



↘ CORPORATE PROFILE

Agenda

01



Who we are

We are a leading agency specializing in Public Relations, Media Strategy, and Event Management.

02



Business Activities

Our business activities focus on Public Relations, Media Strategy, and Event Management.

03



Clients

Our clients include industry leaders, innovative brands, and forward-thinking organizations across various sectors.

04



Portfolio

Our portfolio showcases a diverse range of successful campaigns, events, and strategic media initiatives across various industries.

05



Get in touch

The way to reach us.

04

Who We Are ↘

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Get in Touch ↘

➤ We are a Professional Marketing & PR Agency

Toni Abou Ghazale established The Agenda Agency in 2013 after earning a Luxury Marketing degree in Paris and a Master's degree in Advertising in Lebanon. He also gained valuable experience working with Chanel Beirut. Leveraging his strong industry relationships, Toni was subsequently sought after by various brands to create impactful events and marketing campaigns, generating significant buzz both in physical spaces and across digital platforms within Beirut's retail and F&B sectors.



↘ About



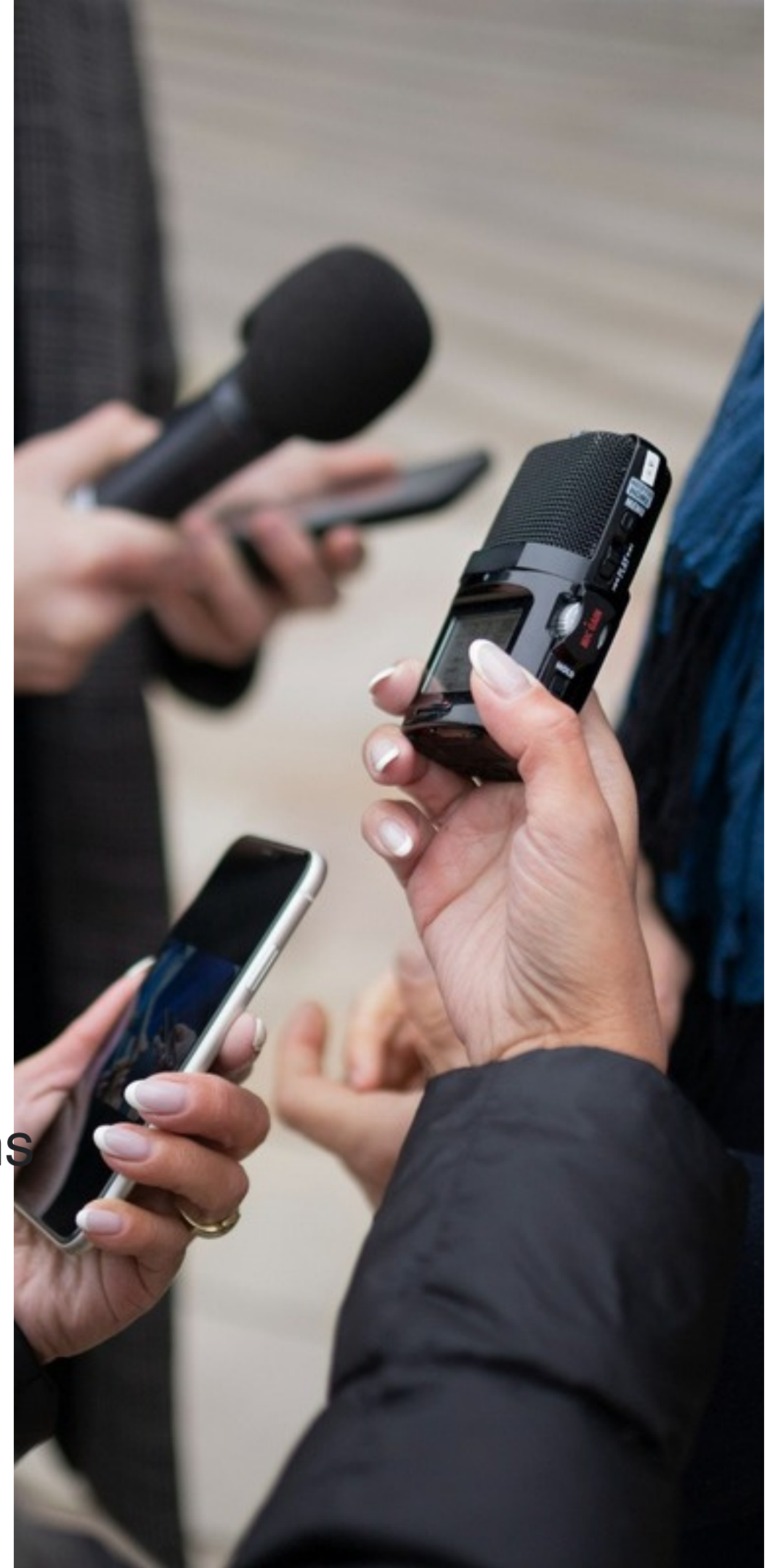
↘ WHO WE ARE

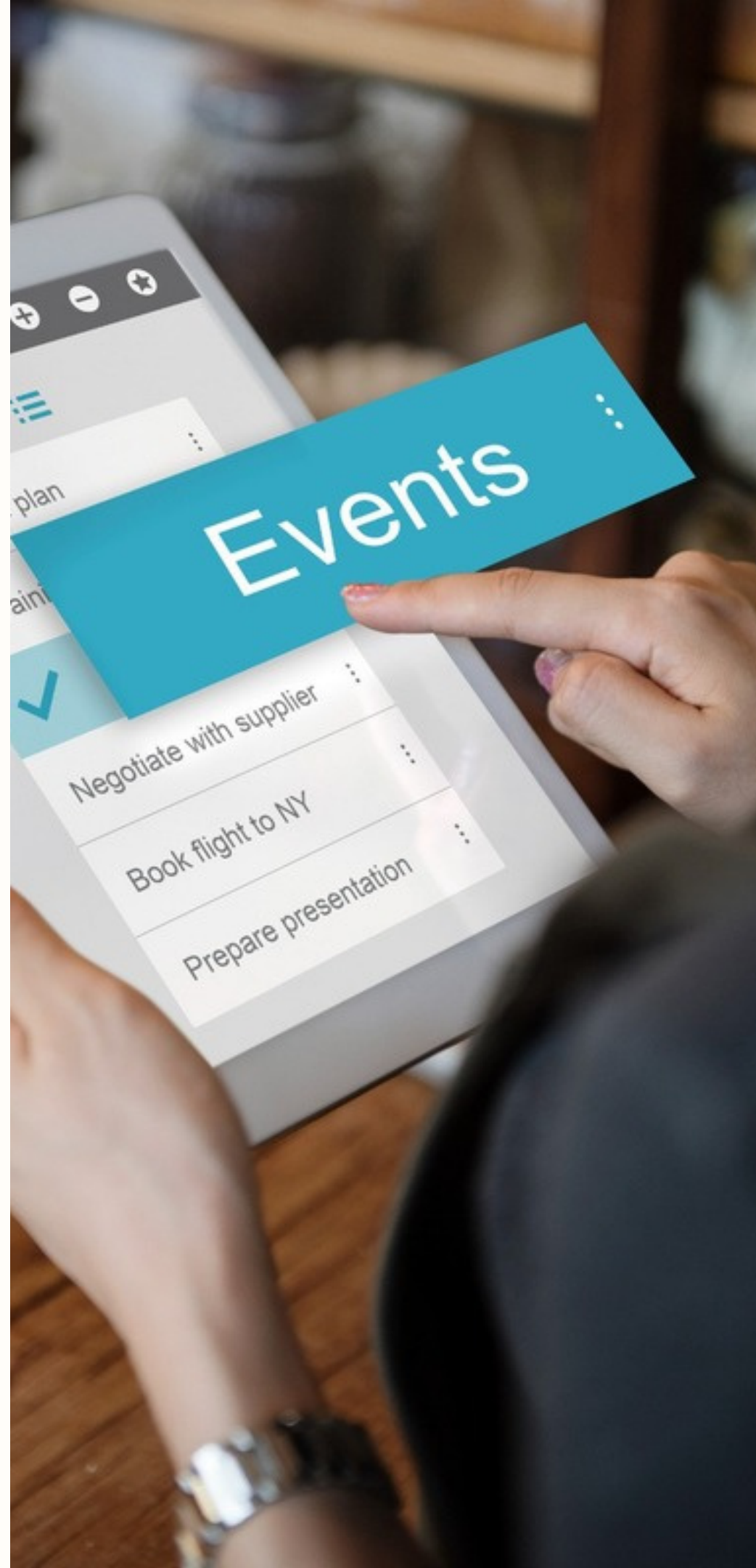
The Agenda Events and PR's scope of activities can handle any challenge a company may have in relation to seminars and public relations/media. We can handle an event's planning and design in addition to its PR invitations, dispatching and coverage.

