THE AGENDA
BEIRUT & INTERNATIONAL

PORTFOLIO

PUBLIC RELATIONS

MEDIA STRATEGY

EVENTS

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02 Business activities

03 Our clients

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The vision behind The Agenda

Founded by Toni Abou Ghazale in 2013, The Agenda is a professional marketing and PR agency. Toni earned a Luxury Marketing degree in Paris and a Master's degree in Advertising in Lebanon, and gained experience at Chanel Beirut.

Built on strong industry relationships, the agency creates events and marketing campaigns across physical and digital channels, particularly within Beirut's retail and F&B sectors.

Its scope spans public relations, media strategy, event planning and design, PR invitations, dispatching and coverage. The portfolio includes large-scale events and seminars in Beirut, Egypt, London and Kuwait.



TONI ABOU GHAZALE
Founder / The Agenda

PUBLIC & MEDIA RELATIONS

01 Developing the Event/Product PR Strategy

02 PR Campaign Strategy & Design

03 Database Management: Targeting Clients

04 Media Plan Development

05 Media & Social Media Coverage

06 Influencer Partnerships & Engagement

07 Pre- and Post-Event Media Coverage

08 Press Releases, Press Kits, and Media Relations

09 ROI Analysis & Performance Evaluation

EVENTS MANAGEMENT

01 Market Research & Analysis

02 Concept Idea

03 Concept Design

04 Concept

05 Budget Execution

06 Supplier & Provider Relations

07 Follow up

08 Coordination

09 On site Planning

10 Evaluation

In good company

Across luxury, retail, hospitality and business, we bring brands closer to their audiences.

Tailored marketing, PR campaigns, events and media relations build presence, reputation and engagement, helping each client achieve its objectives and stand out.

EMPORIO ARMANI · GIORGIO ARMANI · Avène · BERSHKA · BOGGI MILANO · CHANEL

CONVERSE · DECATHLON · Eden Park PARIS · GARNIER · KIKO MILANO · LA ROCHE POSAY LABORATOIRE DERMATOLOGIQUE

LANCÔME PARIS · BIODERMA LABORATOIRE DERMATOLOGIQUE · Carrefour · GALÉNIC PARIS · L'ORÉAL · Passport Legacy

Massimo Dutti · MAYBELLINE NEW YORK · MINISO · OYSHO · RENE FURTERER PARIS · ROLEX

FERRAGAMO · SAXO BE INVESTED · STRADIVARIUS · sunglass hut · SVR LABORATOIRE DERMATOLOGIQUE · SWAROVSKI

trendyol · ADDMIND · بنك لبنان والمهجر ش.م.ل BLOM BANK SAL

Swarovski

“Remix” collection launch / Iris Rooftop





Swarovski

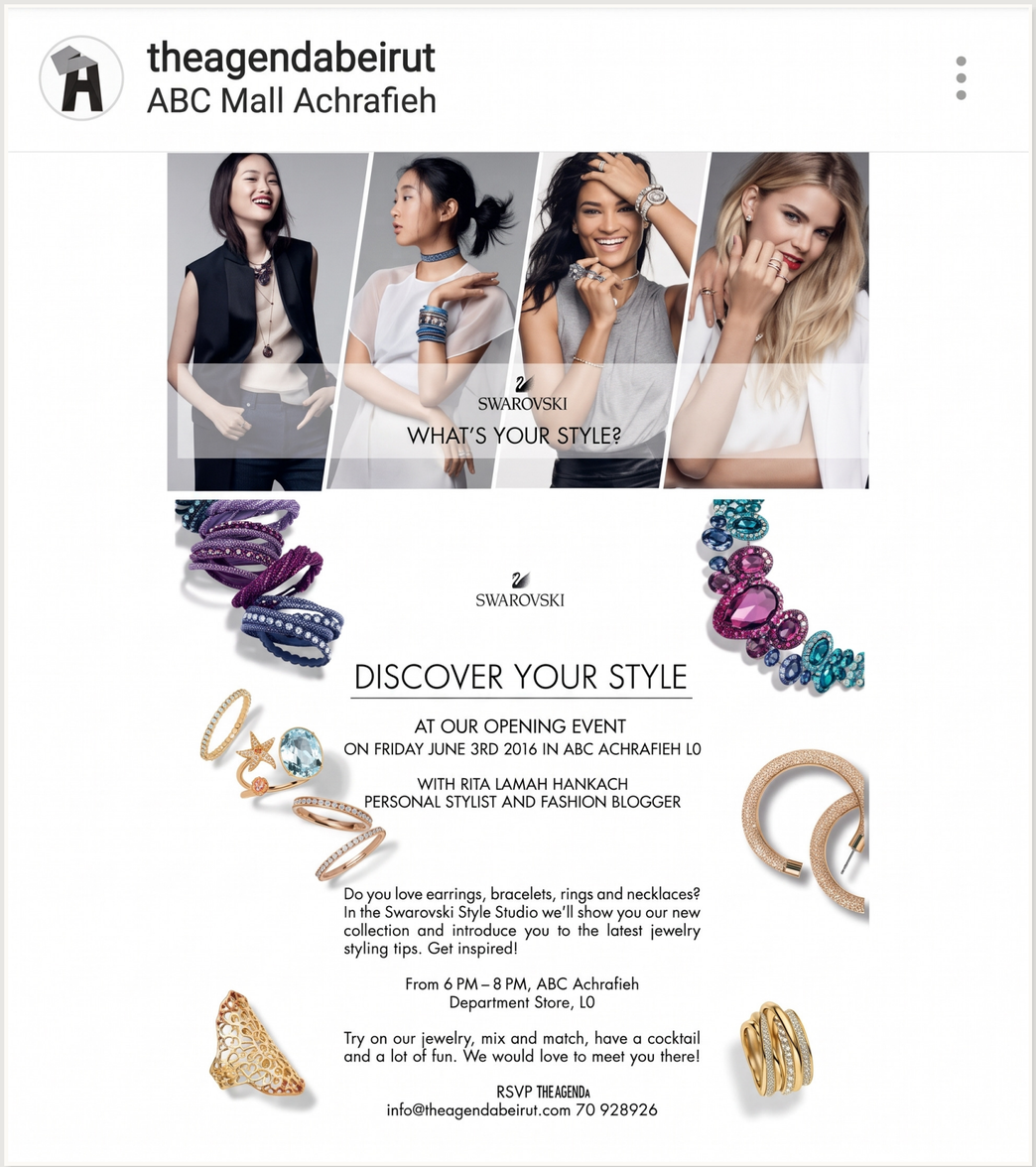
“Remix” collection launch / Iris Rooftop / Continued





