





A silhouette of a person wearing a dark hoodie with yellow stripes on the sleeves and a yellow logo on the back. The person is wearing glasses and has a beard. They are looking out over a body of water under a clear sky with a bright sun low on the horizon, creating a lens flare effect. The text "Shaping experiences, step by step." is overlaid in white on a dark grey rectangular background.

Shaping experiences,  
step by step.



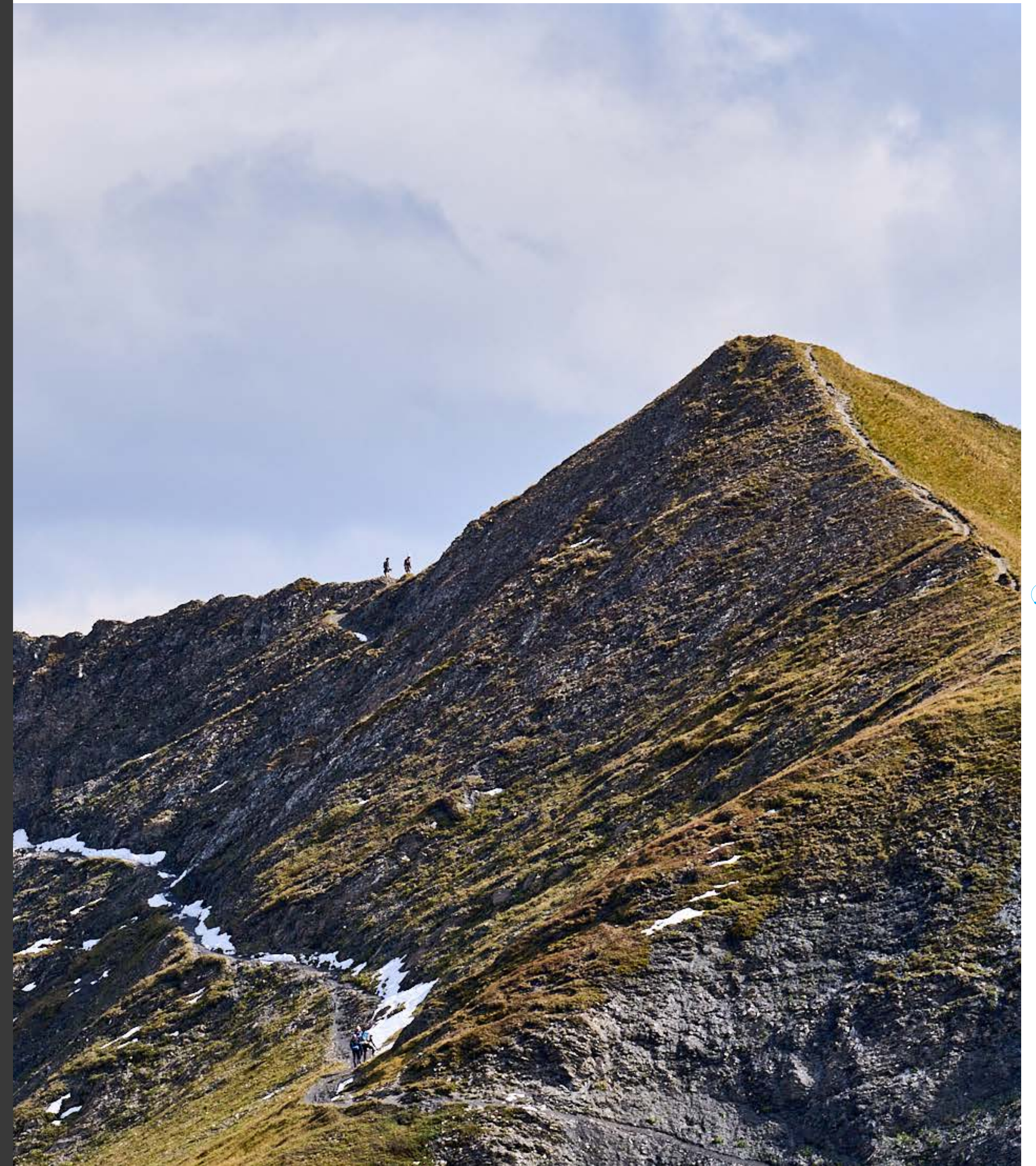
# Manifesto.

Imagine for a moment standing on a mountain ridge, the cool wind brushing against your face.

You gaze at the horizon, where the mountains meet the sky in a symphony of colors. You feel that freedom, that connection with nature, that unique feeling only the mountains can offer.

This is the emotion we capture and share with our clients. Every project is a climb, a progression toward a shared goal.

With Feel, every step is a mark of our commitment, every marker a sign of our expertise.







Guide,  
support,  
transform ideas  
into reality.



# 15 years of experience.

As an independent agency, Feel stands out for its unique expertise in organizing outdoor events in the mountains.

Since 2010, we've been cultivating a skillset that perfectly blends a warm, human approach with sharp technical and practical know-how.









# Annecy. Base Camp.

Located in the heart of the Outdoor Sports Valley, close to the Alpine peaks, we interact daily with our market and our environment.







Mountain-  
specialized  
agency



Event prod.  
Activations

Brand  
Content







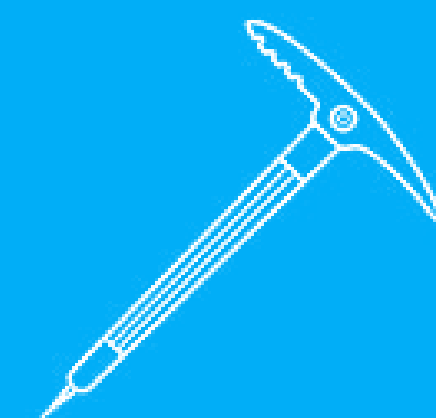




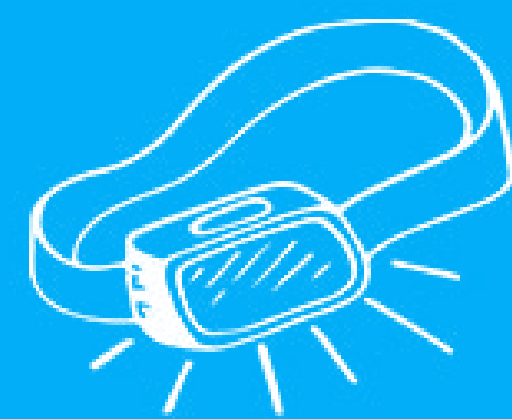
Your needs.  
Our added value.