↘ INTERNATIONAL COVERAGE

Our portfolio includes organizing large-scale events and seminars in Beirut, as well as international locations such as Egypt, London, and Kuwait.

- ✓ Developing the Event/Product PR Strategy
- ✓ PR Campaign Strategy & Design
- ✓ Database Management: Targeting Clients
- ✓ Media Plan Development
- ✓ Media & Social Media Coverage
- ✓ Influencer Partnerships & Engagement
- ✓ Pre- and Post-Event Media Coverage
- ✓ Press Releases, Press Kits, and Media Relations
- ✓ ROI Analysis & Performance Evaluation





- ↘ Market Research & Analysis
- ↘ Concept Idea
- ↘ Concept Design
- ↘ Concept
- ↘ Budget Execution
- ↘ Supplier & Provider Relations
- ↘ Follow up
- ↘ Coordination
- ↘ On site Planning
- ↘ Evaluation





↙ Our Clients

Our clients include a diverse range of brands across various industries, including luxury, retail, hospitality, and corporate sectors. We partner with businesses seeking strategic marketing and public relations solutions to elevate their presence, enhance brand reputation, and drive impactful engagement. Through tailored campaigns, events, and media relations, we help our clients achieve their objectives and stand out in competitive markets.





ADDMIND



EMPORIO  ARMANI



CONVERSE®



KIKO
MILANO



GIORGIO ARMANI




LA ROCHE-POSAY
LABORATOIRE DERMATOLOGIQUE



Massimo Dutti



ROLEX



LANCÔME
PARIS



Salvatore Ferragamo



SWAROVSKI



Fidel



BOGGI
M I L A N O



L'ORÉAL





MAYBELLINE
NEW YORK



 sunglass hut



 **stradivarius**



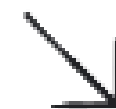
trendyol



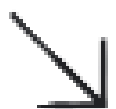
 Passport
Legacy



SVR
LABORATOIRE DERMATOLOGIQUE



BIODERMA
LABORATOIRE DERMATOLOGIQUE



OYSHO



Bershka

↘ Launching Collection For Swarovski 'Remix' at Iris Rooftop





↘ Swarovski Event



↘ Swarovski Event ABC Mall Beirut





theagenda beirut
ABC Mall Achrafieh



SWAROVSKI
WHAT'S YOUR STYLE?



DISCOVER YOUR STYLE

AT OUR OPENING EVENT
ON FRIDAY JUNE 3RD 2016 IN ABC ACHRAFIEH 10

WITH RITA LAMAH HANKACH
PERSONAL STYLIST AND FASHION BLOGGER

Do you love earrings, bracelets, rings and necklaces?
In the Swarovski Style Studio we'll show you our new
collection and introduce you to the latest jewelry
styling tips. Get inspired!

From 6 PM - 8 PM, ABC Achrafieh
Department Store, 10

Try on our jewelry, mix and match, have a cocktail
and a lot of fun. We would love to meet you there!

RSVP THEAGENDA
info@theagenda beirut.com 70 928926



↘ Emporio Armani



↘ Emporio Armani





theagencybeirut
Le Gray, Beirut



➤ Lancôme - Press Conference



↘ Lancôme - Event

LANCÔME
PARIS

*It's time to change the game
and give eyeliner new rules!*

LANCÔME EXCLUSIVELY INVITES YOU TO EXPERIENCE
ITS BRAND NEW MAKE-UP INNOVATION

GRANDIÔSE LINER
WITH THE PATENTED "BEND-THE-LINE" TECHNOLOGY

DATE & LOCATION
THURSDAY, SEPTEMBER 1st, 2016 AT 5:30PM
ABC DBAYEH - L2

LANCÔME GOODIE BAGS & GIFTS AWAIT YOU!

Come in black or white, without your eyeliner on!
#bendtheline

RSVP on info@theagendabeirut.com / 70-928926
PLACES ARE LIMITED.

THEAGEND
beirut



↘ Renee Furterer, Pierre Fabre Group Event at GSPA



theagenda beirut
Gspa



Pierre Fabre pleasurably invites you to the new era of



RENEE
FURTERER
PARIS

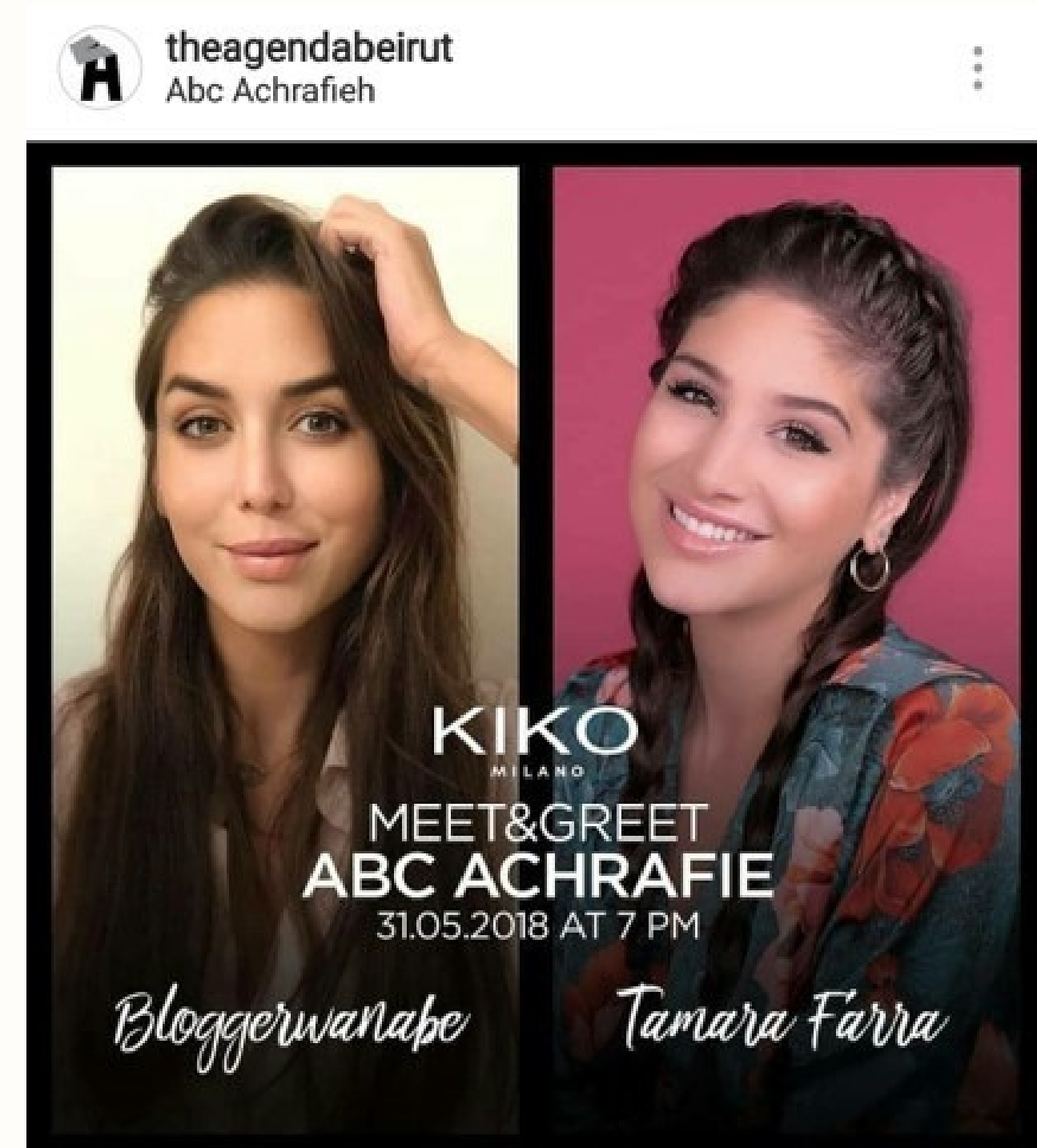
At ParkTower Hotel, Achrafieh
On the 11th of May, 2017 at 11:30 A.M Sharp

