

## **Isabelle Deniaud**

Isabelle was born in France (Nantes) in 1977. At 17, she moved to Paris where she obtained her journalism degree followed by a Masters in Global Communication. Directly after her studies, she was recruited by the French Ministry of Defence, where she organised her first event and really fell in love with the profession. She stayed at the Ministry for two years, before eventually moving to Brussels for personal reasons. She joined the event team of travel agency CIT in 2001 and was recruited by MCI in 2003 as Event Coordinator. 6 years later, Isabelle is still with MCI and in charge of large Local and Core PCO mandates.

[Isabelle.Deniaud@mci-group.com](mailto:Isabelle.Deniaud@mci-group.com)

### **Quick bite**

As I'm a real Frenchwoman, it's very important for me to eat a proper meal (preferably a hot one) twice a day. The "tartines" concept well known in Belgium is very unusual for me and "Exki" or "Tea & Eat" are my favourite places to buy my lunches. I have to admit that every now and again, I appreciate a good hamburger with chips or a chicken durum but dieting comes first, and this is the exception rather than the rule!

### **A serious Tête a Tête**

A serious Tête a Tête should always take place in a small, cosy restaurant. I particularly appreciate "La Fin de Siècle", located in Etterbeek next to Montgomery Square. They serve the best pasta I have ever eaten and the combination of candlelight and classic Italian style makes for a very romantic atmosphere.

For meat lovers, I strongly recommend, "Le temps Délire" or the "Chelsea", both on Chaussée de Charleroi. They offer very traditional, abundant French cuisine accompanied by excellent wines.

In another area and style, I love the Greek restaurant "Les Enfants du Pirée" located in Uccle on Chaussée d'Alsensberg. The food is delectable and the service excellent.

I recently discovered the "Orphee Chaussette", located next to Le Sablon. The owner is an absolute sweetheart, and the combination of his Southern French accent and the delicious food make you feel like you're on holiday.

I recently discovered the Kokob - <http://www.kokob.be/> , an Ethiopian restaurant. The concept is great and the food delicious but don't be scared to eat with your fingers!  
And last but not least, the best Tête à Tête place ever is most definitely my boyfriend's kitchen - but that's strictly invitation only!

### **Business, Business, Business**

I try to avoid noisy places as much as possible and prefer smaller, intimate restaurants. As our clients are mainly international we try to introduce them to real Belgian cuisine. My preferred choices would be "Aux Armes de Bruxelles" - <http://www.armebrux.be/> or "La Rose Blanche" both located in the city centre.

### **When I travel abroad**

I always call a friend who lives locally to show me the "real local life". It is the best way to avoid touristy places and really experiment with the local way of living, eating, partying ....

### **Hotel**

I have to admit that I'm a big fan of 5 star hotels, even more so if they offer something special such as lovely (rooftop) bars. I love the "W" in New York (Starwood) - [http://www.starwoodhotels.com/whotels/index.html?PS=GWS\\_aa\\_YahooSSP\\_51506](http://www.starwoodhotels.com/whotels/index.html?PS=GWS_aa_YahooSSP_51506) or the Centara Hotel in Bangkok - [http://www.centarahotelsresorts.com/bangkok\\_hotels.asp](http://www.centarahotelsresorts.com/bangkok_hotels.asp) that I had the chance to discover during my last trip to Bangkok (thanks to BBT Online). This hotel has the most amazing bar I have ever seen. The view over Bangkok is just stunning!

### **City**

In Belgium I would choose Ghent. I really discovered the city during the last BAPCO retreat that took place at the Ghent Marriott and I found it extremely charming, attractive, full of history and very clean. Outside Belgium I would vote for Paris (as a Frenchwoman I am of course very patriotic: with Sydney coming in third place.

## **Country**

My first choice would definitely be Australia. I fell in love with the place in 2004 when I backpacked with friends for a month all around the country. I've had the chance to go there four times already and am going back to Melbourne in April 2010 for a congress we're organising. After my retirement, (yes I know I have time...), my dream would be to rent a big Defender and travel all around Australia but taking my time. My second step would be to invest in a small house in Sydney's bay! Dreams, dreams, dreams!!!

## **Incentive destination**

The place is not really important .... Only the concept counts!

## **Airline**

My favourite airline remains Emirate Airways - <http://www.emirates.com/> , with whom I travelled to Australia. Even though my flight took 30 hours, the outstanding service and entertainment made my journey seem very pleasant and much shorter.

## **MICE personality**

Roger Tondeur, the founder and current President of MCI. He started his career in 1979 in the association business and expo management. In 1987, he created MCI together with his wife and since then the company has grown tremendously. MCI today has more than 800 full time employees in 37 offices in 20 countries. Great example!

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## **5 Likes – 5 Dislikes**

### **5 Likes**

1. Wine, red, white, rosé, sparkling or not. All of them.

2. Sailing. I grew up beside the sea and my parents introduced me to this activity. Each time I go back to France I try to free up at least a day to go sailing.
3. Spinning class followed by a sauna, my way of easing the pressure.
4. Go to the market on Sunday morning and buy fresh products to eat for lunch.
5. Travelling, as much as possible, anywhere, but always in good company.

## **5 Dislikes**

1. When my flight is delayed on my way back home.
  2. Skiing ... yes I know it's sad!
  3. People of bad faith.
  4. Western movies ... yes I know it's also very sad!
  5. Pineapple.
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## **Top 5 people I would like to meet or have dinner with**

1. Hugh Jackman. I probably do not need to explain why!!!!
2. Coco Chanel. For me she really represents French classiness and manners.
3. Charles Aznavour. I grew up with Charles Aznavour's song, 'Thank you mummy.' I am probably one of his biggest fans.
4. Tom Chaplin, the rock band Keane's singer. His voice is ..... beyond description!
5. My future children .....