Swarovski

Event / ABC Mall Beirut





Emporio Armani

Portfolio coverage





Emporio Armani

Portfolio coverage / Continued





Lancôme

Press conference



Lancôme

Event





René Furterer

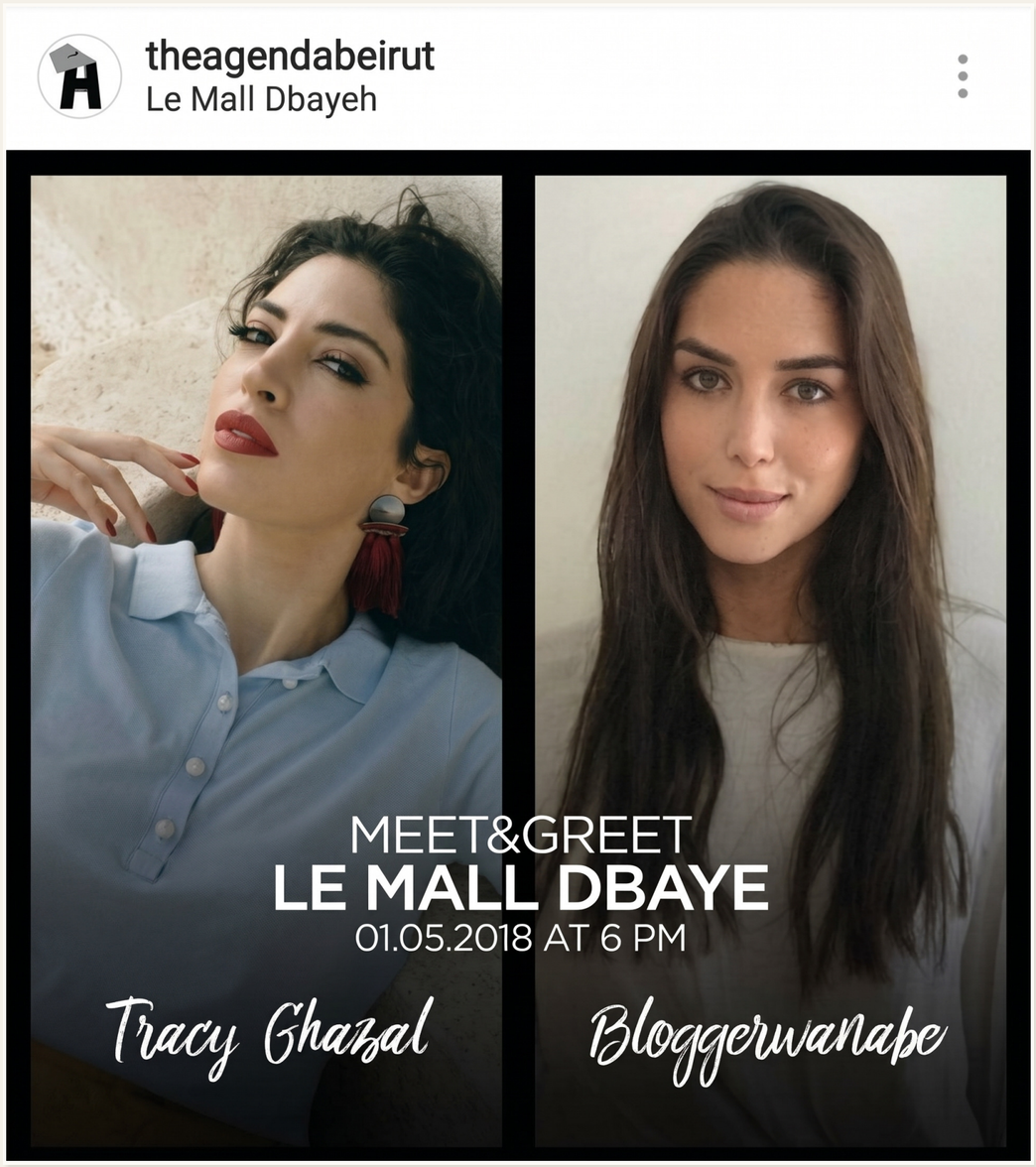