#MyFurterer

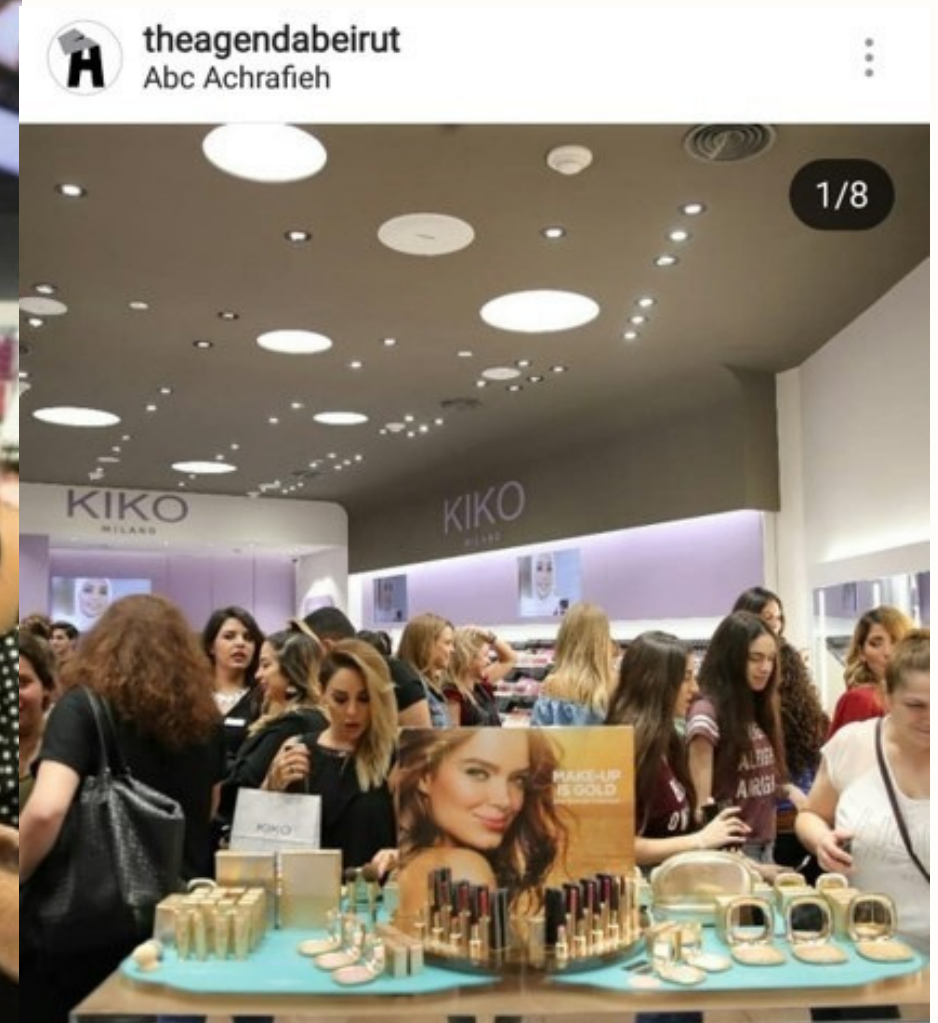


RSVP info@theagenda.beirut.com 70-928926

↘ Kiko Milano - Opening



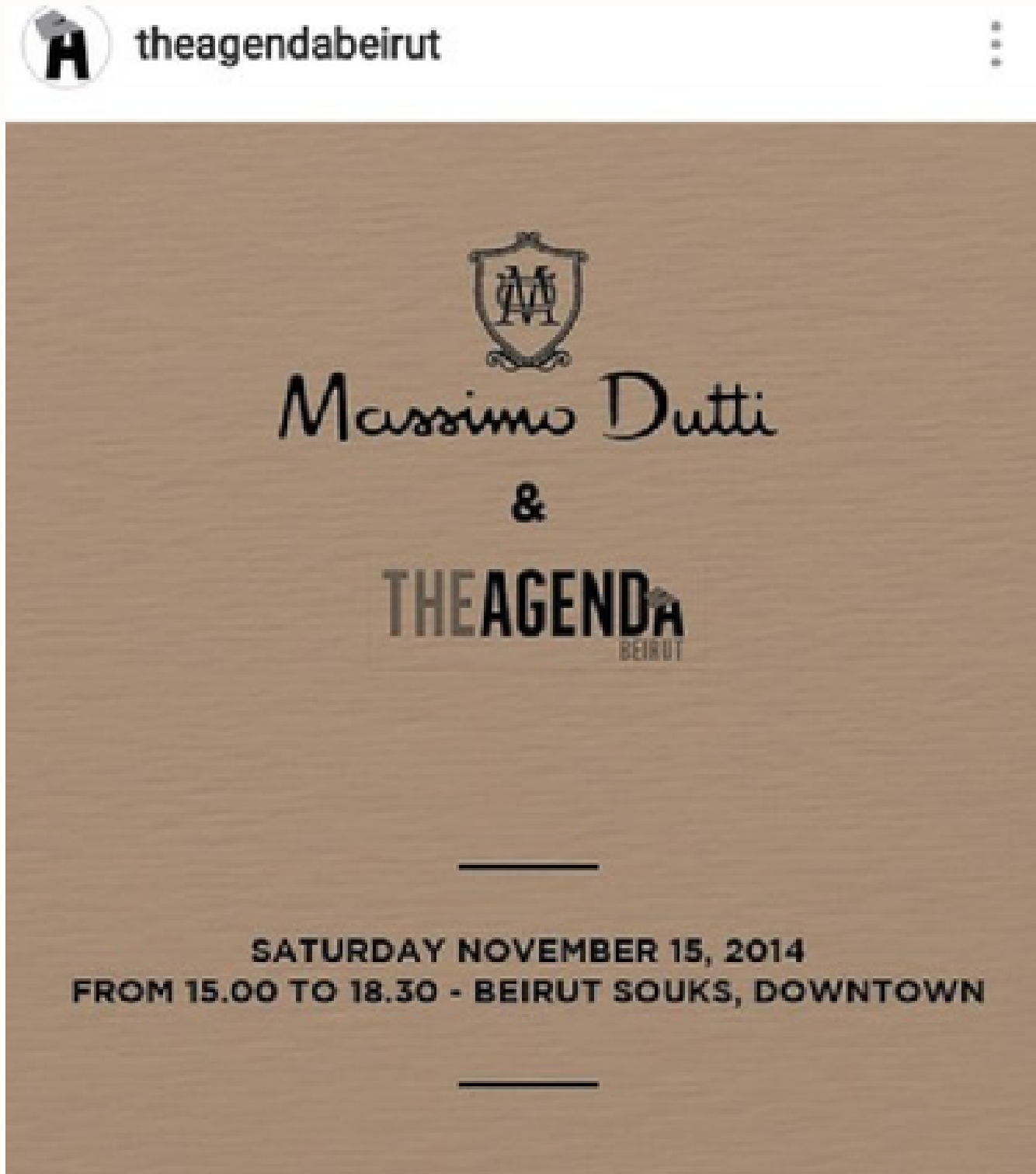
↘ Kiko Milano - Opening



↘ Etam Opening at Le Mall Dbayeh



↘ Massimo Dutti Live Styling Event





➤ Galénic Press Conference at Kempinski

Private brunch at Rolex



theagenda
beirut

rolexlebanon

ROLEX

EXPERIENCE THE ROLEX WAY
WITH THEAGENDA
beirut

THURSDAY, MAY 7TH
FROM 10.00AM TO 1.00PM

AT THE
ROLEX SALON
ROLEX . WEYGAND . DOWNTOWN BEIRUT

↘ Rolex Event at the Flagship Store in DT



theagendaBeirut
The Daily Star

The Chronora Rolex boutique in Downtown Beirut has partnered with The Agenda Beirut, an informal educational group that gives lectures and workshops on the arts, lifestyle, luxury and society, to offer a how-to guide on approaching the purchase of what for some people constitutes one of the most highly coveted luxury items – a Rolex watch.

