

MARTIN CONSULTING

MARTIN BÉCARD

Conceptualization / Production Designer
Scenographer / Master of Ceremonies

References

MARTIN BÉCARD

His Story



With a degree in communication and early experience in Paris's music scene —particularly as head of communications for the [Orchestre des Concerts Lamoureux](#)— Martin Bécard soon gave shape to his appetite for adventure by moving to Madagascar. There, he created a cultural venue hosting exhibitions, screenings, concerts, shows, and DJ nights, becoming a key figure in the island's event, culture, and communication landscape.

After a coup d'état forced him to rethink his professional trajectory, he relocated to Rabat in 2010, supporting the growth of several advertising agencies before leading major event projects at [NEO](#). With this agency, he conceptualized and produced large-scale cultural, institutional, and private events in Morocco and internationally.

He then launched [MC – Martin Consulting](#), opening the door to collaborations of various scopes with stimulating missions in event creation, production, and project management. Alongside this activity, he actively pursues his passion as a Master of Ceremonies, hosting high-profile cultural, corporate, and sporting events recognized on the international stage.



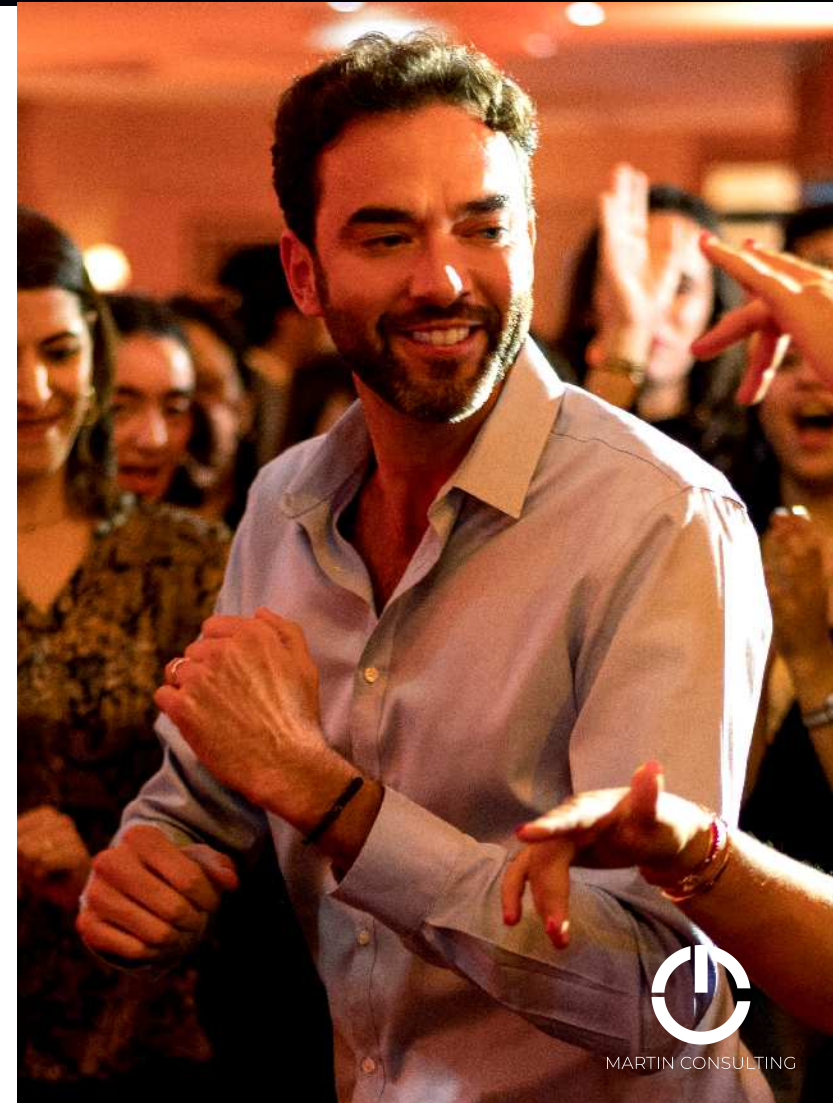
MARTIN BÉCARD

Conceptualization, master of ceremonies & scenographer

With more than 15 years of experience, I bring professionalism and energy to every event I host. From institutional conferences to corporate soirées and music festivals, I have mastered the art of engaging diverse audiences—whether it's presenting, hosting, moderating, paying tribute, coordinating, or creating a sense of unity. Each stage is a new adventure, and I make sure every moment counts.