Pierre Fabre Group event / GSPA

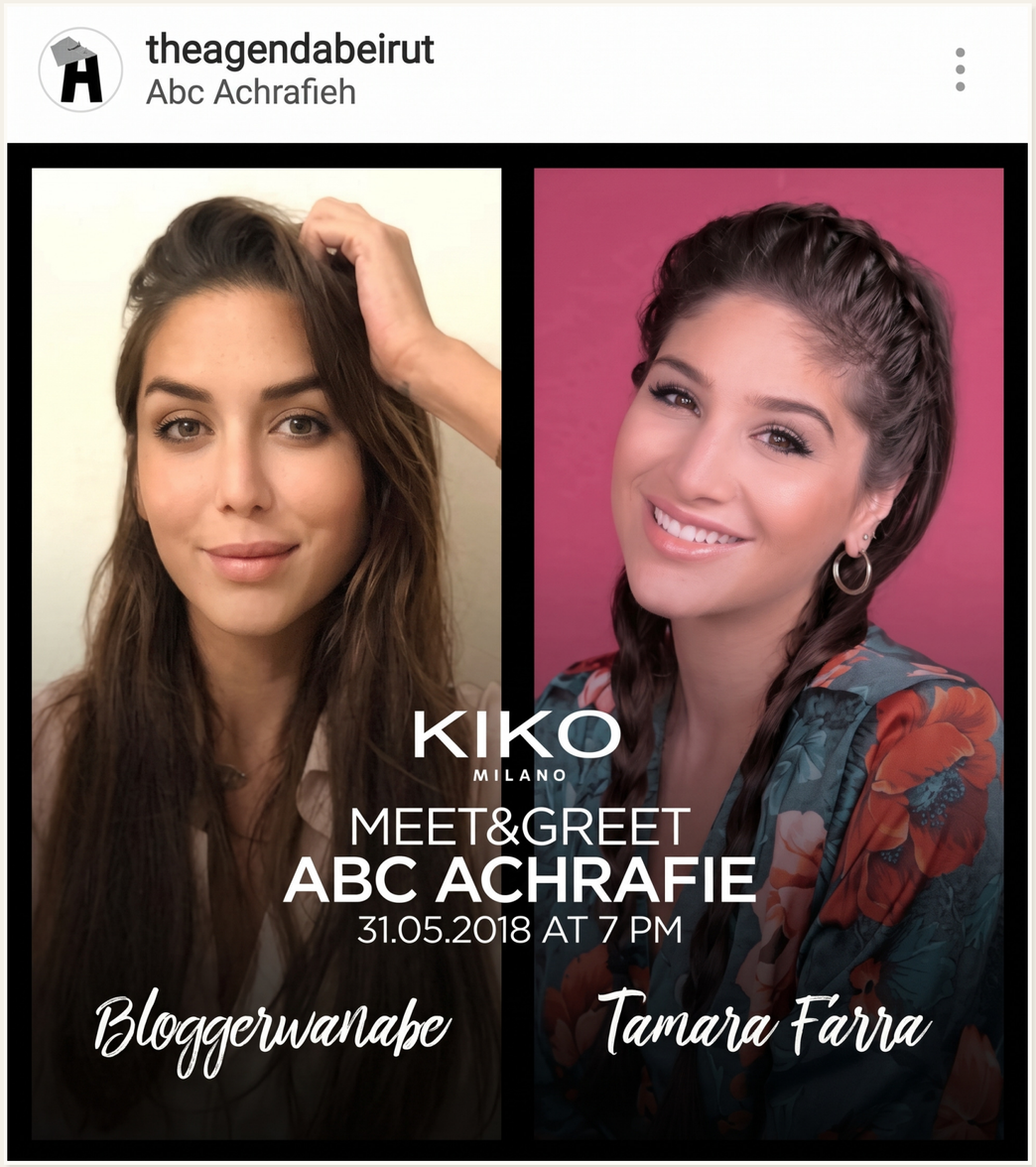




Kiko Milano

Store opening





Kiko Milano

Store opening / Additional coverage / 1 of 2





Kiko Milano