A photograph showing a man and a woman looking at a Rolex watch in a display case. The man is wearing a dark jacket and the woman is wearing a black top with white polka dots. They are both looking intently at the watch.


PRESENT

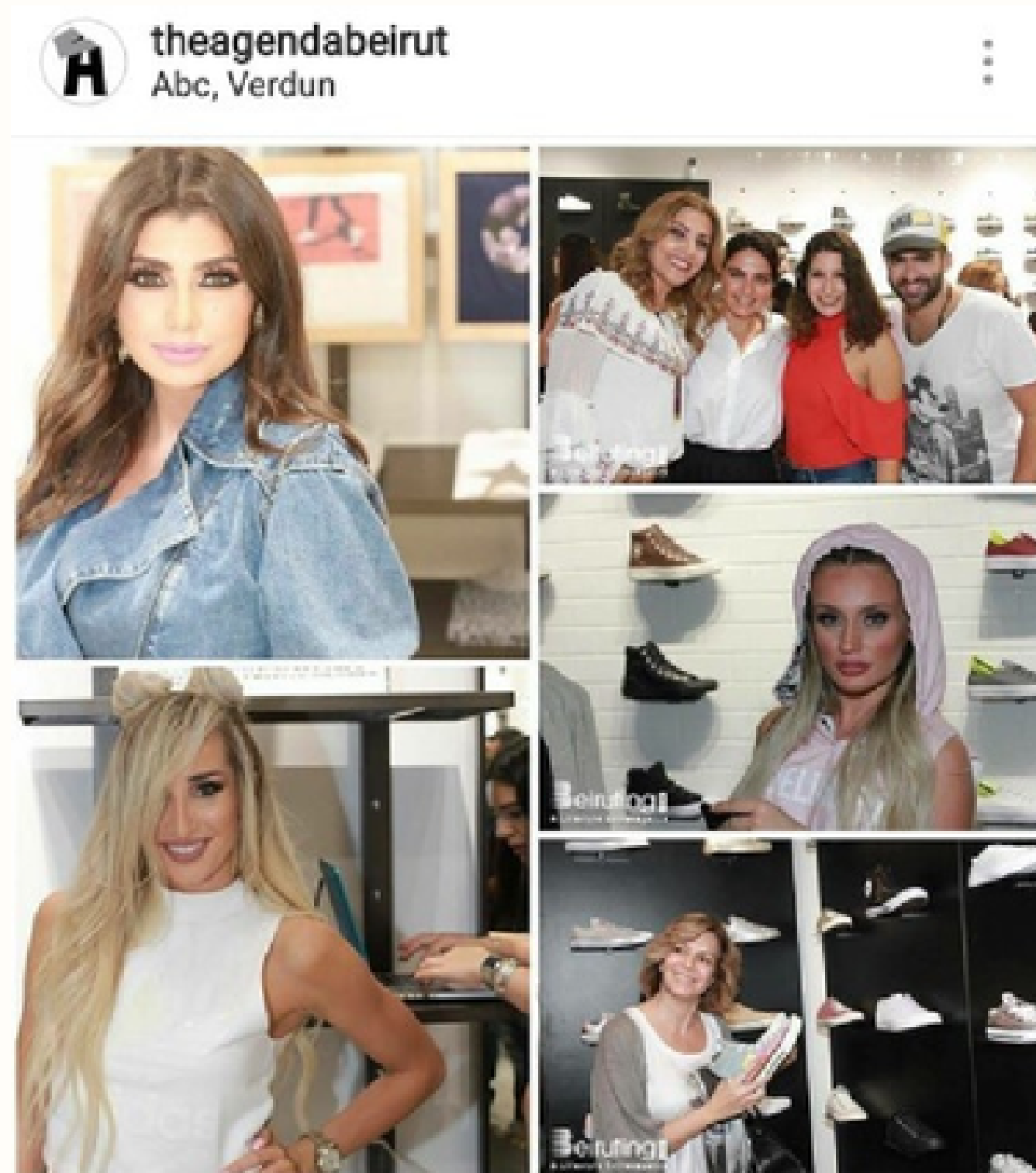
THE NEW OYSTER PERPETUAL DAY-DATE 40

YOU ARE CORDIALLY INVITED TO TAKE PART IN A PRIVATE WORKSHOP INTRODUCING "THE NEW OYSTER PERPETUAL DAY-DATE 40" EXHIBITION IN COLLABORATION WITH **THEAGENDA** BEIRUT



THURSDAY 22 OCTOBER 2015 / 3 PM /
CHRONORA ROLEX BOUTIQUE, WEYGAND, DOWNTOWN BEIRUT /
RSVP BY: 12 OCTOBER 2015 TO RESERVE YOUR PLACE /
rsvp@aschronora.com / TEL. 70 75 99 59

↘ Converse Opening in ABC Verdun







CALLING ALL CONVERSE LOVERS

THIS IS YOUR CHANCE TO VISIT OUR HEADQUARTERS IN BOSTON
AND TO CUSTOMIZE YOUR VERY OWN CONVERSE SNEAKER!

