



:: network4events ag

Presentation

(01.01.2023)

Fields of competence

:: to advice. to create. to network.

network4events supports enterprises and organisations in realizing their projects and events, in Switzerland and abroad. We advise you and allow you to realise ideas and projects. We create networks for humans and enterprises.

:: oriented towards solutions. wholeness.

network4events considers the whole in its complexity. Together we solve the challenges of our customers: creative, careful and with efficiency. We ask questions on their projects and their events we analyse the actual situation, we listen and offer solutions to open fields. This may be in relation to coordination, the organization, the communication, the marketing or the sponsoring, as well as the logistics (accreditation, ticketing, security, construction, etc.) and also the controlling and the finances.

:: to formulate. to coordinate.

network4events produces ideas and incorporates them in the overall strategy. We work out concepts, we plan measures and realise them, we guide and coordinate your projects and events, and always keep the whole and overall picture in our sight.

:: personally. together.

network4events is a company led by its owners. We engage ourselves with brain and heart for the projects, as a team with a large knowledge and a long experience. When needed we work together with the partners in our network.

:: the human in the center.

network4events is burning for projects close to the heart. Consequently, we initiate our own projects, we get involved in social themes and work in the center of our society. We are socially engaged and offer our knowledge and our network as volunteers in projects.



Our team

:: Myriam Neuhaus Ammann

CEO & Communication, Public Relations (PR) / Coordination

Initiator and implementer of collaborative projects
Moderation of events
Managing Director Swiss Capital of Culture Association, Berne (SUI)
Live Communication & Media Partnerships SRG SSR, Berne (SUI)
Head of Communication & Marketing SwissSkills, Bern (SUI)
Project Manager Communication Energie Wasser Bern, Bern (SUI)
Head of Communication SR DRS, Virus, Basel and Zurich (SUI)
Project Manager "Montreux Jazz Festival", SR DRS, DRS 3, Zurich (SUI)
Editorial assistant SR DRS, DRS 3, Zurich (SUI)
Press Attachée, Media Service Events Expo.02 (SUI)



:: Ralph Ammann

CEO & Strategic Consulting / Events / Marketing / Finance

Space Eye Uecht, Berne (SUI)
Bärner Stadtfescht, Berne (SUI)
Head of Events and Marketing, Stade de Suisse, Berne (SUI)
Head of Operation and Security during the preparation phase, Stade de Suisse, Berne (SUI)
Project manager: several projects in the fields of sport, art and culture (three Olympic Games, BSC Young Boys, World Electronic Forum (WEMF), etc.)
Main responsible Events Arteplage Neuchâtel, Expo.02 (SUI)
Manager of Logistics for the directorate events in the preparation phase of Expo.02 (SUI)



:: Max E. Ammann

Consulting / Publications

Collaboration on various book projects in the field of art and equestrian sports
World Cup Director Jumping (Equestrian sport)
World Cup Director Four-in-Hand Driving (Equestrian sport)
Responsible for the Nations Cup Jumping (Equestrian sport)
Responsible media of the International Equestrian Federation (FEI) at several Olympic Games
Chief Editor L'Année Hippique (Yearbook of the equestrian sport)
Chief Editor Luzerner Tagblatt (daily newspaper)



Portrait

:: 1978

Editions Hippiques et Culturelles SA was founded in 1978 and is specialised in the fields of the arts and equestrian sports.

In 1978 the company re-starts the publication « L'Année Hippique », a yearbook; it is edited by Editions Hippiques SA in three languages.

Development, realisation and management of the World Cup for Jumping riders. The World Cup consists of a series of worldwide horse shows, divided in a geographical league system. The best riders and horses meet at the end of the season at the big World Cup final.

In the 1978/79 season the first World Cup competition takes place, with 16 events worldwide. Today there are well over 100 events in 50 countries participating in the World Cup series.

Editions Hippiques et Culturelles SA was also responsible for the co-ordination with and among the local organisers.

The company was furthermore responsible for the sponsoring and the marketing of the World Cup. Establishment of structures for sponsor-partnerships and harmonising the needs of the various local sponsors and partners.

Editions Hippiques et Culturelles SA realised and published many special media publications for the World Cup Series as well as for individual events (Communication and Public Relations).

In 1989 Editions Hippiques et Culturelles SA is involved in the Nations Cup Series Jumping and the consequent reorganisation.

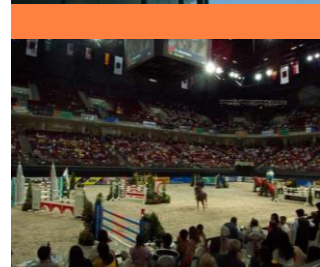
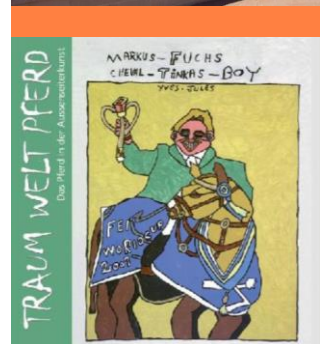
In 2001 the company developed the concept of a World Cup for four-in-hand driving. The concept is realised and managed.

:: 2003

With the co-operation with the label network4events and other members, Editions Hippiques et Culturelles SA enlarges its field of activity and succeeds to connect tradition and modernity.

:: 2008

With the merger of network4events and Editions Hippiques et Culturelles SA the new company network4events ag was created.



References (a selection)

:: Economy & politics

Economy > SRG SSR, Media Partnerships, 2020, Berne - ongoing
 Negotiation of media partnerships for film festivals and corporate engagements, including implementation of sponsoring and communication measures as well as collaboration on various projects.