Store opening / Additional coverage / 2 of 2 / Continued





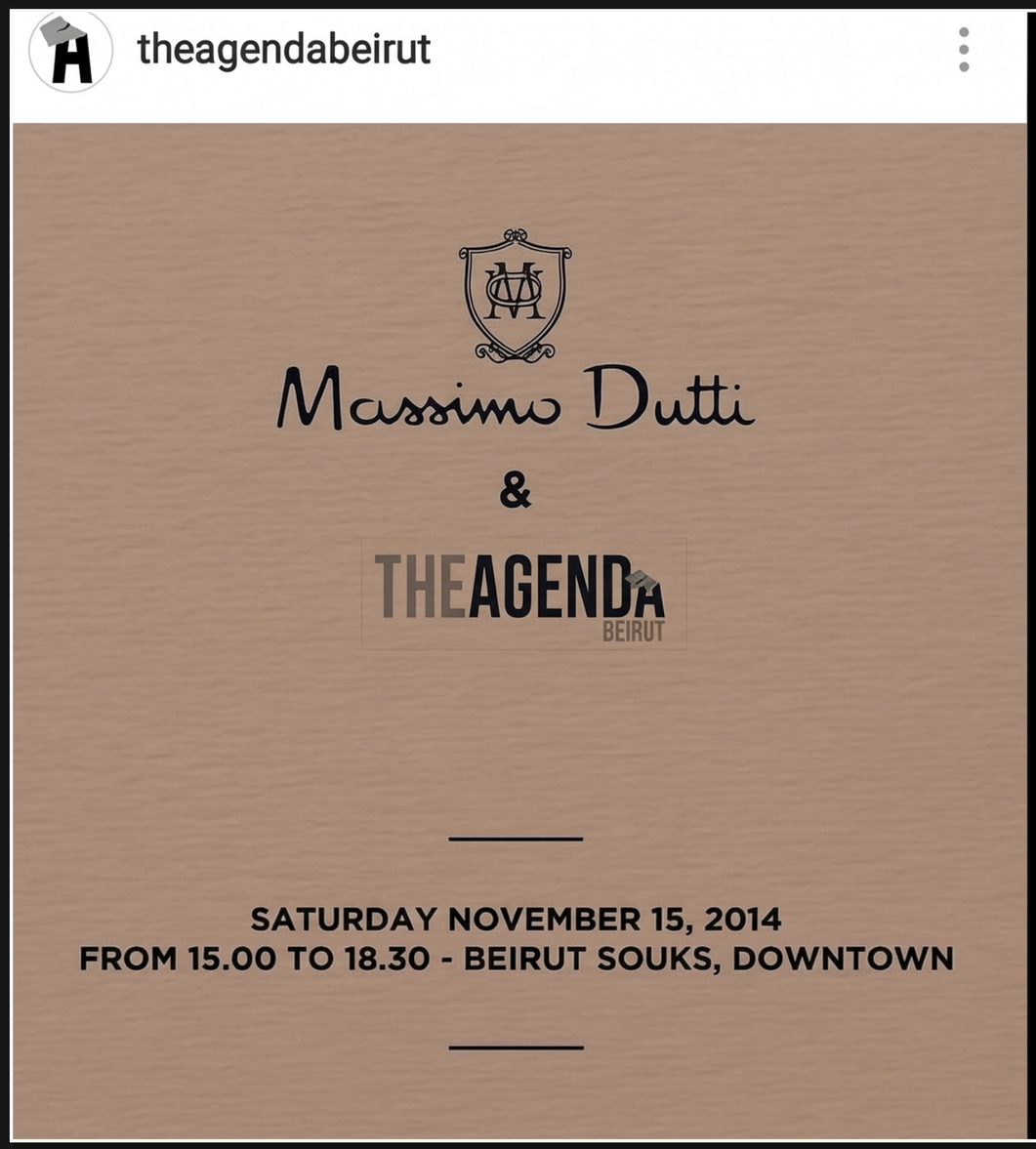
Etam

Store opening / Le Mall Dbayeh



Massimo Dutti

Live styling event





Galénic

Press conference / Kempinski





Rolex