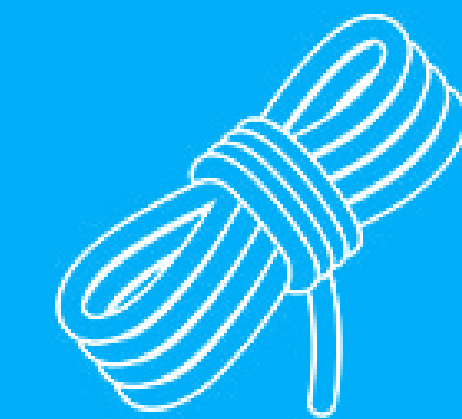
Time savings  
and organizational  
efficiency



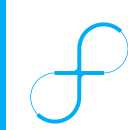
Specialized skills and  
an understanding of  
the environment



Creative, unique,  
and achievable  
ideas



A network of experts  
and tailored  
structures





# Know-how.

Design. Organize. Coordinate. Manage. Analyze.

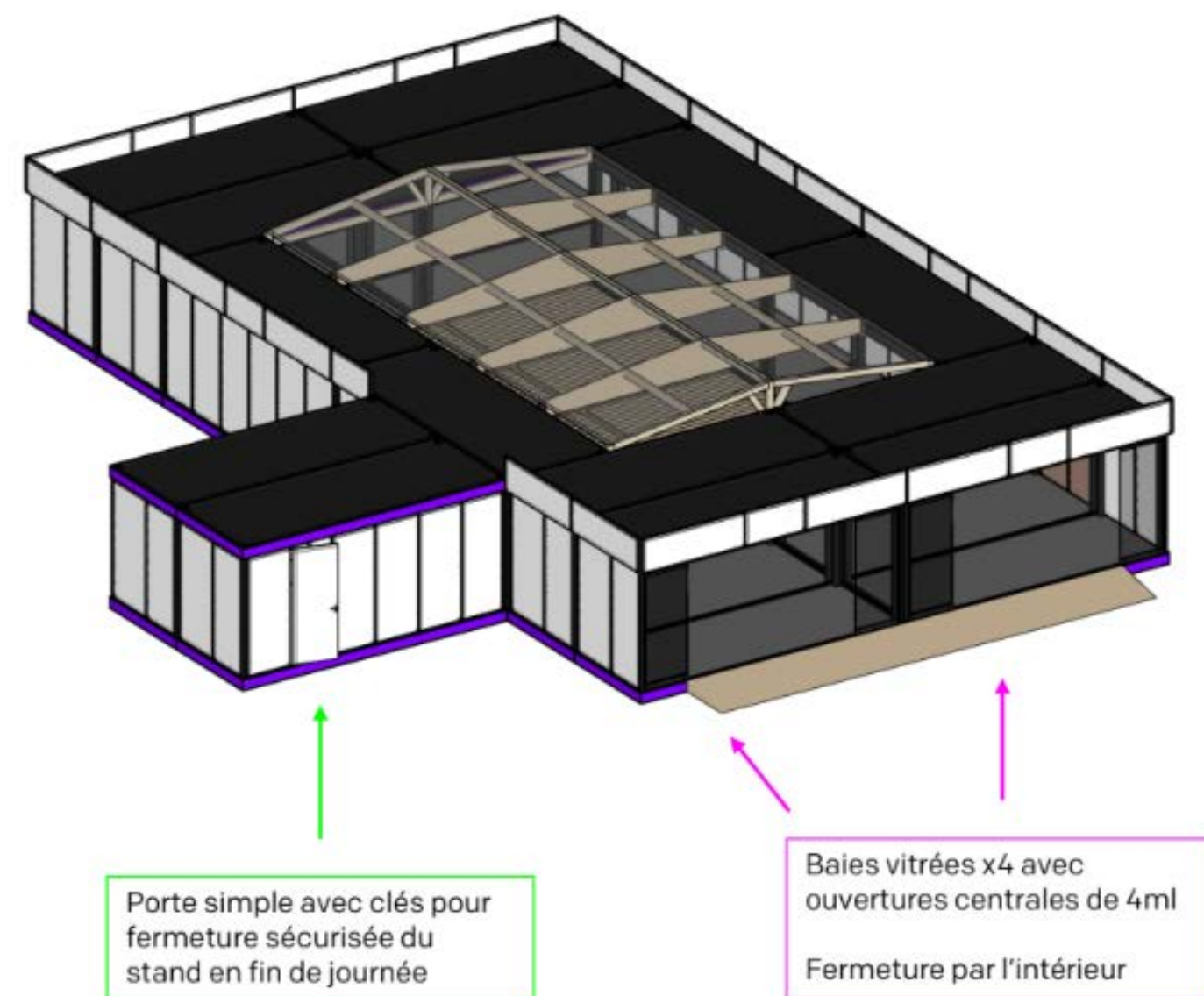
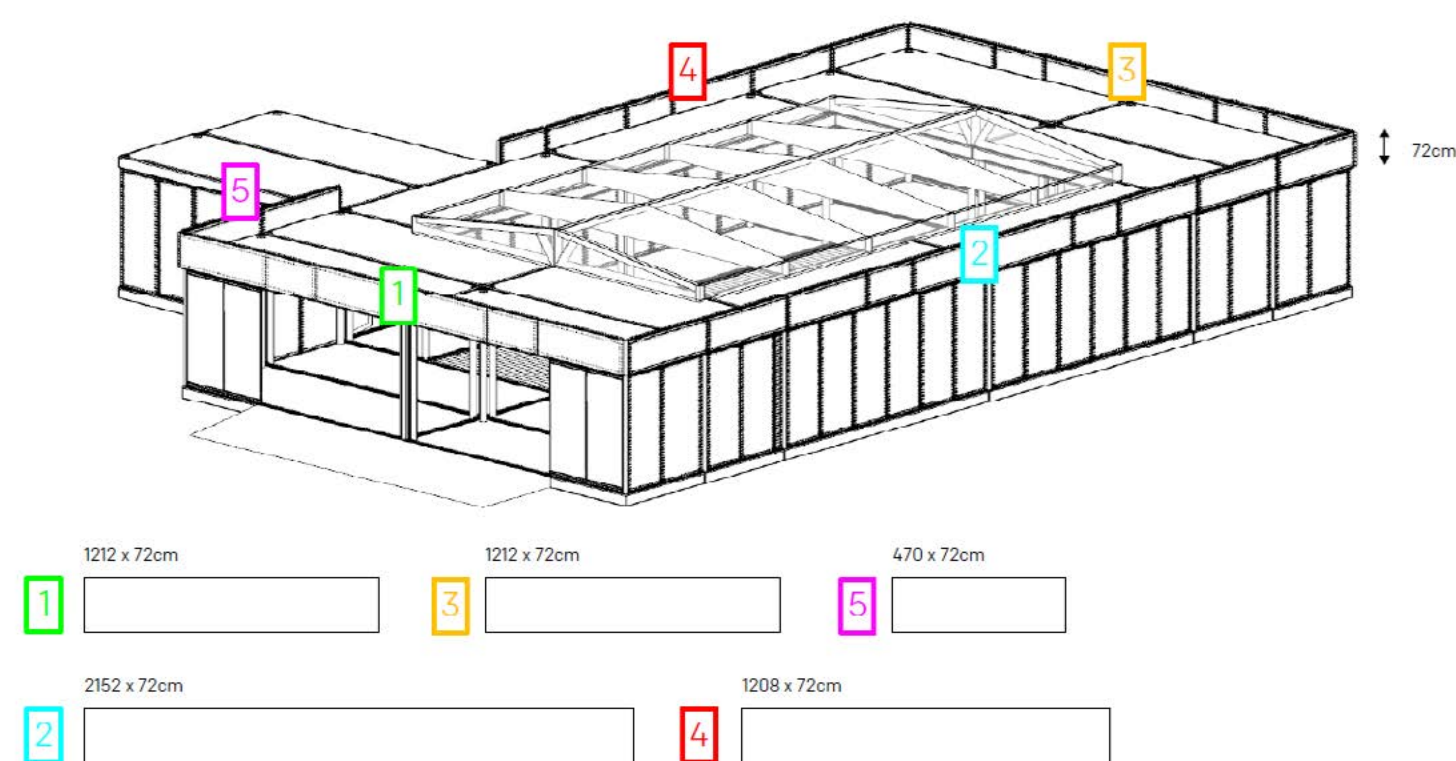