Economy > Energie Wasser Bern, Communication, 2019-2020, Bern
 Implementation of sponsoring and communication measures as well as collaboration in various projects.

Economy > Bernexpo: various fairs in Bern: SINDEX 2018, Karriereschritt 2018, Fishing, Hunting, Shooting 2016, Suisse Toy 2015

Support in the field of communication: advice, coordination and implementation of communication measures and partly responsible for media work.

Economy > Digital Festival, Zurich 2017

Presentation of a lab on the topic: Digital Meets Analog - The mix is what makes it. An exchange of experiences from the Museomix project on prototyping and user experience.

Economy > Coiffure Suisse: Hair Fashion, Zürich 2017

Support of the Coiffure Suisse association in the coordination, organisation and communication of the Hair Fashion event.

Economy > Welle7: Business Center, Bern 2016 - 2017

Support of the IT project in the areas of website, app, navigation, workspace, collect-lounge and touchpoints.

Economy > SwissSkills Bern 2014, first joint Swiss Professional Championships, Bern 2013 - 2015

Head of Marketing and Communications and responsible for the department communication and media. Creation of the communication and marketing concept, implementation, media spokesman, presentations, final report, etc.

Economy > Concept and realisation of the Besucherzentrum ewb, Bern 2010 - 2013

Analysis, design and realisation of an information and visitor center on energy. Support concerning operation, contents of the basic and temporary exhibitions, implementation and coordination of the project.

Politics > Official ceremony of Switzerland's full association with the Schengen Agreement, Zurich 2009

The Federal Council of Switzerland invited to the official ceremony of Switzerland's full association with the Schengen Agreement at the airport of Zurich. network4events ag coordinated the event and supported the Department of Justice in the realisation of the project.



References (a selection)

:: Culture

Festival > Capitale Culturelle Suisse 2022 - ongoing

Further development of the association and project, management of the association (since 2022), development of the organisation and coordination of the pilot project 2027, obtaining political legitimacy nationally, planning of recurring events, financial planning and sponsoring.

Festival > Bärner Stadtfescht 2022, Bern - ongoing

Overall coordination of the event plus responsibility for sponsorship and finances.

Festival > Hackathon Paul hackt, Zentrum Paul Klee, Berne, 2023

Moderation and consulting of the two-day event at the museum.

Festival > Hangar Rockin' 2009: Sponsoring

Analysis of the sponsoring dossier, consulting and identification of new financing possibilities.

Festival > Festi'neuch 2007: FestiTV

Consultancy for the introduction of FestiTV - as a new medium for sponsoring as well as a new information channel for the visitors of the festival. Analysis, consulting and final report.

:: Art

Art Brut > Exhibition tour of ITE Art - Art Brut in Finland in Europe as from 2017 - ongoing

Idea and concept for the exhibition series in Europe, coordination with the various european museums, contact with the media, realisation and production of the exhibition catalogue.

Art and innovation > Coordination: Museomix Berne 2015, Museum für Kommunikation Bern and setting up an organisational structure, 2016, 2017

Coordination of the event and support of the partners in the realisation of the first Swiss-German edition of the event as well as support in setting up a professional organisational structure of the association.

Art Brut > Exhibition tour of an Outsider Art Collection in Europe as from 2011 - 2016

Idea and concept for the exhibition series in Europe, contact with the media, realisation and production of the exhibition catalogue.

:: Science

Astronomy > Space Eye 2021, Uecht - ongoing

Strategic advice, creation and implementation of sponsorship concept and planning of opening ceremonies.



References (a selection)

:: Sport

Equestrian Sport > International Jumping Show, Helsinki (FIN) 2007 - 2017

Advice and co-ordination in the field of logistics and accreditation.

Futsal > Futsal Minerva - UEFA Futsal Cup 2013/2014

Coordination and Project Manager of the UEFA Futsal Cup matches of Futsal Minerva. In addition support in building a professional organisational structure. Responsible for partnerships and communication.

Football > FC Thun - UEFA Europa League Qualification FC Thun 2011

Organisation, coordination and implementation of the qualifying matches of the FC Thun. Liaison Officer towards the UEFA.

Football (Soccer) > UEFA Champions League Final Roma 2009 & UEFA Champions League Final Paris 2006: Stadium TV

Entertainment programmes in the stadiums. Communication and co-ordination between the various marketing fields of UEFA and the TV Producers and support the company John Allen in the realisation of the project.

Football (Soccer) > Co-ordination Eurofoot 2008, Canton Vaud 2007 - 2008

Co-ordination of all activities and events held in the canton in connection with the UEFA Euro 2008, including all aspects of tourism, economy, population and security. > www.vaud08.ch

Football (Soccer) > UEFA Euro 2008: Spectators' Warm Up

Entertainment programmes in the Euro-Stadiums in Switzerland and Austria. Advice and support to Faro TV in the realisation of the project.

Equestrian Sport > Olympic Games in Athens (2004), Sydney (2000), Atlanta (1996), Barcelona (1992), Seoul (1988), Los Angeles (1984) and Montreal (1976)

Advice and co-ordination in the fields of media, information and communication.

:: Others

Participation and society > Quartieroase.Bern, Berne 2017 - 2022
Initiator and contributors to the implementation of the association's goals.

Forum > World Electronic Media Forum (WEMF), Geneva 2003

An event in the frame work of the world conference of information, organised by the Swiss Government in co-operation with the UN. Co-ordination of the various sessions of the forum between the TV-production company and the organising committee.