Born in 1978 in Tours (France)
Resident in Rabat (Morocco)
> Available "worldwide"

*Below are some references showing the
eclecticism of my work.*



MARTIN CONSULTING

Account: BMW

Event: Launch New BMW 3 Series



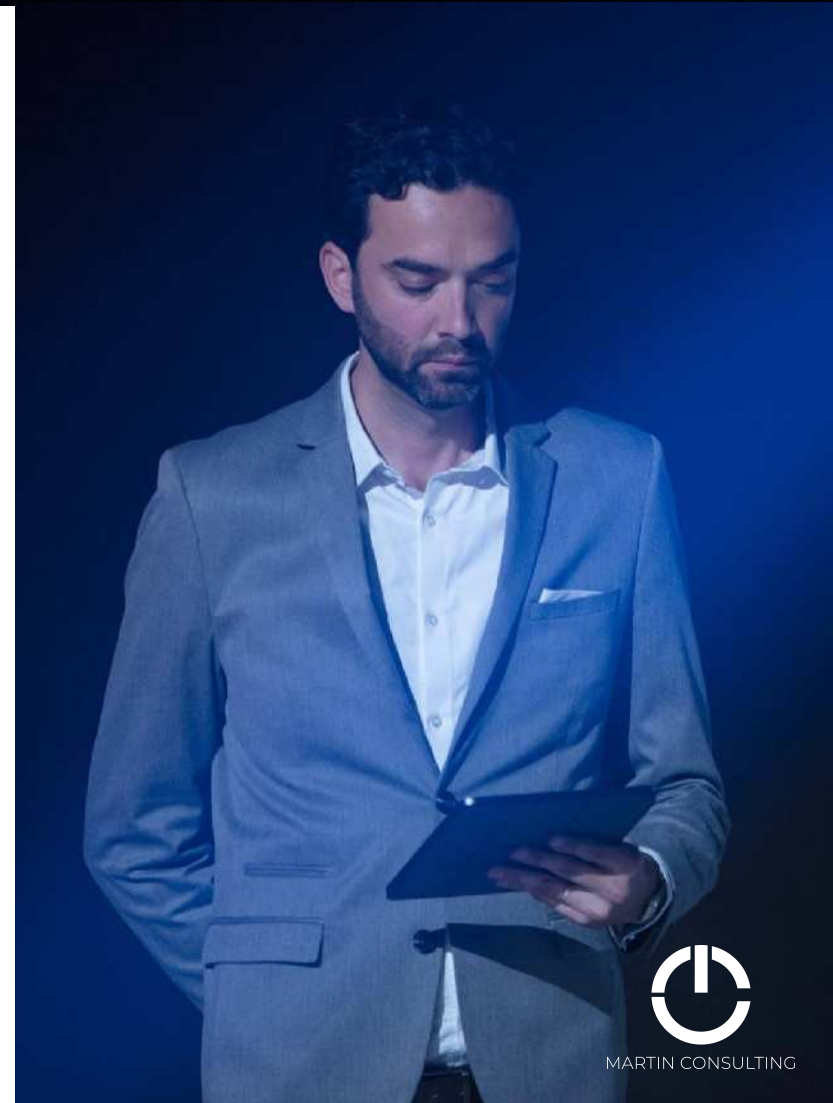
An exceptional reveal evening, with 1,200 guests in Casablanca, recounting the evolution of the model through the ages up to the seventh generation of the BMW 3 Series.

Duties:

Conceptualization, staging, introductory speech, presentations of the various speakers

Agency: NEO SPOT ORGANISATION

 <https://vimeo.com/335416134>



MARTIN CONSULTING

Account: CONSULATE GENERAL OF FRANCE IN RABAT

Event: National Day



Each year the Consulate General of Rabat receives its compatriots for a festive blue-white-red reception in the great tradition of the celebration of the National Day.

