



Meetings, Events, Incentives, and Product Launches that inspire your people to perform. Guaranteed.

That's our promise at LaCURE, and for the past 25 years we have been proudly delivering that promise to our clients. From organizing conferences and symposiums for thousands to facilitating intimate retreats for a few, our value proposition is a straightforward one:

We guarantee to help your organization maximize the return on your event, incentive, reward and product launch investments.

LaCURE is not your traditional events management company. If you are looking to host an ordinary meeting, predictable incentive trip, or a conventional product launch, then we politely suggest you look somewhere else.

If you are looking to maximize the value of your events budgets, explore ideas “outside of the box”, and inspire and inform your people like never before, then welcome!

We recognize every clients needs are different; from corporate culture, to employee demographics, to the distinct attributes of your product or service. As such, we customize our clients experience from the ground up using our expertise and proprietary tools

Our process

- Step 1 Audience Analysis
- Step 2 Program Design, Planning & Logistics
- Step 3 Communication Strategy & Delivery
- Step 5 Program Delivery & Onsite Execution
- Step 6 Program Effectiveness Evaluation & Measurement



LaCURE provides a complete solution for all of your event, incentive and product launch needs.

Logistics: We manage all aspects of your guest's experience from ground transportation, to luggage handling, to making sure that everyone gets effortlessly to their breakout rooms

Air: With the ability to manage air ticketing and flight deviations in house (LaCURE is an IATA member), coupled with our extensive knowledge of the major carriers, we know how and when to negotiate to get the best deals for our clients.

Accommodations: We have unrivaled relationships with senior group sales managers for virtually all of the world's major hotel chains. We leverage the power of these relationships to secure the lowest rates for our clients, guaranteed.

Food and Beverage: Two companies can pay the same amount for the same meal and get vastly different results in food quality and presentation. We guarantee yours is the better one.

Theming: As the foundation for the entire program, a strong theme is the perfect mix of creative juice and strategic relevance.

Creative Services: A great theme is made even greater by its creative execution which extends it through design, video and speaker support, executive presentations and a host of other deliverables.

Production Services: From our wholly owned staging company to our on-staff video and show production personnel, we have all of the resources to bring every aspect of your program to life.

Onsite Hospitality: Our hospitality personnel will act as personal concierges, handling everything from airport meet-and-greet, to staffing the hospitality desks, to looking after special requests, and much more.





Meetings & Events

Envision a standard boring meeting with an uninspired atmosphere and lethargic audience. Now think of the opposite. That's us. At LaCURE We treat every meeting and event as a unique opportunity to provide your people with an inspirational and informative experience. Through our proprietary audience assessment and measurement tools, we are able to customize each event to meet your specific needs and maximize your participant's engagement.



Sales Incentives

Our clients have repeatedly told us that their people try harder to win an incentive when they know it is a program hosted by LaCURE. We believe for an incentive program to succeed beyond expectation, you must take your people on a journey beyond imagination. They must be so inspired to win, and so enthralled with the onsite experience, that the passion to be there again will never leave them.

Product Launches

You only have one chance to launch a new product or service within your organization. From Viagra to Michelin, over the past 20 years our expertise, creative drive and flawless execution has ignited some of the world's most successful and memorable new product, service and corporate initiative launches.

Loyalty & Rewards

Whether your employee reward and recognition programs need reward cards, merchandise rewards, trips, experiences or a combination, we have an exciting and inspiring solution. Some of our most popular employee recognition award options include:

- Designing and implementing employee recognition portals
- Creating strategic employee engagement activities
- Optimizing work/life balance goals
- Innovating employee discount programs
- Developing metrics and systems for measuring loyalty & retention
- Engineering customized employee feedback frameworks

PHARMACEUTICAL EXPERTISE

Experience LaCURE has produced projects pertaining to every aspect of a drug's lifecycle for industry leaders including Pfizer, GlaxoSmithKline, AstraZeneca, Boston Scientific and EMD Serono

- Regulatory affairs meetings
- Product launches
- Sales meetings
- Sales incentive programs
- Continuing health education programs
- Relaunches for new indications
- Advisory Board Meetings

Customer Knowledge: Through our work producing advisory boards and contributing to a variety of international conferences, symposia and other events, we have come to know, and know how to service, your primary customers—doctors.