# Design.

We listen to your needs, drawn from your marketing and communication strategy, to conceptualize a tailor-made brand activation.

We take charge of the artistic direction by imagining and designing the event in every detail. The goal: to make your project tangible even before it's executed, so you can visualize it and get a clear preview of the final result.

Ideation and design  
Scripting and storyboard  
Modeling and projection





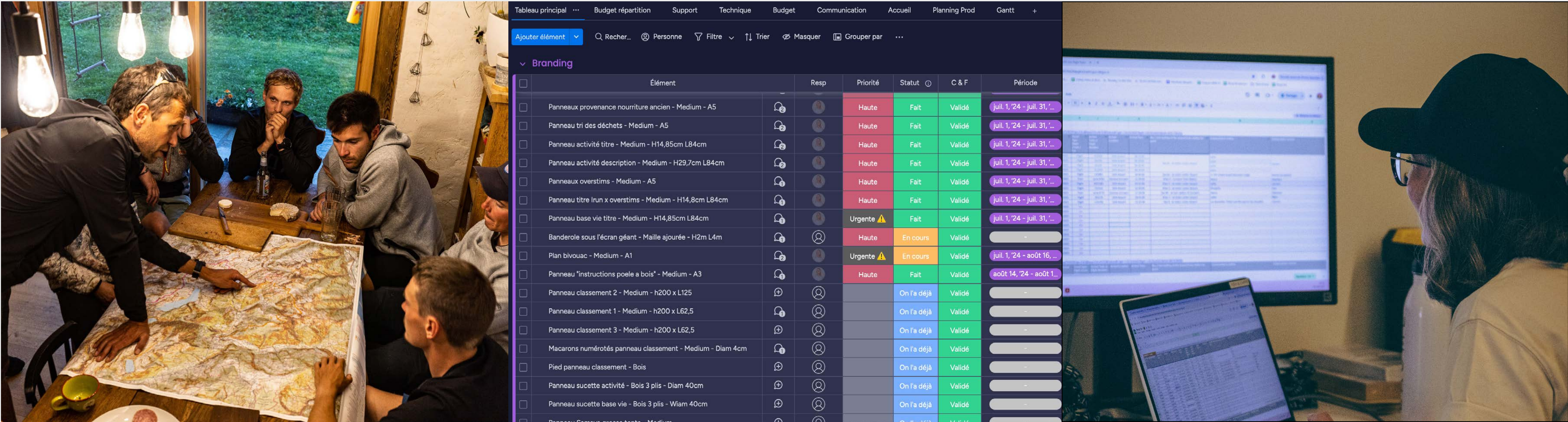
# Organize.

We ensure rigorous project management using the right tools to precisely monitor the evolution of your project.

Meeting deadlines, controlling costs, and adhering to specifications are among our top priorities.

Each phase is carefully planned, ensuring smooth organization and continuous tracking of progress.

- Budget management
- Timeline planning
- Hospitality
- Human resources
- Logistics and safety





# Coordinate.

On the big day, like conductors, we manage your event in real time to ensure everything runs smoothly.

Our approach enables efficient coordination among all stakeholders and rigorous management of every resource.

The quality of your event lies in our ability to anticipate and respond to the unpredictable nature of live event management.

General stage management

Show caller

Toping





# Manage.

We recruit the best experts and talents in their fields and supervise them to ensure effective and seamless collaboration.