COME, MINGLE AND EXPERIENCE OUR NEW STORE IN ABC VERDUN, WEARING A PAIR
OF CONVERSE, AND ENTER THE DRAW TO WIN A TRIP FOR 2 TO BOSTON, USA!*

OCTOBER 19, 2017 - CONVERSE STORE (L2)
ABC VERDUN AT 7:00 PM





*TERMS & CONDITIONS APPLY





➤ Christmas Event For Salvatore Ferragamo

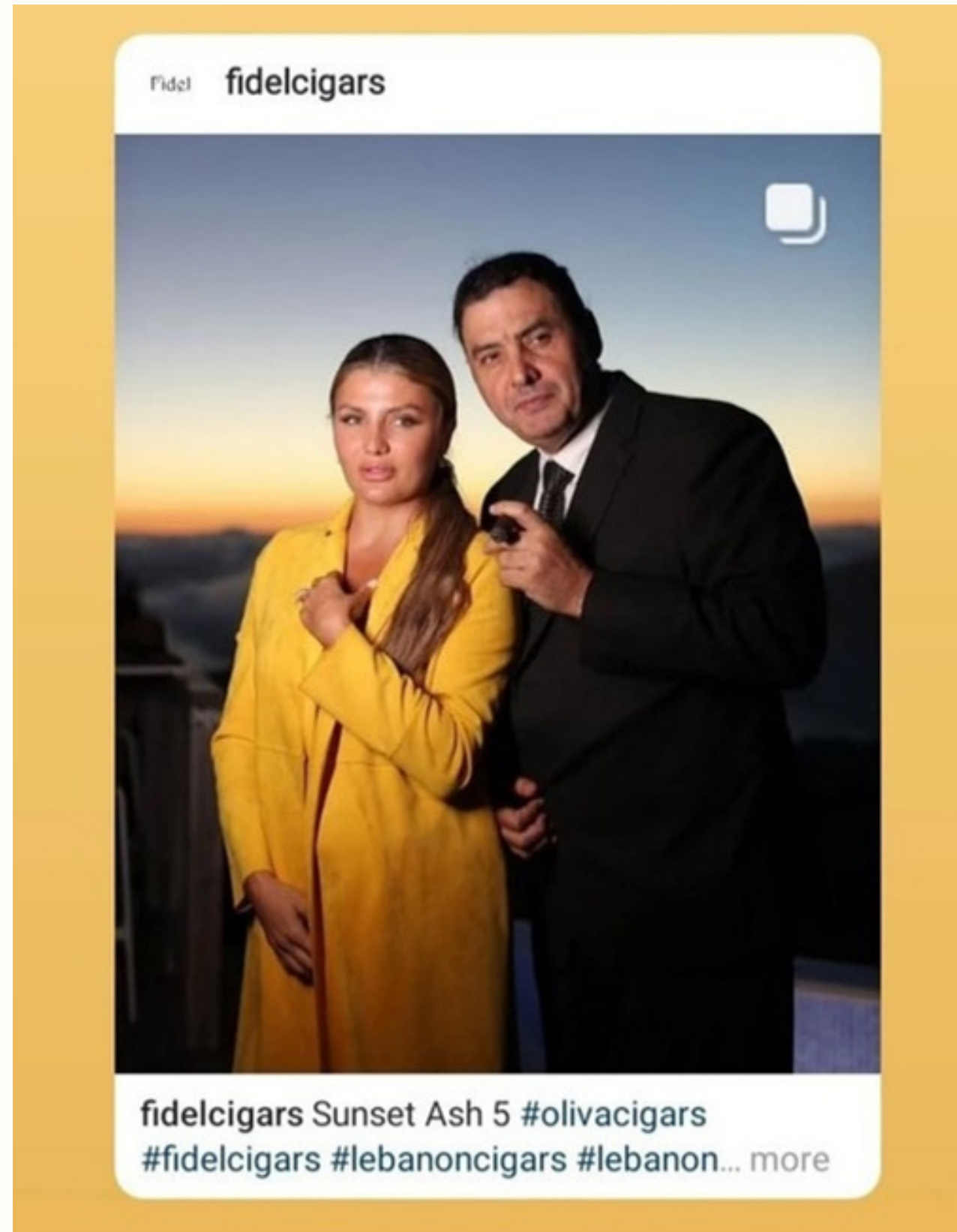
GEDEON
 IN COLLABORATION WITH THE AGENDA BEIRUT
 PROUDLY GIVES YOU THE OPPORTUNITY
 TO SPOIL YOUR LOVED ONES THIS FESTIVE SEASON
 ON THE 16TH OF DECEMBER STARTING 12 PM TILL 10PM

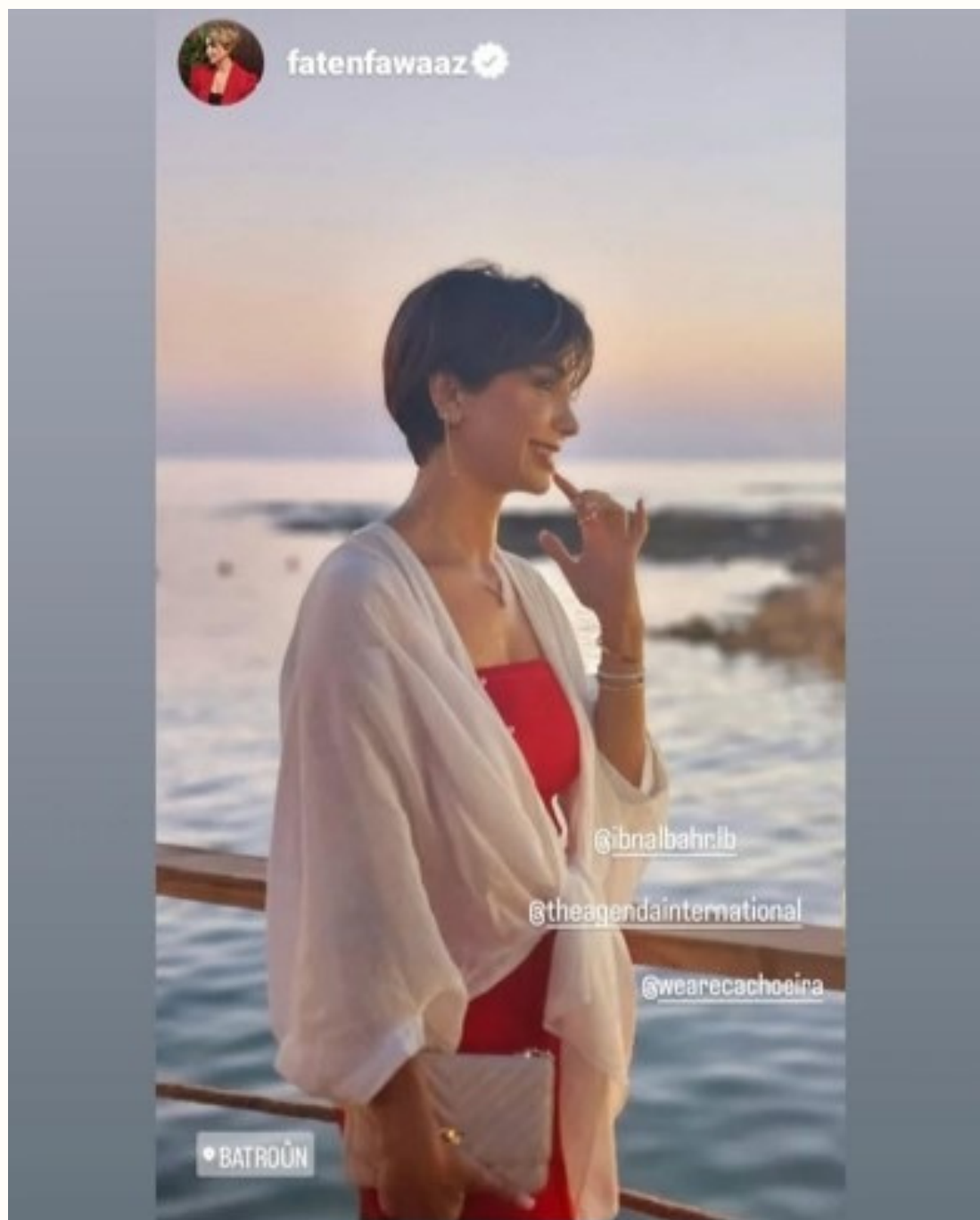
**BENEFIT FROM EXCEPTIONAL CHRISTMAS
 DISCOUNTS ON A/W17 COLLECTION**

ADDRESS: 52 BANKS STREET, DT BEIRUT | +961 1 976147
 RSVP : INFO@THEAGENDABEIRUT.COM 70928926

#SalvatoreFerragamo xTHEAGENDA

↘ Fidel Cigars Event at Le Montagnou





Lebnen, **منخبك**

ad albahr w samketo

Ibn AlBahr has been recreating the magic of Lebanese coastal living in Dubai for years and we are now coming home.