Adherence: We are familiar with, and work within, the full range of regulations and guidelines pertaining to the pharmaceutical industry, including:

- Rx&D
- Sarbanes-Oxley regulations for internal and external meetings.
- HHS policy and HHS OIG database list of exclusions. (We have dedicated staff to check your list of attendees.)
- Antitrust and anticompetitive laws in the US, Canada and Europe.
- AMA, ACCME and PhRMA guidelines.

A Complete Solution: LaCURE handles all pre-event registration and promotion, air, accommodation, logistics, theming, onsite promotions, on and off-site events, staging and related business meeting elements where applicable, and follow-up evaluation and reporting.





SOCIAL STRATEGIES

The verdict is in: Your customers and employees are more motivated and inspired when they know their actions contribute towards the betterment of society and the environment.

87% of employees at companies with cause programs feel a strong sense of loyalty to their employer, versus 67% of those who don't have such a program

- Cone/Roper Cause Trends Report

70% of consumers say they are prepared to pay more for a brand that supports a good cause they believe in

- Forbes

From conducting environmental audits for your next event to facilitating strategic cause related partnerships alongside your new product launch, we specialize in helping you leverage social impact to engage the minds and hearts of your employees and customers.

Interested in igniting your peoples passion? We would value a chance to hear from you to discuss how our social strategies can contribute towards making your upcoming event the most successful it can be, guaranteed.



Air Management Reports

- Total Air & Deviation Grid Report
- Arrival & Departure Report
- Destination & Attendance Report
- Airline & Customer Report
- Other Custom On-demand Air Reports

Financial Reports

- Comprehensive Event Budget
- Budget vs. Actual Expenses
- Real Time Budget Expenses
- Custom On-demand Financial Reports

Hospitality Reports

- Rooming List
- Event Selection Grid
- Event Calendar Report
- Locale & Information Report
 - information & facts about locations & area
- On-site Deviation Reports
- Custom On-demand Hospitality Reports

REPORTING & LOGISTICS

Status Reports:

- Event Theme
- Show Production
- Room Manifest
- Attendee Registration & Profiles
- Event Registration Statistics
- Deviation Real Time Reports
- Custom On-demand Status Reports

Database Reports:

- Macro Customer Database Reports
- Event Filter Database Reports
- Event Detail Filter Database Reports
- Custom On-demand Customer Database Reports





CLIENT FEEDBACK

“I wouldn’t even consider taking my clients on a program, to a meeting or an event that was not created, designed and executed by LaCURE.”

- Hewlett-Packard

“Profound professionalism...A discriminating thirst for quality...A patient, personal and courteous approach to client relations...A true finger on the pulse of existing market and business conditions (e.g. airfare specials and promotions)...An uncompromising attention to detail...A thorough comprehension and understanding of the client’s needs and preferences”

- Club Monaco

“I truly believe that the entire LaCURE team was a key factor in making this event the success it was. Each member’s attention to detail, dedication and professionalism left a lasting impression in the minds of our team. Your creative concepts and flawless execution certainly surpassed our expectations.”

- Michelin North America

“Thank you LaCURE team for surpassing our expectations... The best incentive trip ever!

- GE Capital

“I would like to express my gratitude to the whole LaCURE team for making the launch of CELEBREX what my colleagues tell me was the best launch meeting in the history of Pfizer Canada. The LaCURE Team executed the plan flawlessly... with immense professionalism and great class. You guys are the best!”

- Pfizer

“Imaginative and creative site selection... Extreme attention to detail...Rigid adherence to first-class quality standards for everything...You get to know your client better than they know themselves...Patient, easy-going manner but know the right time to get directive.”

- McKinsey & Company

“The trip was the best conference I have attended. Lots to do, well organized and a great mix of activities.”

- Pitney Bowes

“Every event has been first class, from the promotional collateral and launch material to the execution of the final product. From Ireland to South Beach, Jamaica to Montreal, each function has been better than the last”

- Canon

“I have never attended a meeting where we launched two products in one week and I have never seen (our) people so moved.”

- GlaxoSmithKline Inc.

“I would like to express my gratitude to the whole LaCURE team for executing the A6 Launch event flawlessly.....Your team’s the best!”

- Audi

