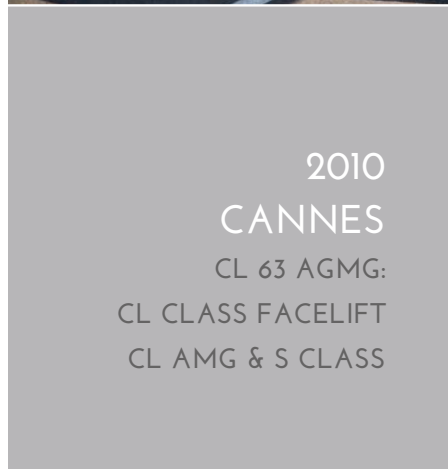


MERCEDES-BENZ / PRESS PRESENTATIONS



For its press presentations, MERCEDES-BENZ has entrusted NOVAE with the logistics of its marketing events since 2010:

- Sourcing the ad hoc venue for the set-up of technical workshops and cleaning stations, respecting all specific requirements in terms of engineering, safety and accessibility.
- Getting all necessary agreements from Nice Cote D'Azur airport and its Business Center, as well as Marseille Provence Airport, to secure the parking and hospitality areas dedicated to the journalists.
- Sourcing itineraries of the test routes; selection of the relay stations where food and beverages are organized and journalists can test cars.
- Set-up and equipment of the venues in close co-operation with the caterer for the refreshments and meals served to the journalists and managerial staff.
- Proposition of several exclusive sites for photo and video shootings.
- Selection and co-ordination of the hostesses and drivers.
- Close co-operation with local authorities and civil services to get all official documents and agreements for derogation.



2010

CANNES

CL 63 AGMG:

CL CLASS FACELIFT

CL AMG & S CLASS





2011
MONACO
SLS AMG ROADSTER



2013
AIX EN PROVENCE
CL-CLASS - C117
CLA 250 - 4MATIC





2014
MARSEILLE
C CLASS



2016
CÔTE D'AZUR
S-CLASS
CABRIOLET & SLC



RECKMANN 120th ANNIVERSARY / MONACO YACHT SHOW

When RECKMANN, leader of hydraulic systems, celebrated its 120th anniversary, NOVAE made sure that every detail of the event was expertly managed.



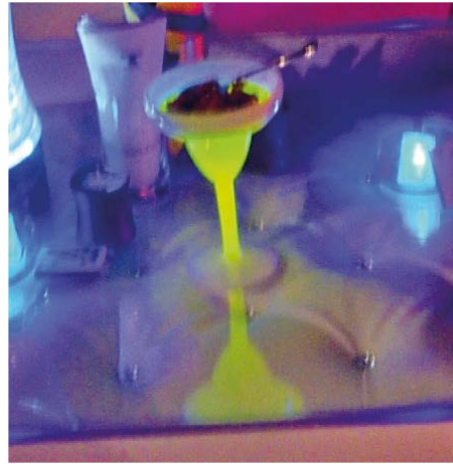
SAMSUNG / FORUM SAMSUNG MONACO

NOVAE has been mandated since 2015 for the organization of the Samsung press conferences and dinner parties held during the Forum Samsung Monaco.



RENAULT F1 TEAM / MONACO GRAND PRIX F1

In charge of the concept to the implementation of all aspects pertaining to an exclusive gala dinner and after-dinner party held by the Renault F1 Team on board the Force Blue yacht during the Monaco Grand Prix F1.



EXCLUSIVE STAYS SOUTH EAST ASIA

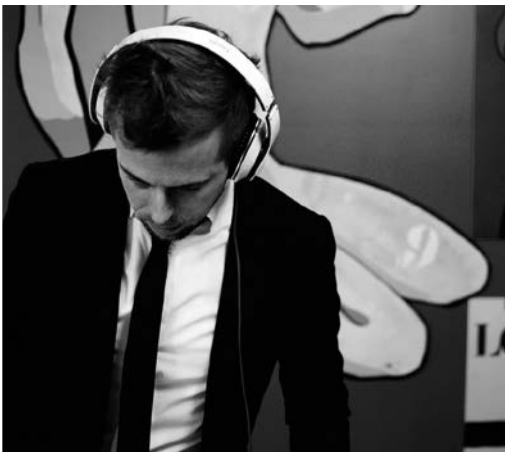
In charge of concept and delivery of full hospitality service for an exceptional stay for exclusive private guests in South East Asia.

Coordination of logistics and security, exclusive accommodation, organization of gala dinners and parties, entertainment and decor as well as leisure activities during their stay.



ARTIST MANAGEMENT

Our mission is to provide you with original events featuring outstanding performers in a refined atmosphere giving your festivities that certain cachet.



WEDDINGS

NOVAE offers wedding planner services designed to provide you with a unique, stylish and memorable wedding celebration.

Congratulations on your forthcoming wedding!



PRIVATE EVENTS

Whether you want to hold a party with a particular theme or have a stylish contemporary dining experience, with our skills and passion to amaze we are certain to find the best answers to ensure that your event is a success.