Duties:

Conceptualization, staging, presentations of the various speakers

Agency: MC - Martin Consulting

 <https://vimeo.com/731018003>



Account: ORDER OF AFRICAN ACCOUNTANTS

Event: African Congress of the Accounting Profession



PAFA
PAN AFRICAN FEDERATION
OF ACCOUNTANTS

3 days of debates with the participation of more than 1200 people including decision-makers, heads of state, representatives of the Royal High Patronage, economists, investors, finance professionals, entrepreneurs,...

Duties:

Conceptualization, staging, introduction of the various speakers

Agency: NEO SPOT ORGANISATION



<https://vimeo.com/343709936>



MARTIN CONSULTING

Account: ORDER OF ACCOUNTANTS

Event: National Council of the Order of Accountants



The Order of Chartered Accountants of Morocco held in the presence of the Head of Government, a study day in Dakhla, under the theme "Investment, engine of development of the southern regions".

Duties:

Conceptualization, staging, introduction of the various speakers

Agency: NEO SPOT ORGANISATION

<https://vimeo.com/531340802>



Account: GAM

Event: African Digital Summit



The African Digital Summit is the annual benchmark meeting of major media players: advertisers, communications agencies, digital professionals, and media. This 5th edition was a great success with the participation of more than 1,500 people and around forty national and international speakers.

Duties:

Conceptualization, staging, stage managing

Agency: BLUE CHILI

 <https://vimeo.com/815331239>



Account: INTEL CIA

Event: Fest'IN (4 editions)

intelcia

Internal festival of the international company INtelcia, the Fest'IN is a traveling concert concept with an eclectic, young and qualitative program for 5000 employees per site.

Duties:

*Conceptualization, staging, prize giving,
concert animation*

Agency: NEO SPOT ORGANISATION

 <https://vimeo.com/376337016>



MARTIN CONSULTING

Account: INTELCLIA

intelcia

Event: Best'IN (2 editions)

A giant bivouac for 720 people in the middle of nowhere with a magical evening showcasing the countries where the Group operates, a giant "classico", a visit to secret Marrakech and even an evening with The Great Gatsby.

Duties:

Conceptualization, staging, animation of the evenings.

Agency: NEO SPOT ORGANISATION

 <https://vimeo.com/279666969>



Account: INTELCLIA

Event: Challeng'IN (2 editions)

intelclia

An inter-school challenge which, by involving students in strategic thinking for the sector, allows them to develop entrepreneurial skills, stimulate their analytical mind and develop their sense of innovation.

Duties:

Conceptualization, staging, prize giving, introduction of the various speakers

Agency: NEO SPOT ORGANISATION

 <https://vimeo.com/376339100>



MARTIN CONSULTING

Account: INTELCLIA

Event: Manag'IN (3 editions)

intelcia

A great challenge for Intelcia's middle management conventions. A day of self-transcendence in a spirit both military and festive!

Duties:

Conceptualization, staging, prize giving, introduction of the various speakers

Agency: NEO SPOT ORGANISATION

 <https://vimeo.com/264442308>



MARTIN CONSULTING

Account: AUDI

Event: Audi Quattro Golf Cup (2 editions)



A convivial and festive prize-giving evening, which is always marked by the presentation of a generous bank check to the SOS Autisme Association, the fruit of the drive-through competition.

Duties:

Conceptualization, staging, prize giving, introduction of the various speakers

Agency: NEO SPOT ORGANISATION

 <https://vimeo.com/292305731>



MARTIN CONSULTING

Account: BMW

Event: Launch New BMW 5 Series



An evening rich in emotions for the launch of the New BMW 5 Series. The dancers of Dancing with the Stars opened the ball, while 5 singers from The Voice welcomed the sedan's triumphant arrival.

Duties:

Conceptualization, staging, introduction of the various speakers and artists

Agency: NEO SPOT ORGANISATION

 <https://vimeo.com/208118458>



MARTIN CONSULTING

Account: JAGUAR LAND ROVER

Event: Launch of the Jaguar F-Pace



An evening with a "Brit'chic" theme, which was an opportunity to present to the general public the powerful and luxurious SUV Jaguar F-Pace.