We also make sure that timelines and specifications are respected for every trade involved.

Architecture  
Construction and layout  
Entertainment and activities



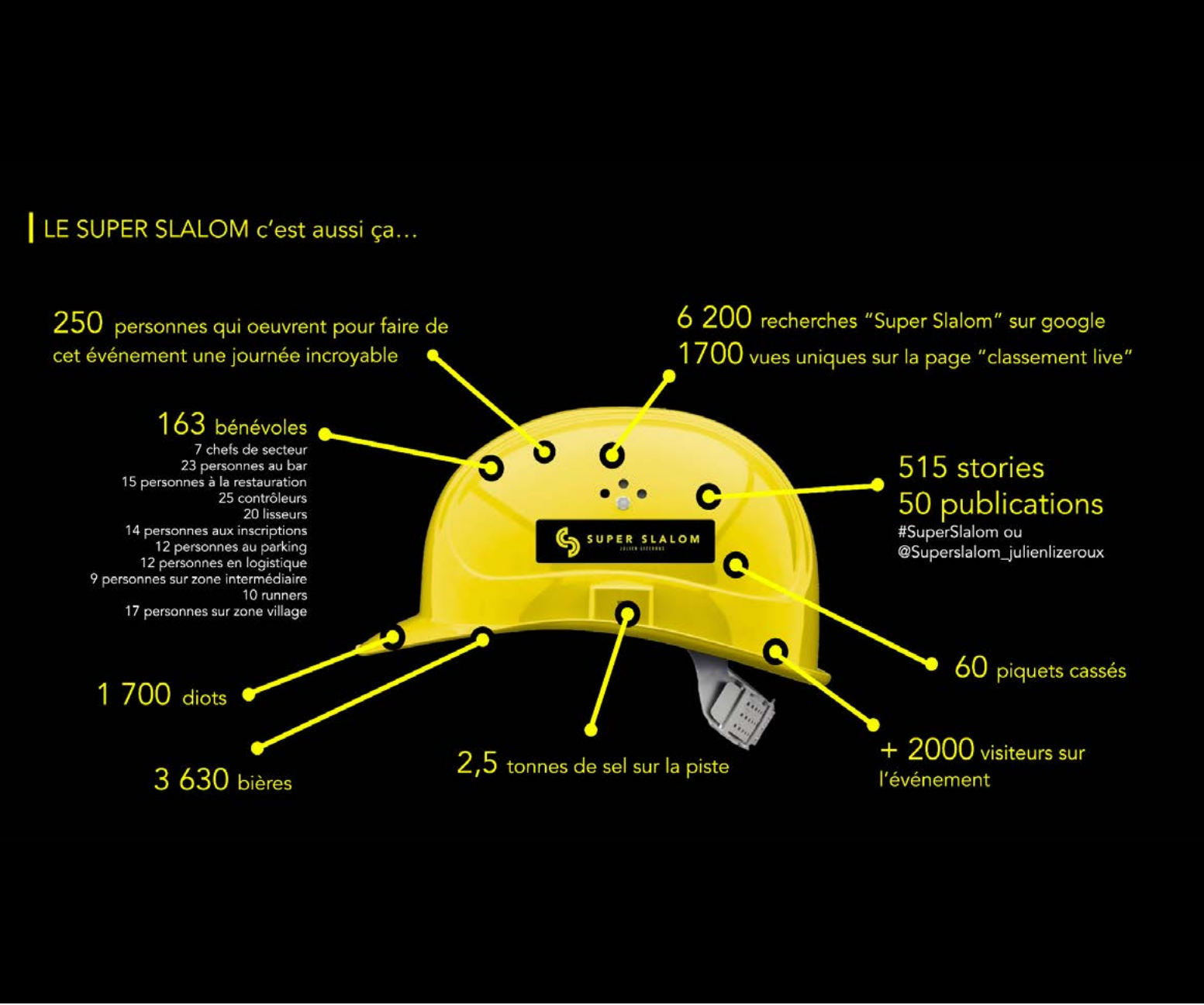
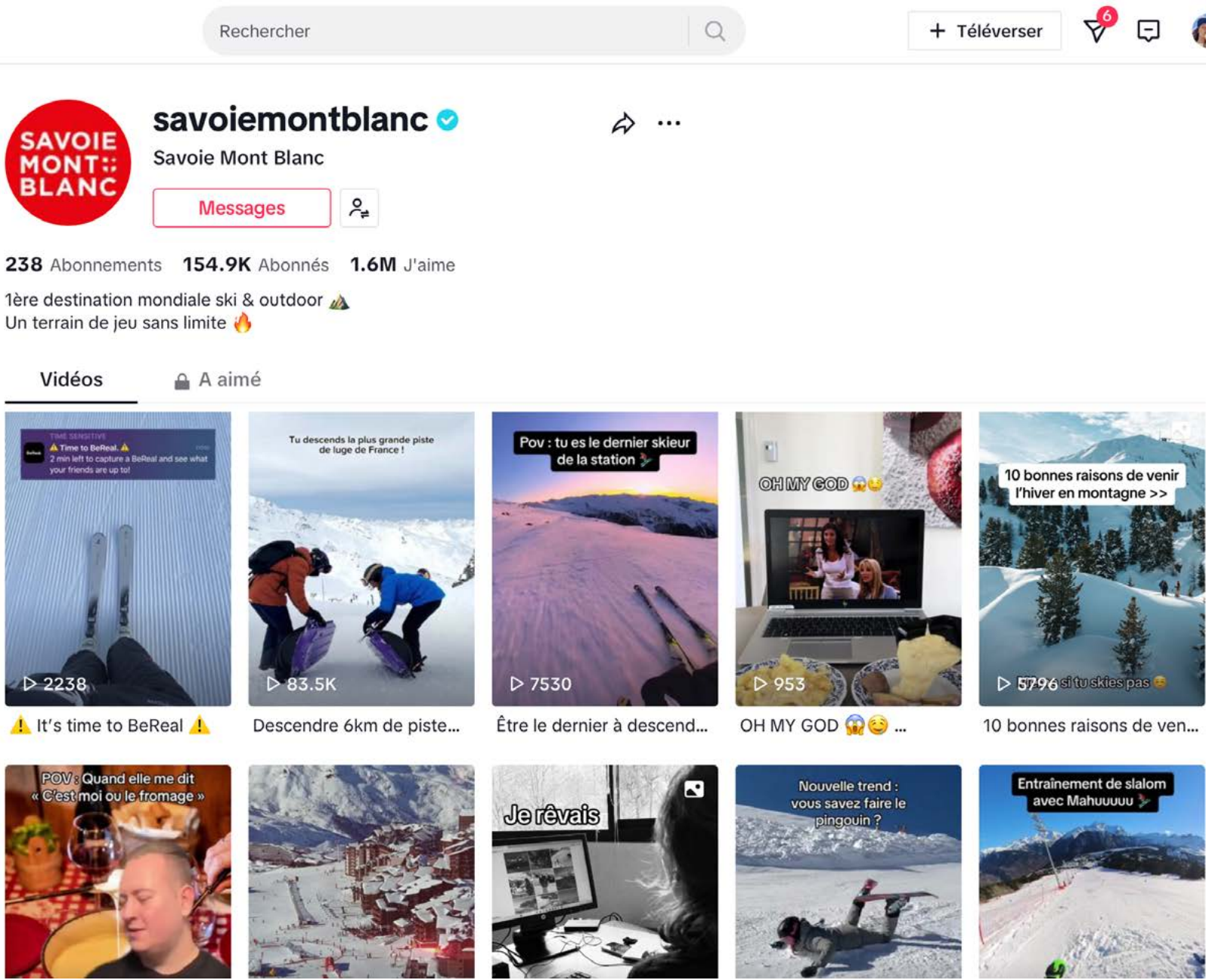