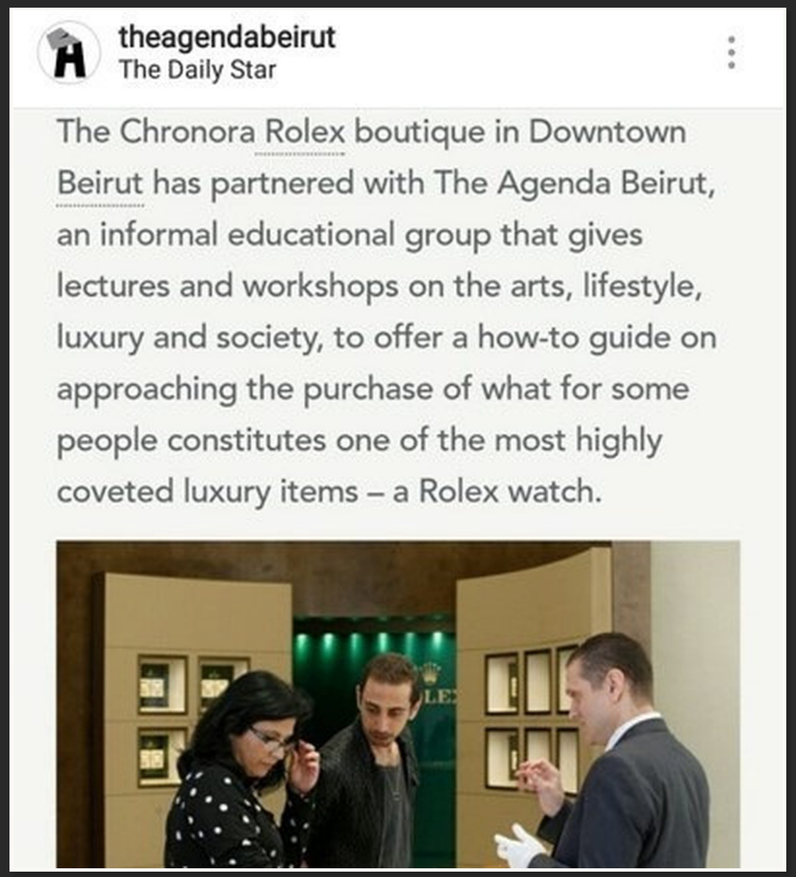
Private brunch

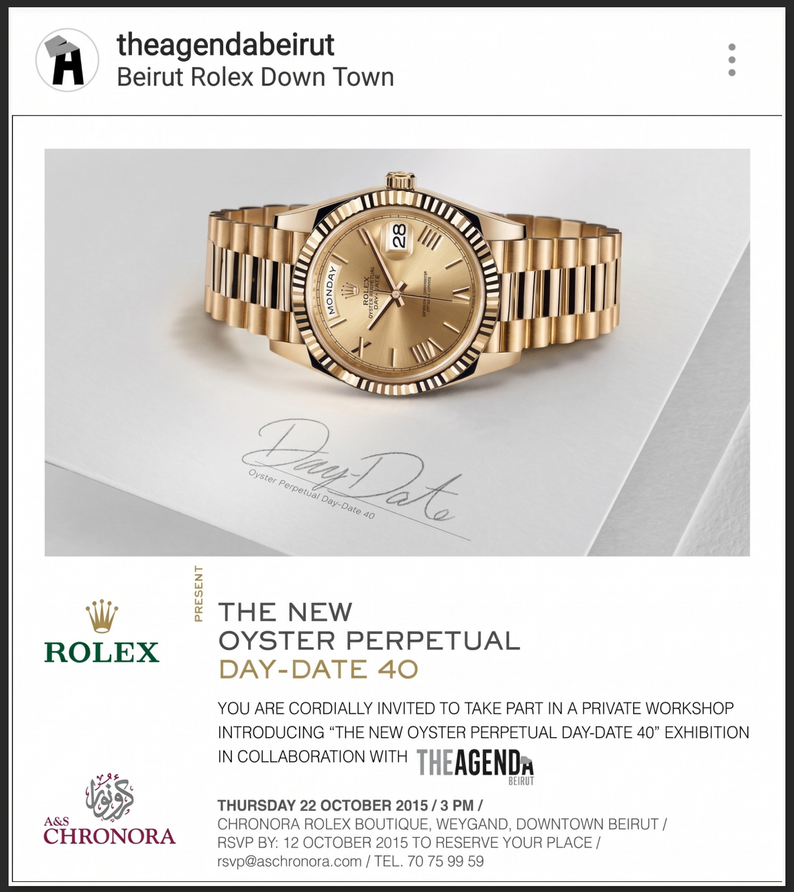




Rolex

Flagship store event / Downtown Beirut

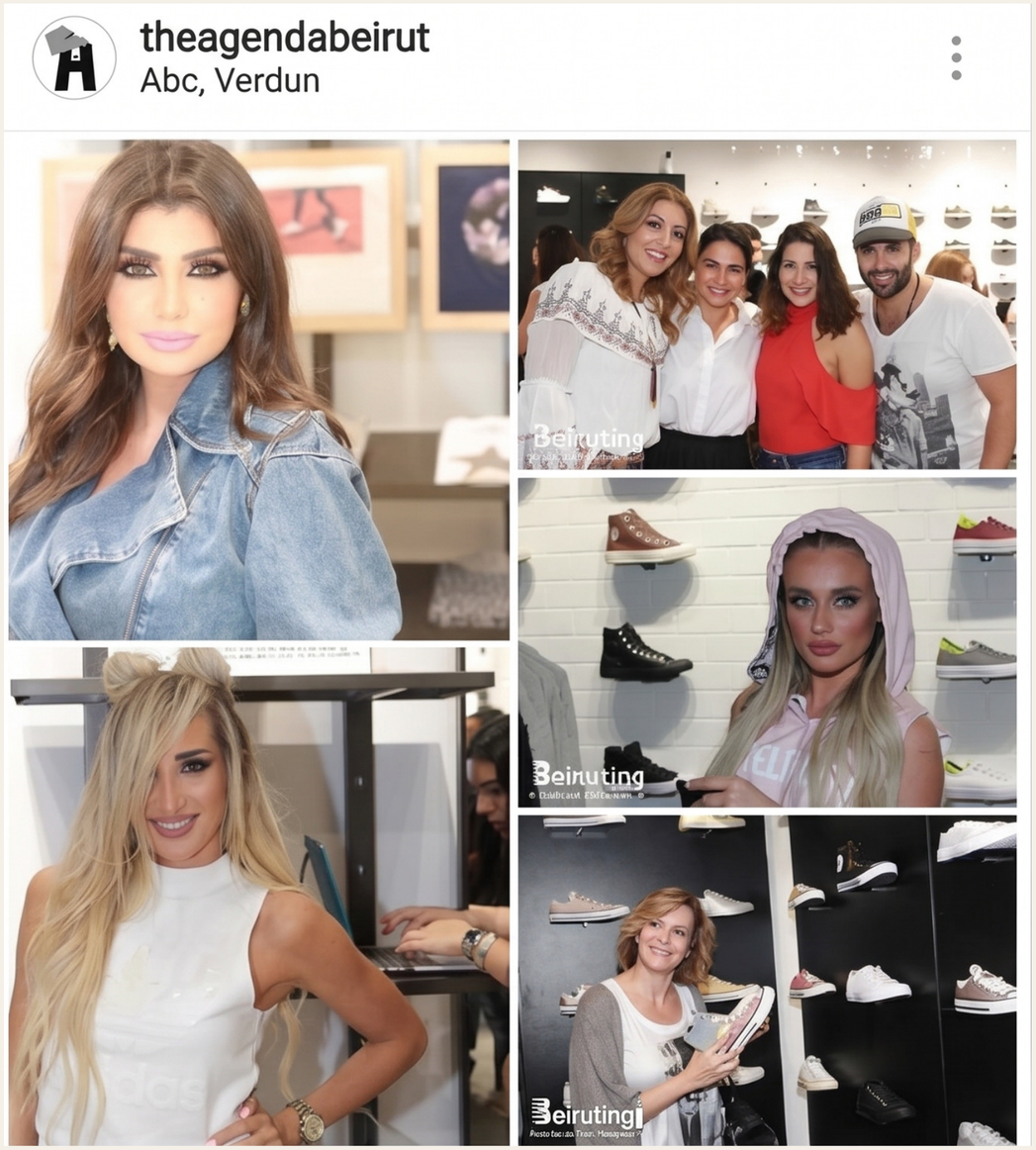






Converse

Store opening / ABC Verdun