The Michelin Guide featured concept is inviting you to an exclusive preview of its first Lebanon destination, on the beautiful coast of Batroun. We promise you a magical sunset, an exquisite dining experience, music and great vibes brought to you by Eli Atala and Mel.

Friday, the 14th of June, 2024
Starting 7:00 PM
Ibn AlBahr Batroun

RSVP by Wednesday, the 12th of June, 2024

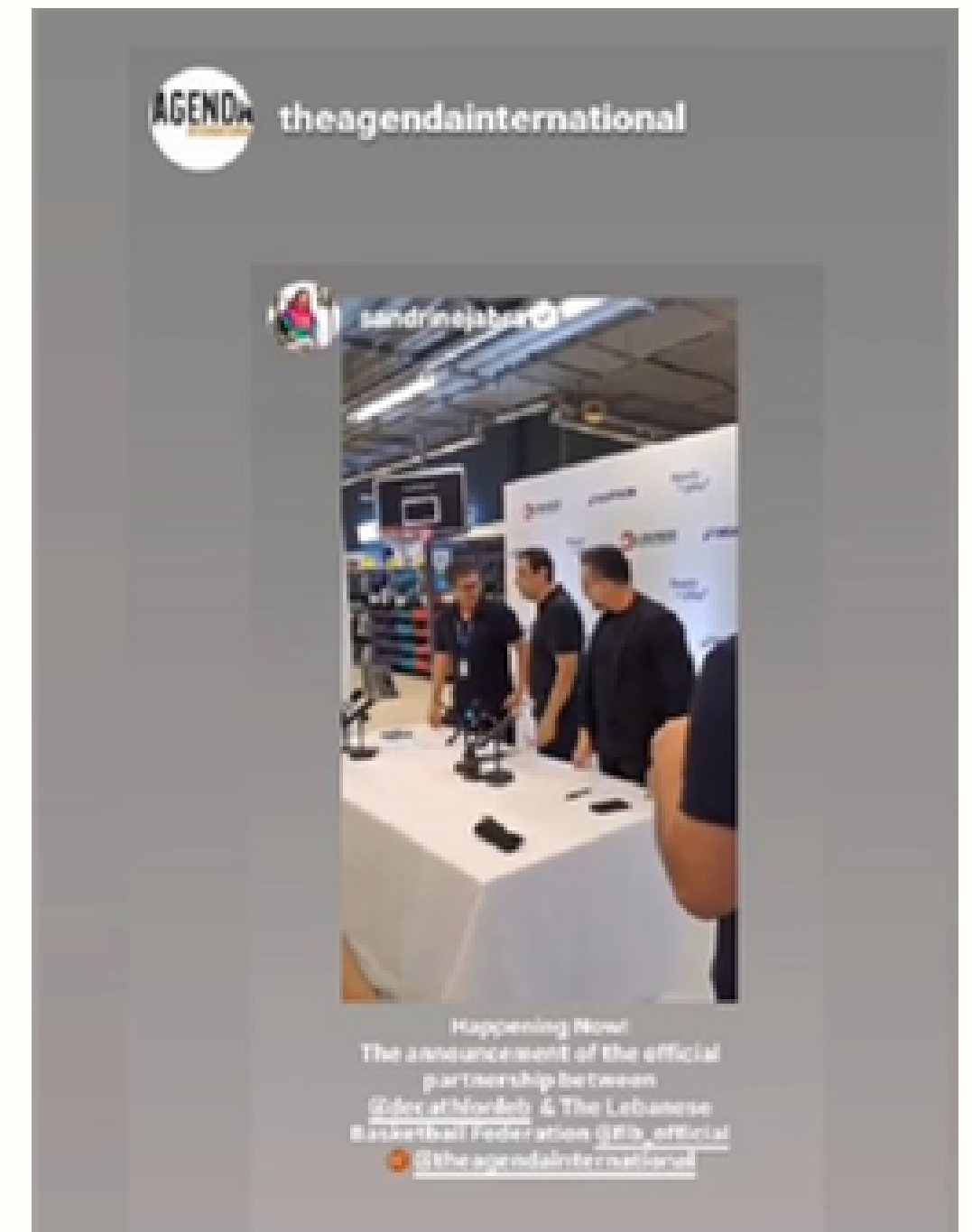
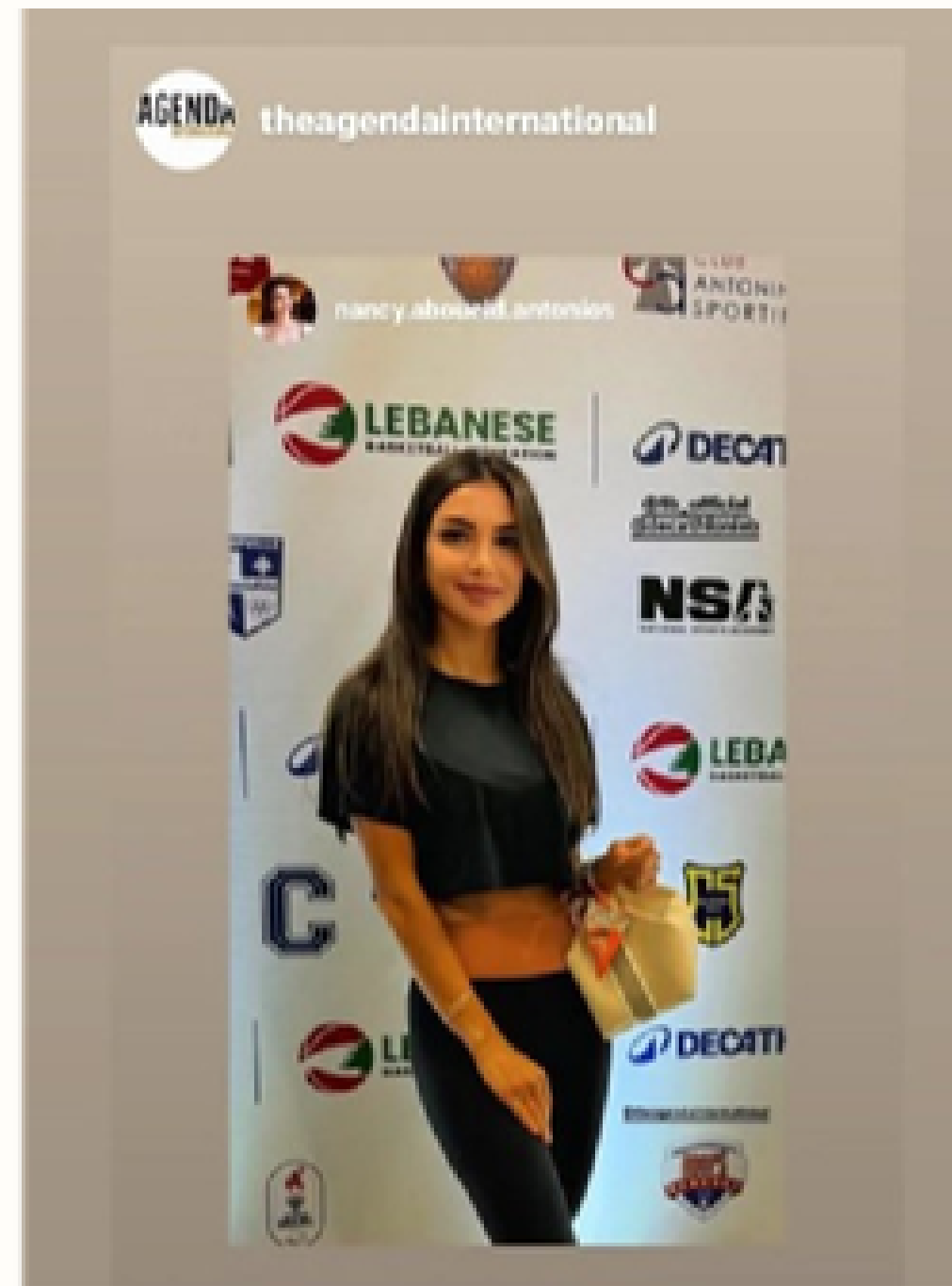
IBN ALBAHR