Duties:

Conceptualization, staging, introduction of the various speakers and artists

Agency: NEO SPOT ORGANISATION

 <https://vimeo.com/201116960>



MARTIN CONSULTING

Account: CARTIER

Event: An evening at the Museum of Modern Art

Cartier

For this refined celebratory event around High Jewellery, Art and Light, Cartier has chosen the emblematic Mohammed VI Museum of Modern and Contemporary Art, in the heart of the royal city.

Duties:

Conceptualization, staging, introduction of the artists

Agency: NEO SPOT ORGANISATION

 <https://vimeo.com/365498747/6d03e7a546>

Cartier



MARTIN CONSULTING

Account: MINISTÈRE DE L'EAU

Event: International Water & Climate Conference



The International Conference on Water and Climate was an essential step before the COP22 in Marrakech, for the Delegate Ministry in charge of Water of the Kingdom of Morocco, the Ministry of the Environment of the French Republic and the World Council of the water.

Duties:

Conceptualization, staging, introduction of the various speakers.

Agency: NEO SPOT ORGANISATION

 <https://vimeo.com/210467986>



Account: MINISTRY OF HOUSING

Event: African Ministerial Forum for Housing



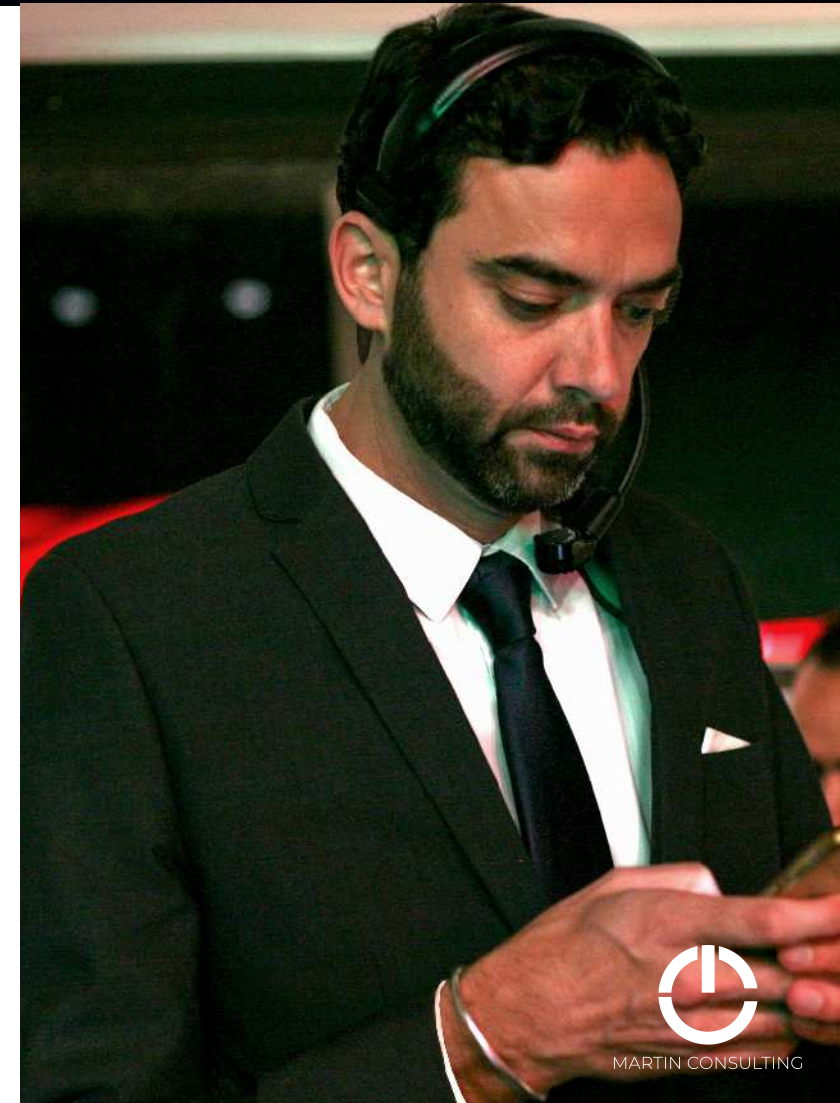
African Ministers of Housing gathered in Rabat for the first African Ministerial Forum on Housing and Sustainable Development (FOMAHDU), under the theme “City policies and sustainable development”

Duties:

Conceptualization, staging, introduction of the various speakers.