Salvatore Ferragamo

Christmas event

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

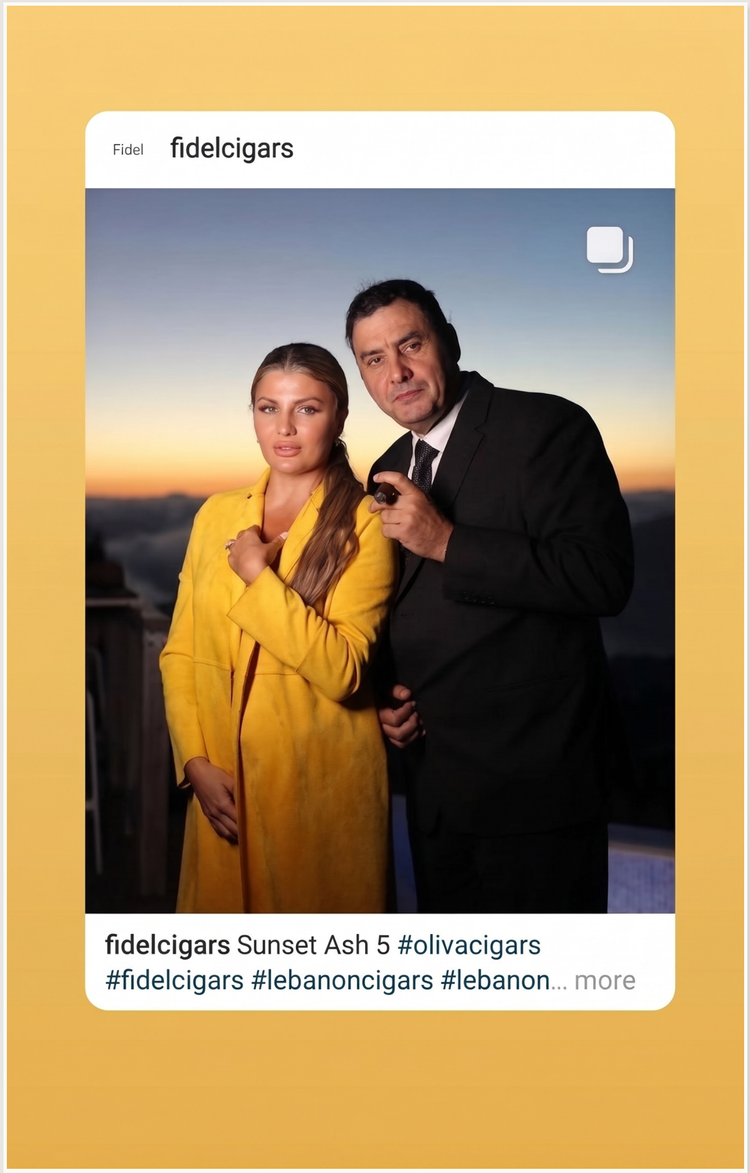
ADDRESS: 52 BANKS STREET, DT BEIRUT | +961 1 976147
RSVP : INFO@THEAGENDABEIRUT.COM 70928926

