



## Test drive event of the Lexus New Generation GS

From 18 till 22 July, SEAUTON was engaged by Lexus to organize its "Meet the GS Engineer" event in Zaventem, Belgium.

Just one month before the world premiere at Pebble Beach, USA, a selection of European journalists was invited for a test drive of the Lexus New Generation GS on the public road and the recently inaugurated proving ground.

*"It was a great pleasure working with SEAUTON's team. We highly appreciate your proactive way of working and the fact that, at any time, we could rely on your professionalism. The event flow went very smoothly, and feedback from our guests indicates they really appreciated the whole programme. Thank you very much for the support, energy and flexibility committed to our event!"*

Kirsten Roels  
Project Leader Media Events  
Lexus Europe



## SEAUTON, organizer of The European Charcot Foundation 2011 Symposium



The European Charcot Foundation selected SEAUTON as PCO\* for the organization of its yearly Symposium.

From 1 to 3 December, 400 Neurology Specialists from all over the world will be attending the Symposium

"Towards Personalized Treatment in Multiple Sclerosis" in Marbella, Spain.

As PCO SEAUTON is in charge of the organization of logistical aspects related to hotel accommodation, travel arrangements, meeting facilities, airport transfers and catering.

\*PCO: Professional Congress Organizer

The European Charcot Foundation is a non-profit, independent organization for the advancement of Multiple Sclerosis Research in Europe. It's main activities are the execution of clinical trials and the organization of Symposia and Teaching Courses.

To find out more about the 2011 Symposium, visit: [www.charcot-ms.org](http://www.charcot-ms.org).

## SEAUTON Iberia

Following the success of the launch event in Belgium last March, SEAUTON Iberia organized a launch event at Grande Real Villa Itália Hotel in Cascais, Portugal on Saturday 25 June.

For the over 50 guests representing local and prospective corporate clients, the event was an ideal opportunity to get a feeling of the SEAUTON way of working.



The pictures tell more than words...

Get a glimpse of the event at: [www.seauton.be/en/services/projects/events](http://www.seauton.be/en/services/projects/events)

## Partner in the spotlight



THE LEADING HOTELS  
OF THE WORLD®

Always searching for the best suitable accommodation or meeting venue in terms of comfort, convenience and atmosphere, SEAUTON is working closely with Leading Hotels of the

World, a collection of 430 of the world's finest hotels meeting the highest standards with respect to accommodation, service, cuisine, employee behavior and facilities. In 2011 SEAUTON organized projects for its clients at Leading Hotels of the World hotels in Honolulu, Taormina, Prague, Mykonos, Cascais, Brussels, Marbella, Istanbul and Marrakech.

*"SEAUTON is one of the fastest growing MICE\* agencies on the Belgian market selling Leading Hotels of the*

*World. Over the years we established an excellent cooperation and we hope to continue contributing to the success of SEAUTON's projects through our support and extraordinary hospitality in more than 80 countries."*

Carolina Mulier  
Sales Manager Benelux  
The Leading Hotels of the World, Ltd.

\*MICE: Meetings, Incentives,  
Congresses and Events

## Hello (again)!



We are very proud to introduce two new team members who will reinforce the project team this October.

Tine Coremans will join SEAUTON as Junior Project Manager. After her Master in Political Sciences and a Master in Journalism, Tine joined the European Association for Research on Learning and Instruction where she was, during the past two years, involved in the organization and

coordination of European congresses for educational researchers.

Stéphanie Van Den Bossche – whom some of you may remember – has been a valuable member of the SEAUTON project team for a couple of years. After an intermezzo of 15 months with Atlas Copco, she is returning to her first love and will join SEAUTON again as Project Manager.

## Would you like to contribute to SEAUTON's international expansion?

SEAUTON is recruiting a Sales Manager for The Netherlands. To find out more about this position, visit our website or contact Inge Samyn at [inge.samyn@seauton.be](mailto:inge.samyn@seauton.be).

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## Where were we over the past months?

Since January 2011, we organized conferences, incentives and events for our clients in:

Assen, Barcelona, Berlin, Budapest, Brussels, Cadzand, Cape Town, Cascais, Chicago, Edinburg, Geneva, Ghent, Honolulu, Istanbul, Johannesburg, Leuven, Liege, Lisbon, London, Marrakech, Mégève, Monaco, Mykonos, Namur, Nantes, New Orleans, New York, Paris, Prague, Rome, San Francisco, Saariselkä (Lapland), Seoul, Siena, Stockholm, Stresa, Taormina, Vienna, Villars-Zürs, Zaragoza.