Agency: NEO SPOT ORGANISATION

 <https://vimeo.com/209198544>



MARTIN CONSULTING

Account: MERCEDES

Event: Lancement Mercedes-Benz Actros



Mercedes-Benz

About fifty privileged people were able to attend the national launch of the new Mercedes-Benz Actros, flagship of Mercedes-Benz. Guests were treated to a dynamic reveal showcasing the strengths of the Actros concept.

Duties:

Conceptualization, staging, introduction of the artists

Agency: NEO SPOT ORGANISATION



<https://vimeo.com/272921457>



Account: CONFEDERATION OF AFRICAN FOOTBALL (CAF)

Event: African Nations Championship



The opening and closing ceremonies of the African Nations Championship organized by CAF brought together 45,000 spectators and millions of television viewers. A grandiose spectacle with show mapping to stage the values of Morocco and the colors of Africa.

Duties:

Conceptualization, staging, presentation of the opening and closing ceremonies

Agency: NEO SPOT ORGANISATION

 <https://vimeo.com/392424239>



MARTIN CONSULTING

Account: CONFEDERATION OF AFRICAN FOOTBALL (CAF)

Event: African Nations Championship Gala Dinner



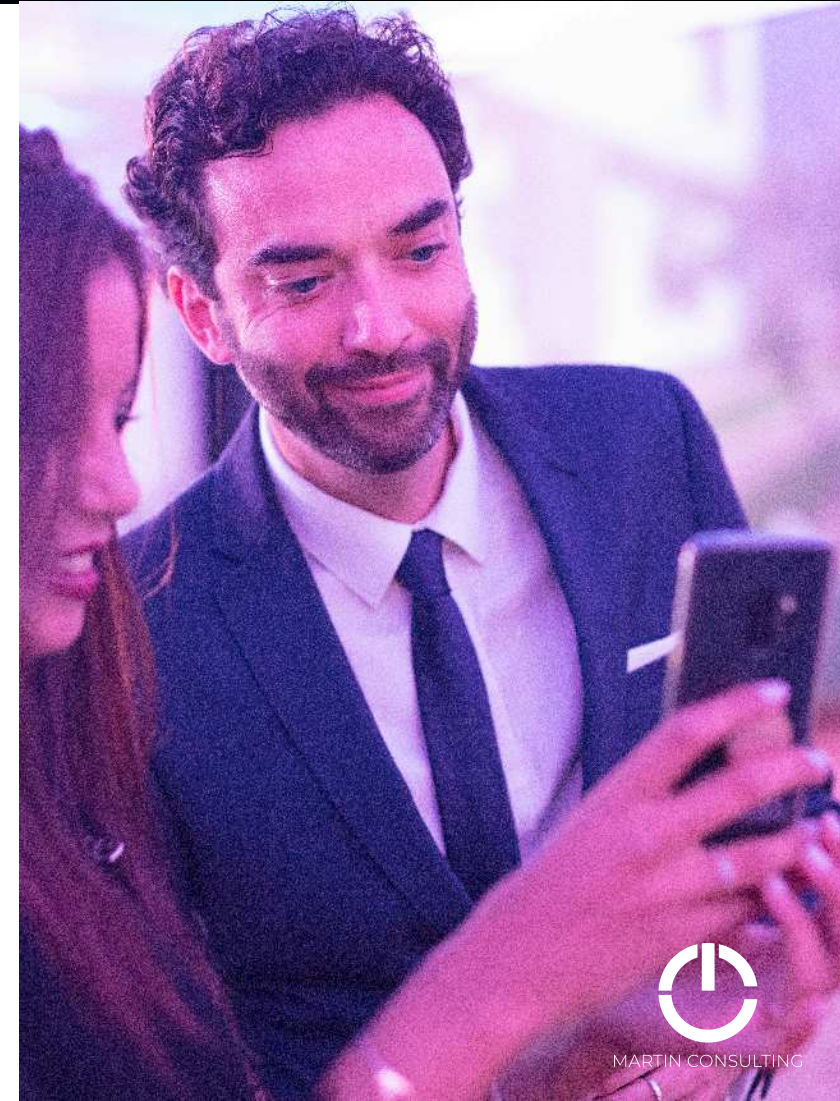
The Confederation of African Football hosted a sumptuous gala dinner in the presence of FIFA President Gianni Infantino. An original and unprecedented artistic set, thanks to the talent of the musicians of Nabil Khalidi's group, the grace of Eusébia and the vocal magic of the immense star Salif Keita.