"It was absolute pleasure to work with Florence and I can highly recommend her event management services to anyone. Florence is an experienced professional who you can trust. She will take your project seriously, and orchestrate everything from A to Z. Florence will take time to understand your particular needs and propose the best options to make sure every aspect of your event is a success"

MARIA KOLJONEN – Project Manager, Propeller Club Monaco

"C'est avec une grande efficacité que vous avez su gérer les demandes les plus extravagantes de notre client et surtout avec un extrême réactivité aux vues des modifications sans cesse apportées dans le court délai qui vous était imparti pour satisfaire à nos exigences de qualités. Nous vous en remercions vivement et ne manquerons pas de renouveler l'expérience NOVAE dans le cadre de toute autre demande d'organisation d'évènements."

FRANCE LACLARE – Operations Manager, BWA Yachting Monaco

"J'ai eu l'occasion de travailler avec la société NOVAE (représentée par Florence Adelhelm - Del Becaro) à plusieurs reprises en 2010, 2011 et 2012, dans le cadre du Fund Forum à Monaco. Cette collaboration a toujours été très agréable et fructueuse. NOVAE nous a apporté son expertise dans l'organisation d'événements clients de très haut standing, dans des endroits exceptionnels et exclusifs et avec des prestataires fiables et de très bon rapport qualité/prix. Florence est quelqu'un de très professionnelle qui connaît son métier, qui a les bonnes connexions à Monaco et qui sait nous orienter vers les bons choix pour faire de nos événements des succès dont on parle encore quelques années plus tard. Elle sait gérer toutes les situations avec le plus grand calme et fait preuve d'un véritable savoir-faire en matière de création et d'organisation d'événements de qualité exceptionnelle. Au plaisir de travailler à nouveau ensemble!"

CAROLINE IMBAUT – Associate Director, Ernst & Young Luxembourg

"Florence has managed two of my events. I was impressed by NOVAE's portfolio and Florence's perceptive approach at our very first meeting. Florence understood the requirements perfectly and has delivered two very exclusive concepts. Apart from the imaginative concepts Florence works with the very best suppliers and has strong connections in Monaco; resulting only in functions of a very high quality. Last but not least, Florence and her colleagues are highly professional and accommodating throughout the process. Both of the events have gained raving reviews."

AGGIE ANTHIMIDOU – Marketing Manager Investment Management, Financial Services KPMG LLPf

WHAT OUR CLIENTS SAY ABOUT NOVAE

"Once again, Maxim and I would like to thank you Florence and your team for the great execution of our "10 years celebration of L'Etoile". The comments and the congratulations of all perfumery presidents present are full of joy, passion and compliment: It was a magic moment! Believe me: to please those people isn't an easy thing to do... It is for us and for me specially, a great pleasure to work with you, as your concept are greater and greater. Moreover to be able to give you, at 100%, the key of the party knowing that everything will be perfect is rare thing today's world, which is giving us the opportunity to take care of our guests on full time basis not being worried about anything then their pleasure."

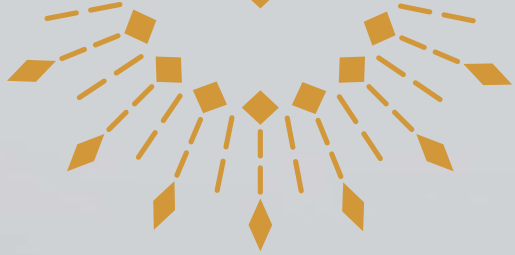
GUILLAUME VANTHIER – General Manager Alkor & CO and Deputy Chairman of Kurs Holding Group

Simply put, Florence Adelhelm - Del Becaro is unparalleled in her competence, thoroughness and dedication. Ince & Co Monaco SARL, of which I am the Managing Partner, relied heavily upon Florence and her excellent team to put together our Monaco office opening party at the Monte-Carlo Beach Hotel. She was simply outstanding in executing the event for us. She carefully selected the venue, oversaw and planned all aspects of the event, liaised with our London-based Marketing and Accounting teams and ensured that the party ran seamlessly on the actual evening and in accordance with our budget. Florence and her team were supportive, attentive to our needs, questions, suggestions and decisions at all times. We had extremely good feedback from our clients and friends who attended the party and continue to receive positive comments about the evening even to this day. I would not hesitate to use NOVAE again and recommend Florence to others without reservation."

IAN CRANSTON – Managing Partner for Ince & Co Monaco SARL

"Our local agency mandated Novae to coordinate our events organized in South of France since 2010. Florence has got excellent contacts to the authorities and is always a big help in getting special permits, she is multilingual and is not only talking to, but also understanding foreigners! She has great connections for luxury locations and estates and is always focusing on our guideline to find venues adapted to our events' profile. Florence became years after years much more than a logistic supporter for us in South of France. She is part of our team!"

BERIT BREMER – Senior Project Manager, Oliver Schrott Kommunikation GmbH



FLORENCE ADELHELM-DEL BECARO

/ MANAGER

*« Let us impress you
and fascinate your audience
with a wave of a magic wand. »*



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