# Analyze.

Together, we define your KPIs (Key Performance Indicators) and implement tools to measure the impact and success of your operation.

We create detailed reports to quantify and qualify the outcomes of your event or content production.

- Operational report
- CSR report
- Tracking and monitoring
- Engagement analysis
- Client and participant feedback





# Skills.



Safety.  
Logistics and tech.  
Hospitality.

Human resources.  
Entertainment.  
Communication.



High mountain guide - Ultra Spirit



Mapping - Vars Mountain Trail



Pre-flight check - Nos Étoiles Volantes



Safety.

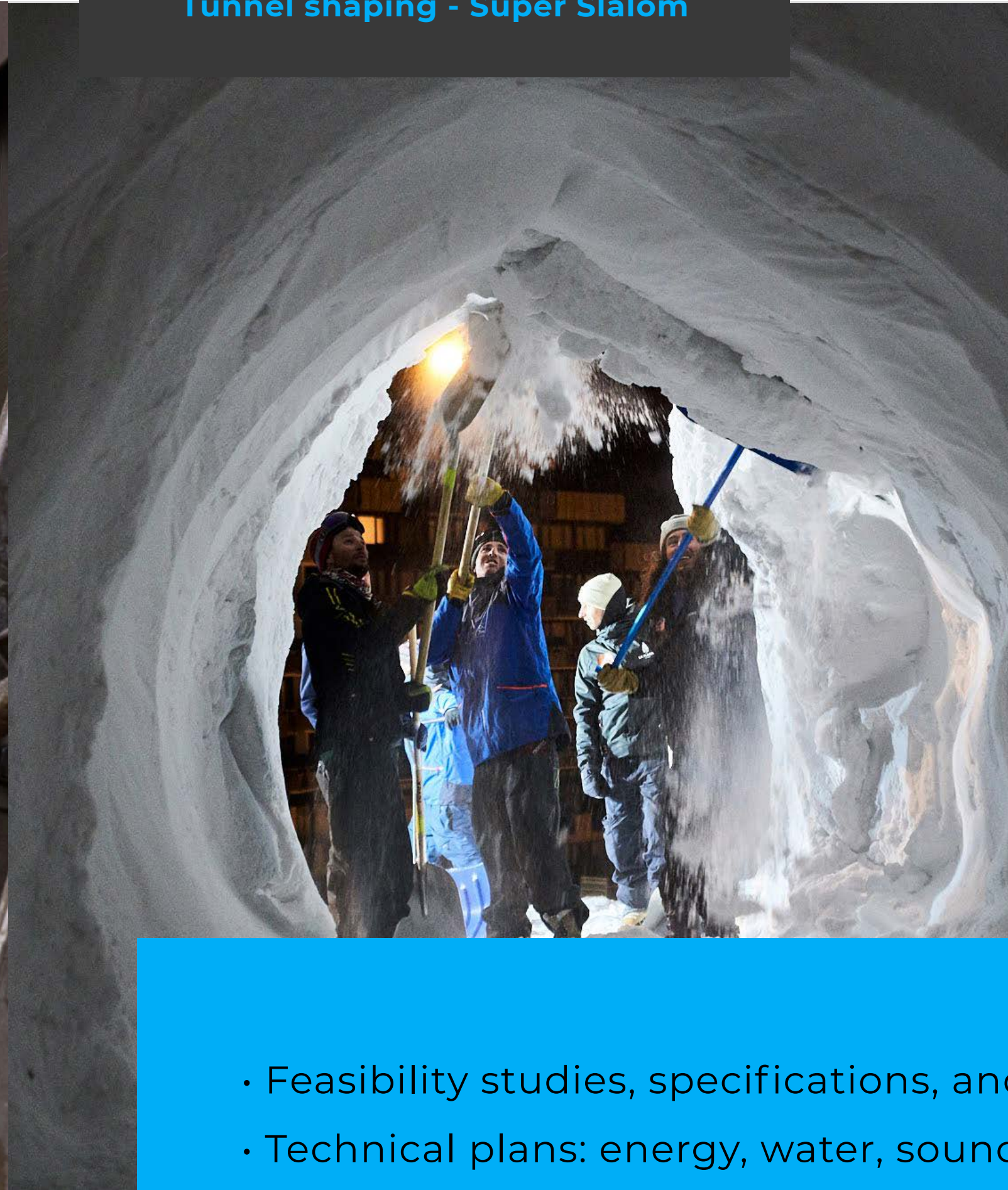
- Drafting and submission of legal files to the competent authorities
- Safety and crisis management protocols
- Insurance and liabilities
- Standards and legislation



Integrated signage - New Balance



Tunnel shaping - Super Slalom



Pop-up store - Baume Watches



Logistic and  
technical aspects.