Duties:

Conceptualization, staging, introduction of the artists

Agency: NEO SPOT ORGANISATION

 <https://vimeo.com/261508955>



MARTIN CONSULTING

Account: ASSOCIATION VOIX DE FEMMES

Event: Voices of Women Festival (2 editions)



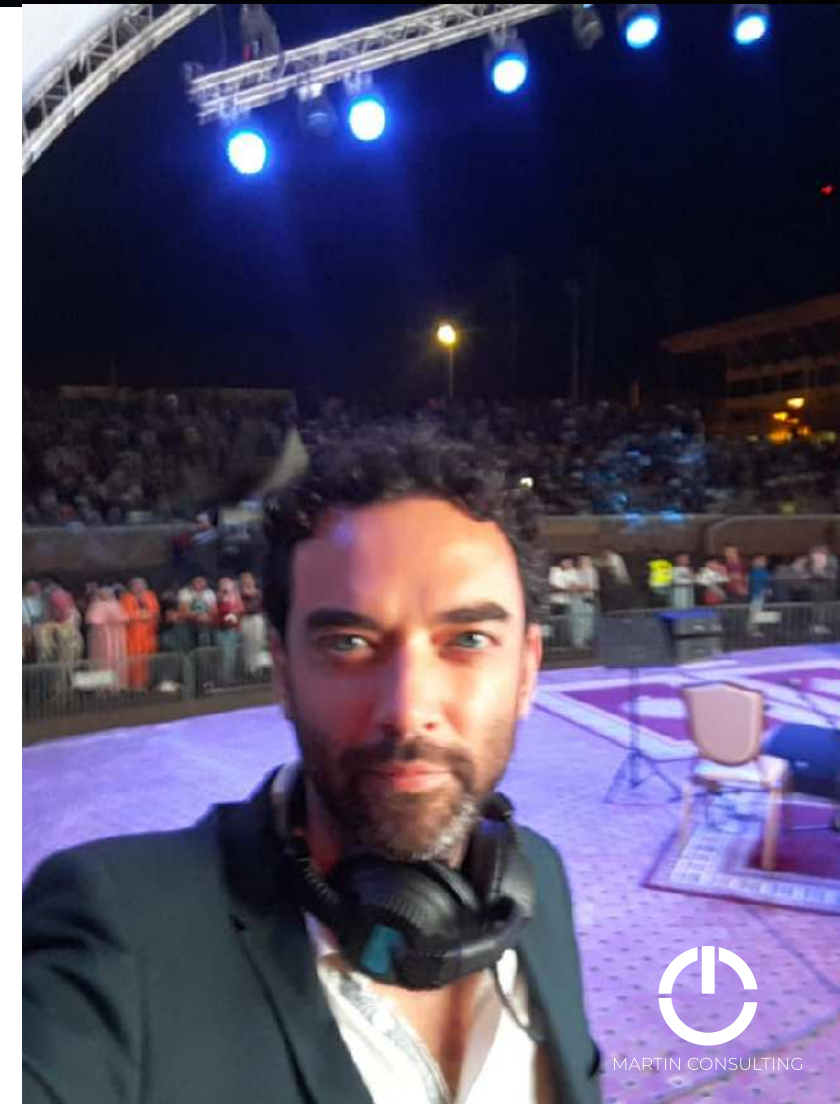
Internationally known Moroccan stars such as Jannat, Najat Aatabou, Hajja Hlima, Hind Ziadi, Daoudia, Karima Gouit and Khaoula El Moujahid, not to mention local icon Abir El Abed light up the big stage in Tetouan while social operations are carried out in the city.