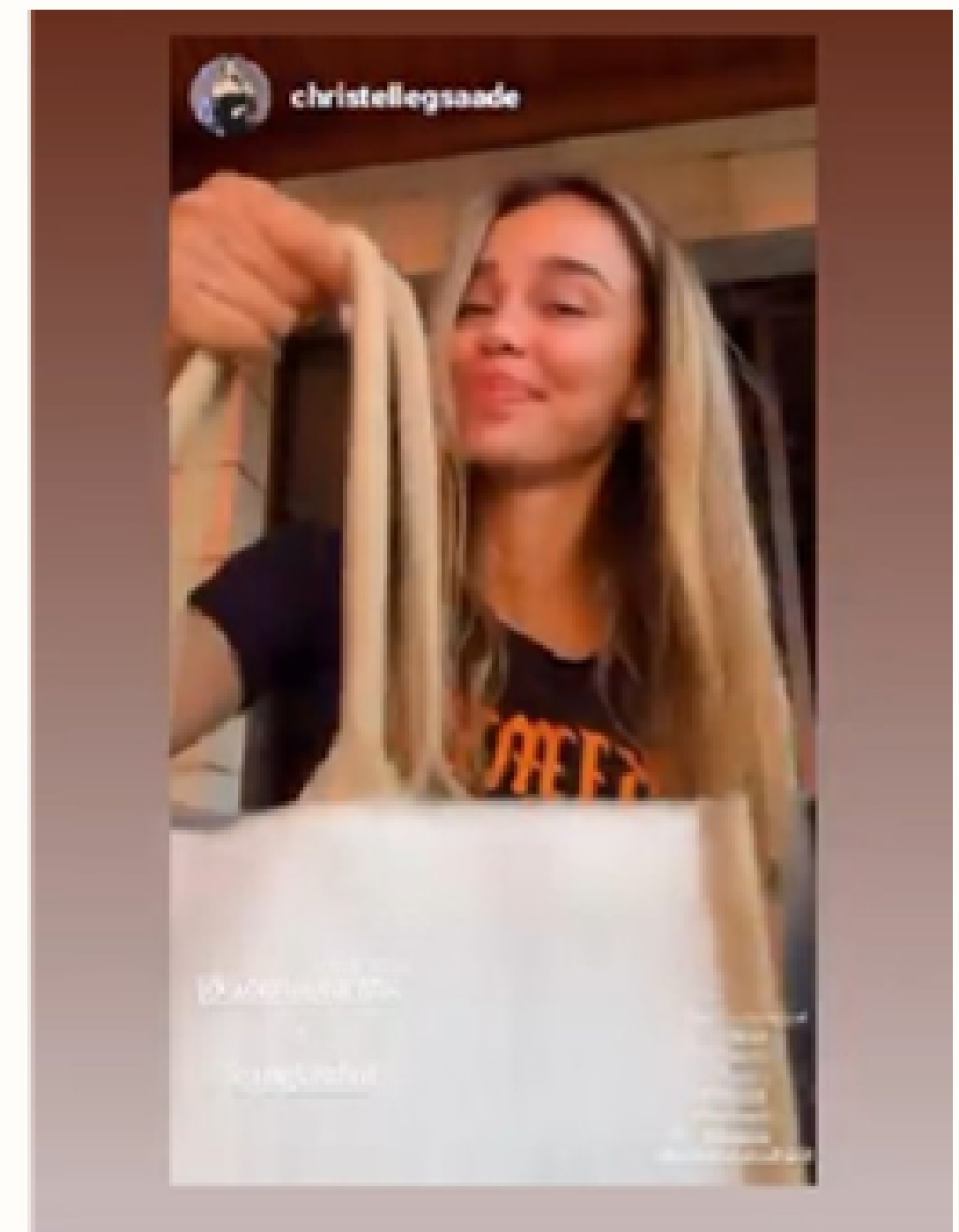
➤ **Ibn Al Bahr From Dubai to Batroun**



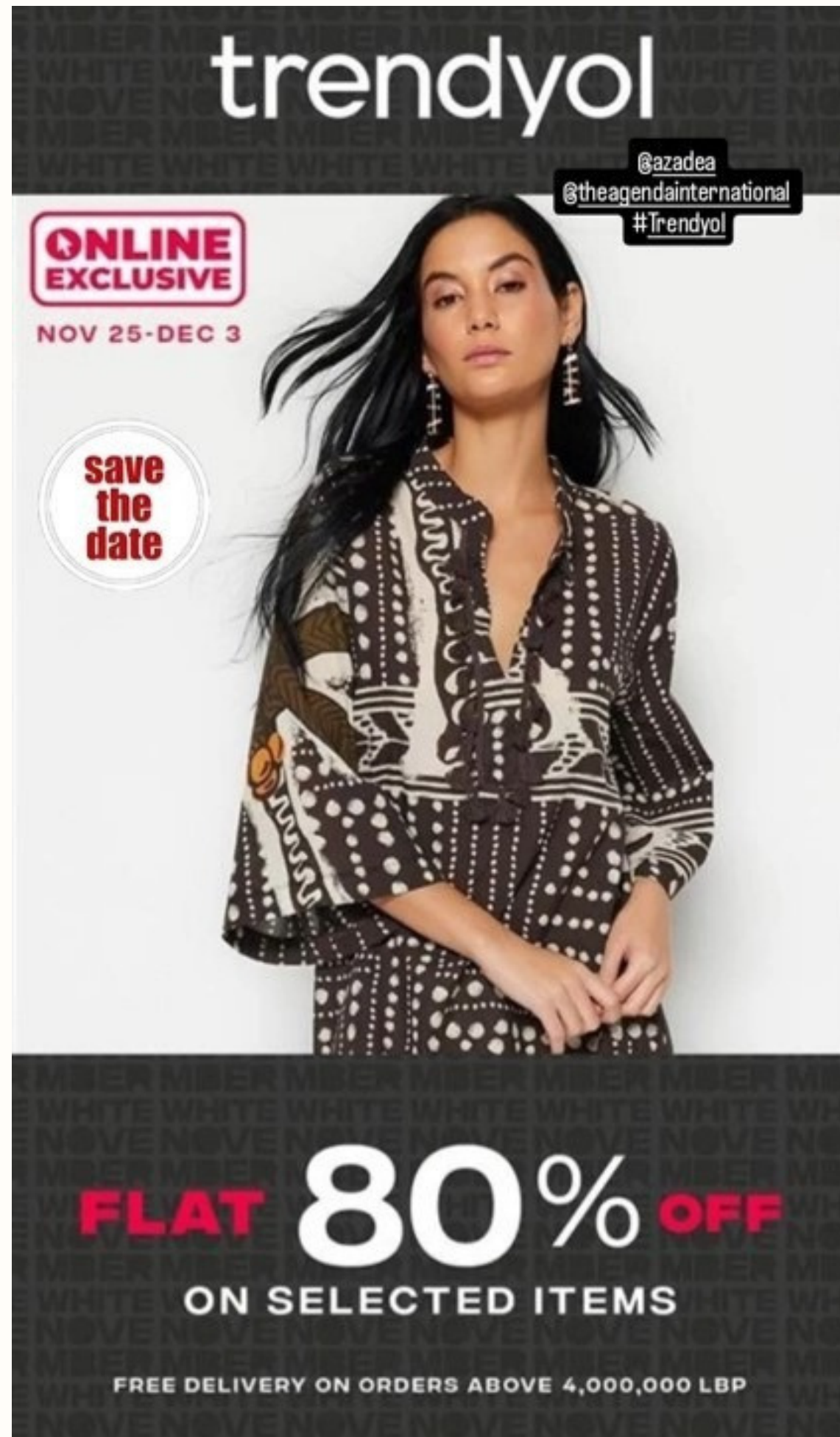
➤ Ourea Fagra

➤ Decathlon Partnership With The Lebanese Basketball Federation

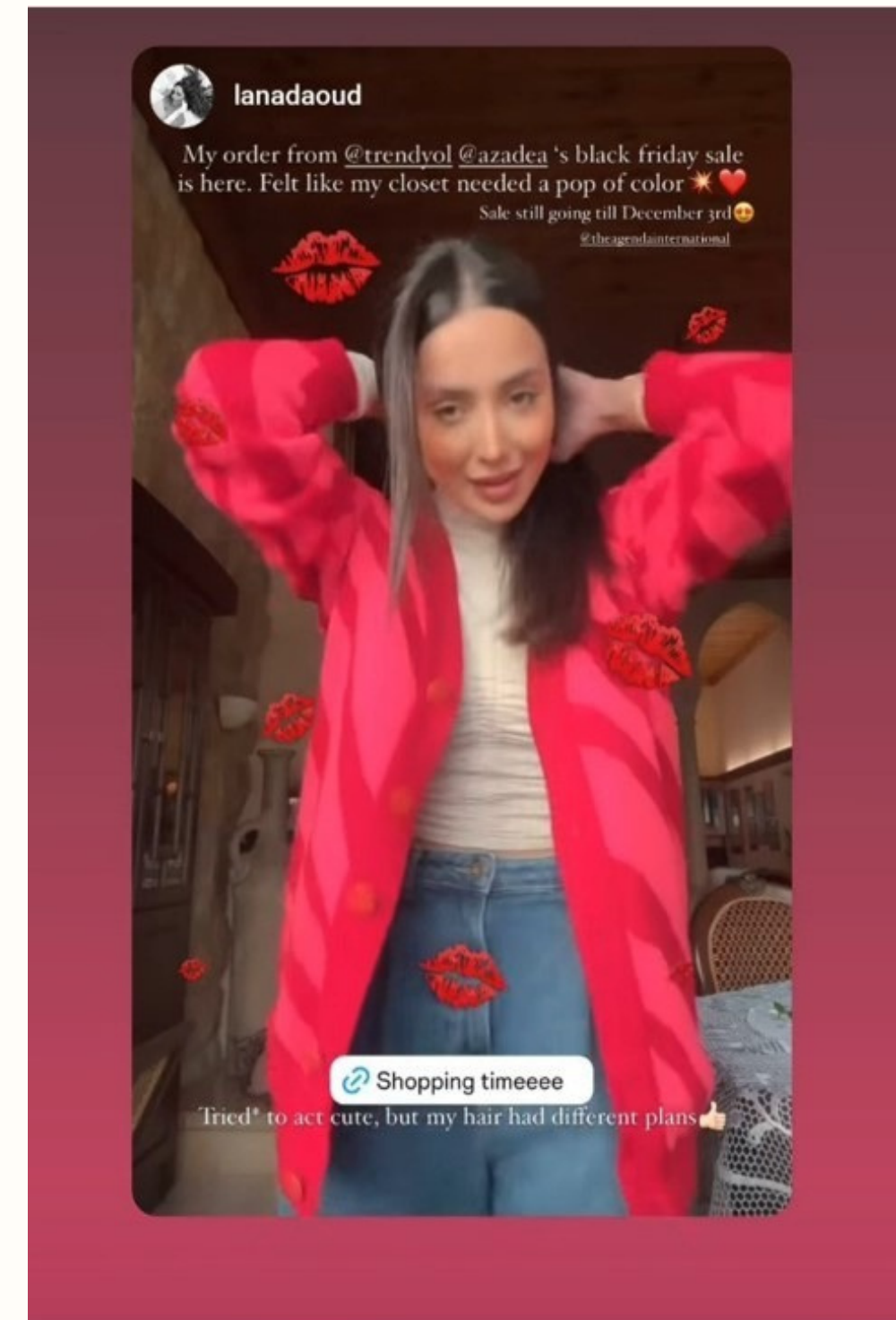




➤ Kiko Milano X Sunglass Hut



↘ Azadea X Trendyol



↘ Laboratoire SVR



Mountain Glow-Up Retreat
SVR X NeoVitale

AUGUST 13, 2025

10:00 AM — Departure from Christ Roi, Zouk Mosbeh
Meet-up and ride to the mountains

11:00 AM — Welcome & Refreshments
Cool drinks and light bites to start the day

12:00 PM — Meet & Greet + Floating mat pilates
With Maria's Flow
Stretch, breathe, and connect

1:30 – 2:30 PM — Skincare Session by SVR
Discover expert tips for your healthiest summer skin

2:30 PM onwards — Lunch & Chill
Enjoy good food and great company

**Join us for a refreshing escape with
SVR & NeoVitale at Jardin du Mzaar**

neovitale
A NEW FORM OF VITALITY

SVR
LABORATOIRE DERMATOLOGIQUE

MARIA'S FLOW
More than just a studio





↘ Bioderma



BIODERMA
LABORATOIRE DERMATOLOGIQUE

BIODERMA x MAZEN ONLINE
at Faqra Club – Kfardebian

-Sunday, August 10
-From 4 until 7 pm
-Mazen Online Booth

- Gathering at Mazen Online Booth **4 pm**
- Zumba Session **5 pm**