#Salvatore Ferragamo x THE AGENDA BEIRUT



Fidel Cigars

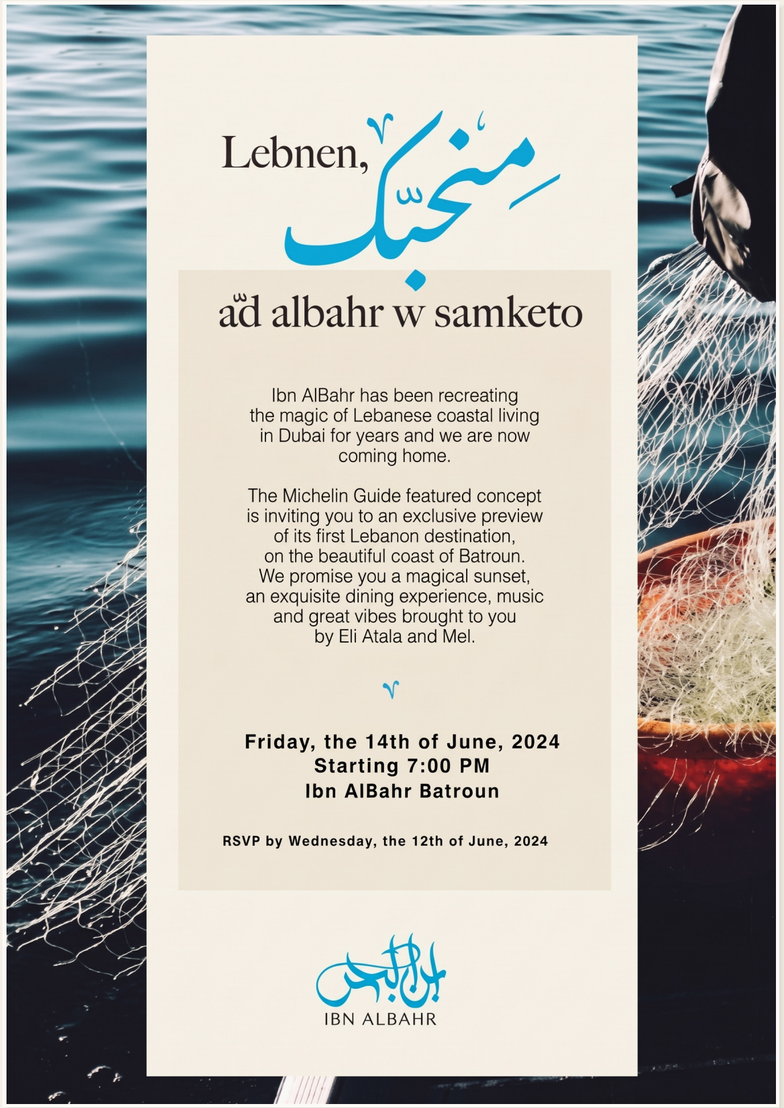
Event / Le Montagnou



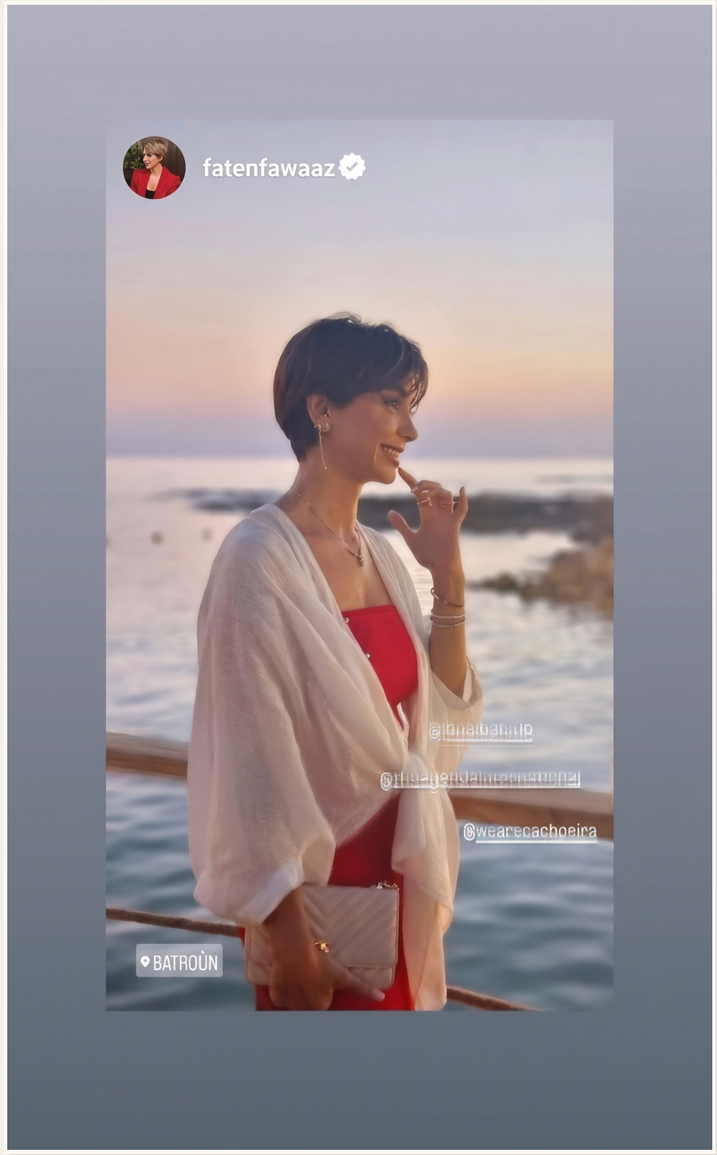