Duties:

Conceptualization, staging, introduction of the artists

Agency: NEO SPOT ORGANISATION

 <https://vimeo.com/227913331>



MARTIN CONSULTING

Account: AKWA GROUP

Event: Conventions in Cannes



The AKWA Group offers its directors of Afriquia Gaz an international convention every year.

Lisbon or Cannes were the scene of these great moments of sharing and incentive.

Duties:
Conceptualization, staging, prize giving,
introduction of the various speakers

Agency: NEO SPOT ORGANISATION

 <https://vimeo.com/368247843>



MARTIN CONSULTING

Account: AKWA GROUP

Event: Conventions in Barcelona



The AKWA Group offers its AFRIQUIA directors an international convention every year. Barcelona was one of the destinations for great moments of sharing and incentive.

Duties:

Conceptualization, staging, prize giving, introduction of the various speakers

Agency: NEO SPOT ORGANISATION



<https://vimeo.com/333066295>



MARTIN CONSULTING

Account: INTEL CIA

intelcia

Event: LEAD'IN - Convention in Lisbon

The INTEL CIA Group brought together its 100 leaders in Lisbon for a 3-day convention with a studious and festive program while unveiling a preview of the Group's new strategy and it's new graphic identity.

Duties:

Conceptualization, staging, introduction of the various speakers.

Agency: NEO SPOT ORGANISATION

 <https://vimeo.com/380444493/3a4d3b2a8c>



Account: INTEL CIA

intelcia

Event: IGLE - Convention in Marrakech

The INTEL CIA Group brought together its 100 leaders in Marrakech for a 3-day convention with a festive and studious program in the heart of an exceptional resort with the creation of a real Film Festival.

Duties:

Conceptualization, staging, prize giving, introduction of the various speakers

Agency: NEO SPOT ORGANISATION

 <https://vimeo.com/714061321>



MARTIN CONSULTING

Account: MINISTRY OF HOUSING

Event: World Urban Forum – Abu Dhabi



Creation, production and animation of the Morocco Pavilion at the World Urban Forum 2020 (WUF10) of UN-Habitat in Abu Dhabi (UAE).

Duties:

Conceptualization, creation of the Pavilion, layout, staging, presentation of the speakers

Agency: NEO SPOT ORGANISATION

 <https://vimeo.com/392020950>



Account: MOROCCAN INSTITUTE OF ADMINISTRATORS

Event: Pan-African Conference

The conference Corporate Governance in Africa and Challenges for Access to Capital is part of the cycle of annual conferences of the ACGN network (African Corporate Governance Network).

Duties:

Conceptualization, staging, presentation of speakers

Agency: NEO SPOT ORGANISATION

 <https://vimeo.com/53134080>



Account: ORANGE BUSINESS SERVICES MOROCCO

Event: Internal convention



Business
Services

Two intense days dedicated to the anniversary of the 3 years of OBS in Morocco, culminating in an internal convention involving all employees in person and online.

Duties:

Conceptualization, staging, prize giving, presentation of speakers

Agency: NEO SPOT ORGANISATION



<https://vimeo.com/653755290>



MARTIN CONSULTING

Account: ORANGE BUSINESS SERVICES MOROCCO

Event: Innovation Challenge



Business
Services

A national challenge aimed at creating a dynamic of innovation thanks to the enthusiasm and involvement of employees with the aim of creating a positive impact on the Orange Business Services ecosystem.

Duties:

Conceptualization, staging, presentation of speakers

Agency: NEO SPOT ORGANISATION

 <https://vimeo.com/726972437>



MARTIN CONSULTING

Account: ORANGE BUSINESS SERVICES MOROCCO

Event: Internal convention



Business
Services

A fantastic days dedicated to the anniversary of the 4 years of OBS in Morocco, with an internal convention involving all employees in person and online, and an animation created especially around the theme of music to galvanize employees.