- Food, Fun, Surprises & Gifts awaits! **6 pm**

mazen
online

A white bottle of Bioderma Photoderm X Defense Ultra-Fluide SPF 50+ is shown on the right side of the flyer. The bottle has 'BIODERMA' and 'PHOTODERM X DEFENSE ULTRA-FLUIDE' printed on it.



Is pleased to invite you to
THE STORE RE-OPENING
In Beirut Souks

July 18, 2025 | 19:00-21:00 | Beirut Souks

Kindly RSVP by July 14th with
The Agenda International

Please note that the event will be documented for promotional purposes



➤ **Boggi Milano**

↘ Oysho



OYSHO
COMMUNITY

OYSHO COMMUNITY - BEIRUT
Are you ready for Part 2?

Join us for an **Oysho Community Day**
in Beirut Souks

September 20, 2025 | Starting 8AM
Meet up at Jewellery Souk | Beirut Souks

Register now to our sessions:
<http://bit.ly/46EmG1i>

BERSHKA

**COFFEE PARTY
YOU'RE INVITED!**

**JOIN US FOR A SPECIAL COFFEE
PARTY & CHECK BERSHKA'S
LATEST DROPS**

**ENJOY EXCLUSIVE FREEBIES,
MUSIC, COFFEE & MORE!**

↘ Bershka



➤ Stradivarius



♫ STRADIVARIUS



WHAT: Stradivarius Brunch
WHERE: Eaze Beirut, Achrafieh
WHEN: 28th of August
TIME: 12:00 PM



Phone

+33614540563
+96176633013



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info@theagendabeirut.in



Instagram



@theagendainternational

Get In Touch

