WMH PROJECT BRUSSELS BLOSSOMS THIS SPRING



From left to right: **Vinciane MOREL**, **Gauthier DEMARET**, **Vincent MORRENS** & **Laura BINI**.

Brussels, March 21, 2024.

WMH Project Brussels, the Belgian branch of the French communication group WMH Project, is entering a new phase in 2024. A renewed leadership team, an expanded range of services, and new hires reflect the group's renewed energy and strong ambitions in Belgium.

Vinciane MOREL DE WESTGAVER has been appointed **General Manager of WMH Project Brussels,** while **Gauthier DEMARET** joins as **Head of Events**. Together, they now form the management committee alongside **Vincent MORRENS** and **Laura BINI**, long-standing team members who continue in their respective roles as **Head of Public Relations** and **Head of Digital Communications**.

With 16 years of experience at VO Event, **Vinciane MOREL DE WESTGAVER** brings recognized expertise in communications, serving both corporate and institutional clients. A committed entrepreneur dedicated to collective progress, she has also served since 2021 as President of the Event Confederation, the representative body of the Belgian event industry.

Gauthier DEMARET, who succeeded her at VO Event, will lead the Event, Incentive & Travel division, drawing on 15 years of experience in events, audiovisual production, and media.

"***We are proud to join a dynamic and expert team in our region, as part of one of the leading communications groups in Europe. Together, we aim to bring new momentum and growth to the agency, serving our clients across all the Group's areas of expertise. Early***

commercial discussions have been promising, and we're actively recruiting" they stated jointly.

Driven by the group's wider growth, the new WMH Project Brussels team is determined to bring that same positive momentum to Belgium.

"***We're very enthusiastic and confident about the development of WMH Brussels, especially with the addition of these two outstanding leaders to the management team. With such complementary talents, the agency strengthens its ability to grow both its teams and expertise, positioning itself as a major player in Belgium. It will also carry forward the group's strong environmental, social, and societal commitments, as WMH Project became a mission-driven company in 2024***" said Bertrand BIARD, Vice President of the WMH Project group.

Already serving a diverse client base, from European institutions to the pharmaceutical, automotive, and fintech sectors, WMH Project Brussels has welcomed several new clients since the beginning of the year. The team is increasingly delivering integrated campaigns that combine communications, events, media relations, and social media activation, with an ever-greater focus on supporting their clients' CSR (Corporate Social Responsibility) objectives.

About WMH Project:
WMH Project is ***one of the leading independent communications groups in the French and European markets****. Each year, the Group delivers over* ***1,500 communication initiatives*** *for its corporate and institutional clients across more than 100 countries.*
With ***400 employees*** *based in* ***Paris, Bordeaux, Lyon, Marseille and Brussels****, the Group brings together full expertise in design and production across five key areas:* ***Event, Incentive & Travel, Spatial Design, Image, and Influence.***
To better support clients with specialized needs, the Group has also developed ***targeted expertise in the luxury and healthcare sectors****.*
Since becoming a ***mission-driven company*** *in 2023, WMH Project has deepened* ***its environmental, social, and societal commitments****, enhancing its ability to serve its clients and support the growth of its employees and partners by enabling* ***all forms of sustainable experiences****.*

Learn more: ***www.wmhproject.com***

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