Duties:

Conceptualization, staging, presentation of speakers

Agency: NEO SPOT ORGANISATION



<https://vimeo.com/816577211>



MARTIN CONSULTING

Account: MINISTRY OF YOUTH, CULTURE AND COMMUNICATION

Event: Big free concert

LES
GRANDS
CONCERTS
DE RABAT

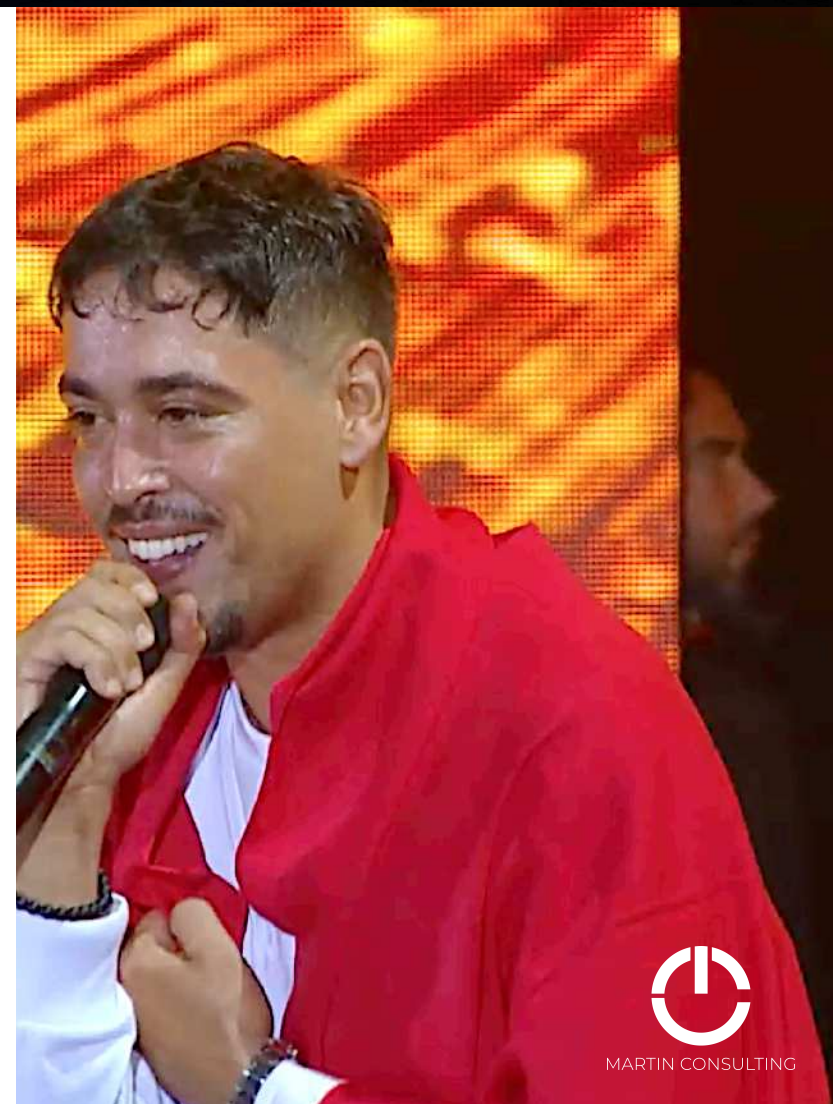
MC - Martin Consulting supported the Ministry of Youth, Culture and Communication in the production of the Grand Concerts de Rabat. Cheb Khaled, Salif Keita, ElGrande Toto, Fnaire, Lartiste, Dadju, Snor, Ayra Starr, Samira Said,... The headliners brought together in 3 incredible evenings 150,000, 200,000 and 250,000 people!

Duties:

Conceptualization, staging, stage managing

Agency: SILVER TOURS

 <https://vimeo.com/893782703>



MARTIN CONSULTING

Account: MFADEL GROUP

Event: Launch of the M Tower



During an exceptional evening, the Mfadel Group allowed us to create a sensational video mapping on a giant model to announce the launch of the M Tower in the CFC business district in Casablanca.

Duties:

Conceptualization, staging, presentation of speakers, stage managing

Agency: Flex Covers

 <https://urlz.fr/uhxQ>



MARTIN CONSULTING



turn on.

<https://mcmartinconsulting.wixsite.com/martin>

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