- Feasibility studies, specifications, and retro planning
- Technical plans: energy, water, sound system, lighting, bannering, people flow, IGN map...
- Logistics plans for setup/maintenance/dismantling
- Electrical distribution and supply
- Stock and procurement



Accreditations - New Balance



Bivouac - Ultra Spirit



Starred breakfast at 2000 m - Ultra Spirit



# Hospitality.

- Booking of accommodation, catering, chefs, taxis...
- List: transport, rooming, catering
- Welcome and accreditation
- Personalization of participant experience



Volunteer welcome and management  
Martin Fourcade Nordic Festival



Core Staff - Super Slalom



First responders briefing - Ultra Spirit



# Human ressources.

- Mission planning
- Registration lists, start lists, and results
- Recruitment of teams (staff and volunteers)
- Recruitment of service providers



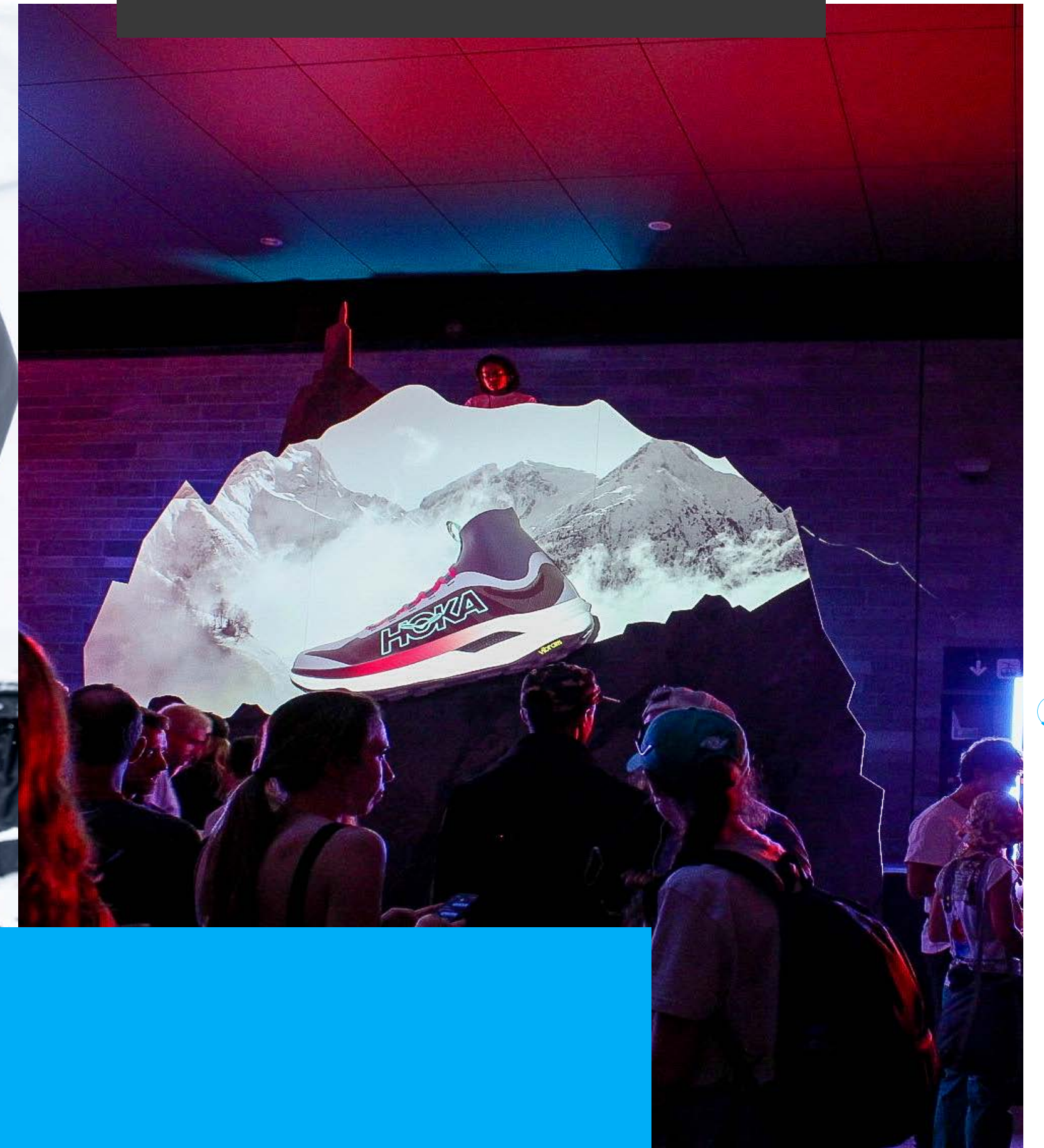
Récital at 2000 m - Ultra Spirit



Mobile DJ - Super Slalom



3D video mapping - HOKA



# Entertainment.

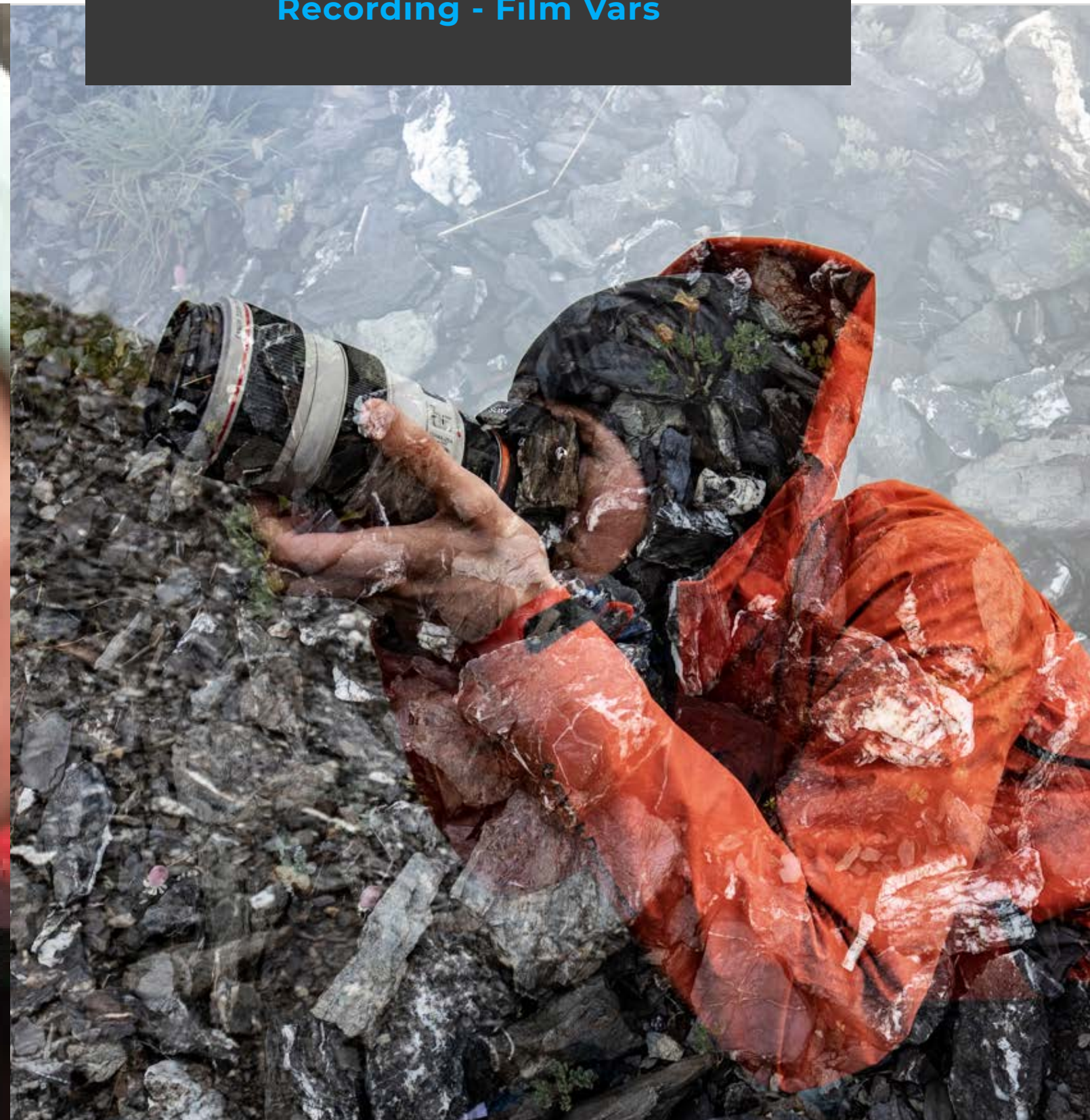
- Sports presentation programs
- Official ceremony protocols
- Roaming entertainment and music bands
- Speakers and lecturers
- Stage, sound, lighting, video, and 3D mapping
- Pyrotechnics



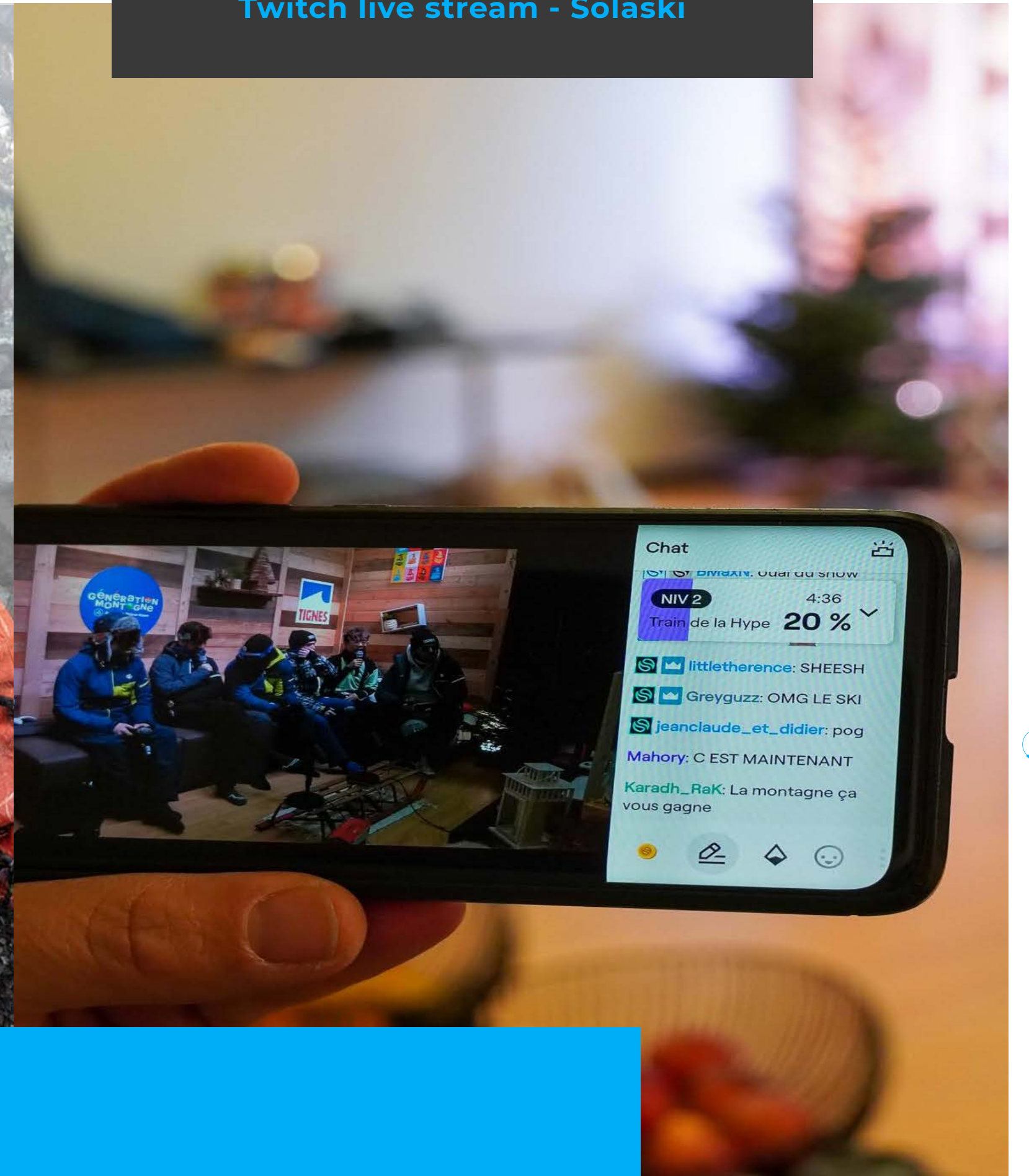
TV Interview - Super Slalom



Recording - Film Vars



Twitch live stream - Solaski



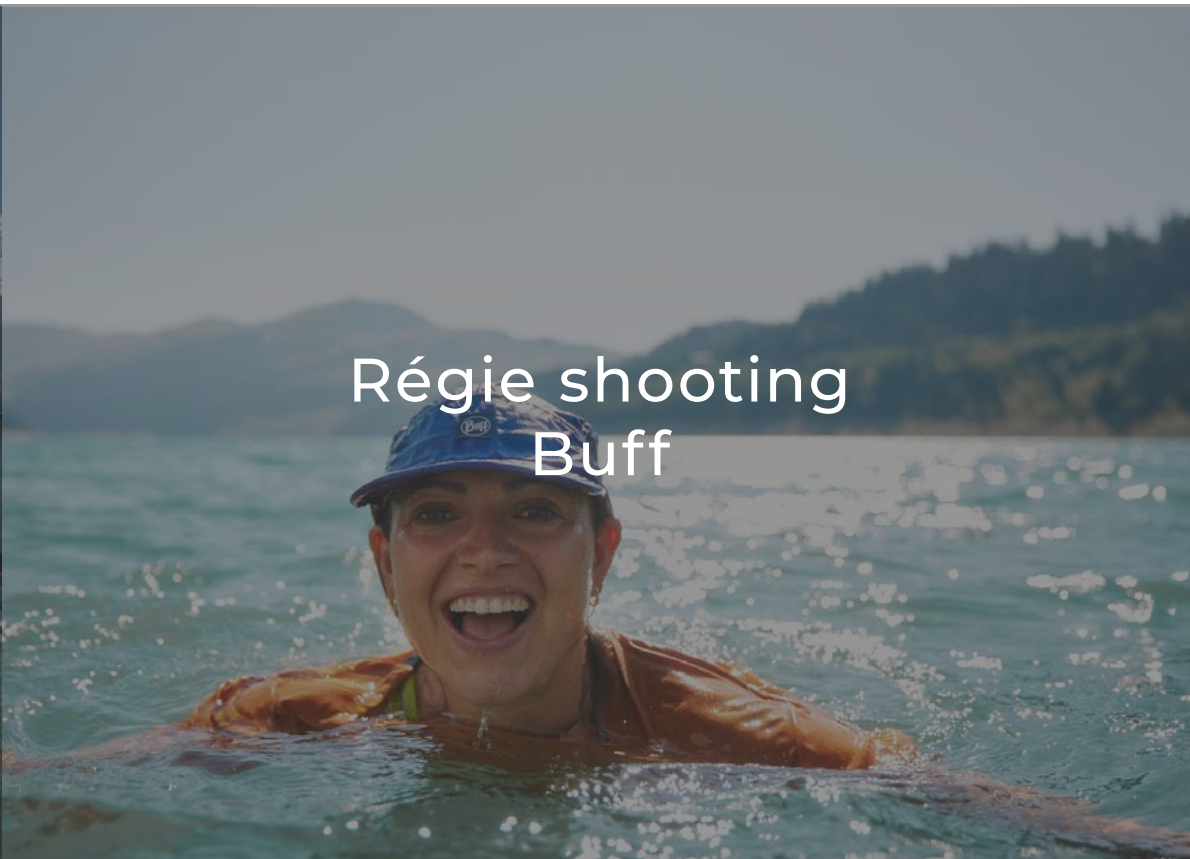
# Communication.

- Communication plans, media kits
- Storytelling and creation of photo, video, and social media content
- Social media support
- CMS, CRM software
- Unboxing





Programme Trail  
New Balance



Régie shooting  
Buff



Lancement produit  
New Balance



Activation de marque  
Hoka



Organisation  
Kevin Rolland World Record



Régie opérationnelle  
Ultra Spirit x François D'Haene



Gestion bénévoles  
Martin Fourcade Nordic Festival



Conception  
Super Slalom x Julien Lizeroux



Toping  
Red Bull Linecatcher



Gestion roadshow  
Sherpa



Opération relation presse  
Paradiski x Saype



Pop-up Store  
Baume Watches



# Team.

A permanent team of 6 people,  
supported by a network of independent experts  
regularly called upon.



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**Project manager**

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**Justine Briffaz**

**Project manager**

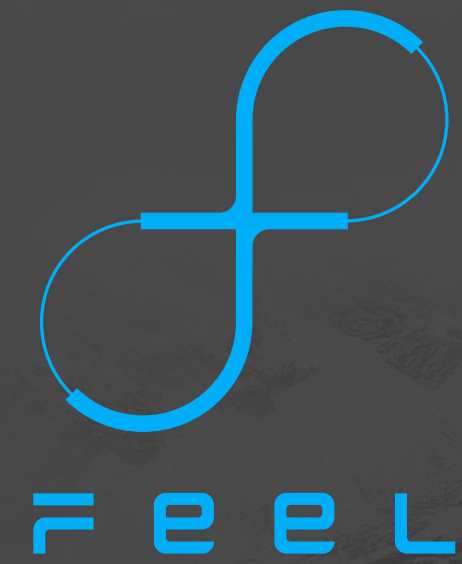
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#OUTDOOREXPERIENCESARCHITECTS