Ibn Al Bahr

From Dubai to Batroun







Ourea Faqra

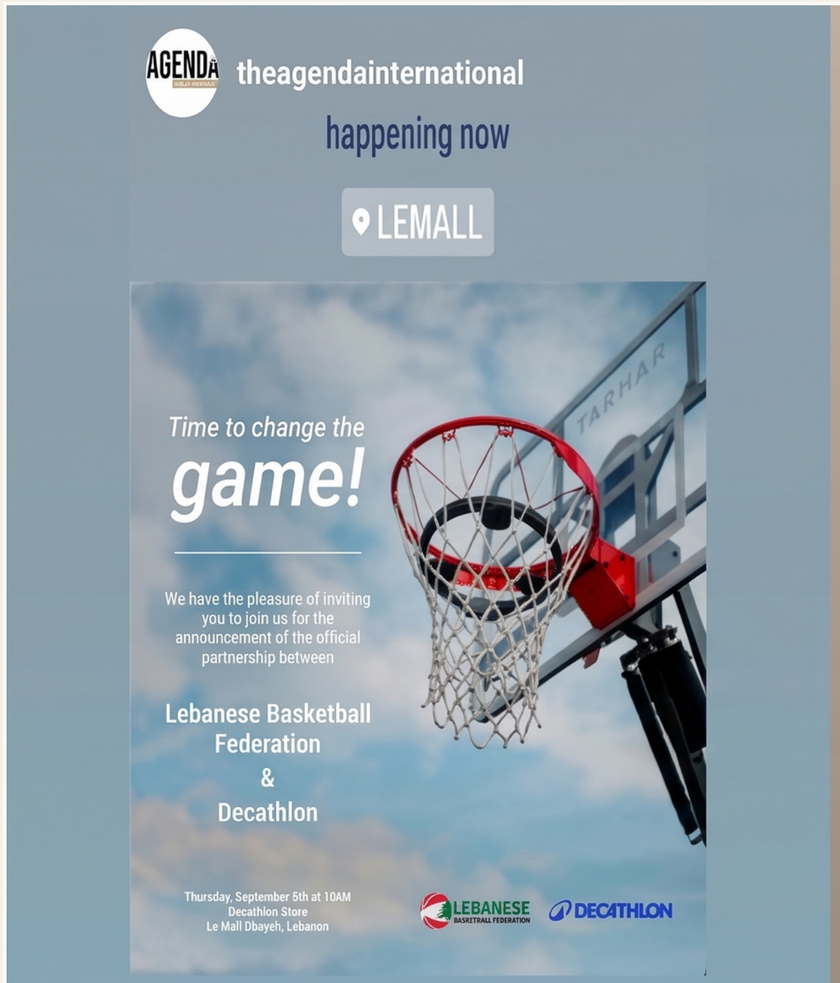

SEE YOU TONIGHT
for an upscale night experience
OUREA

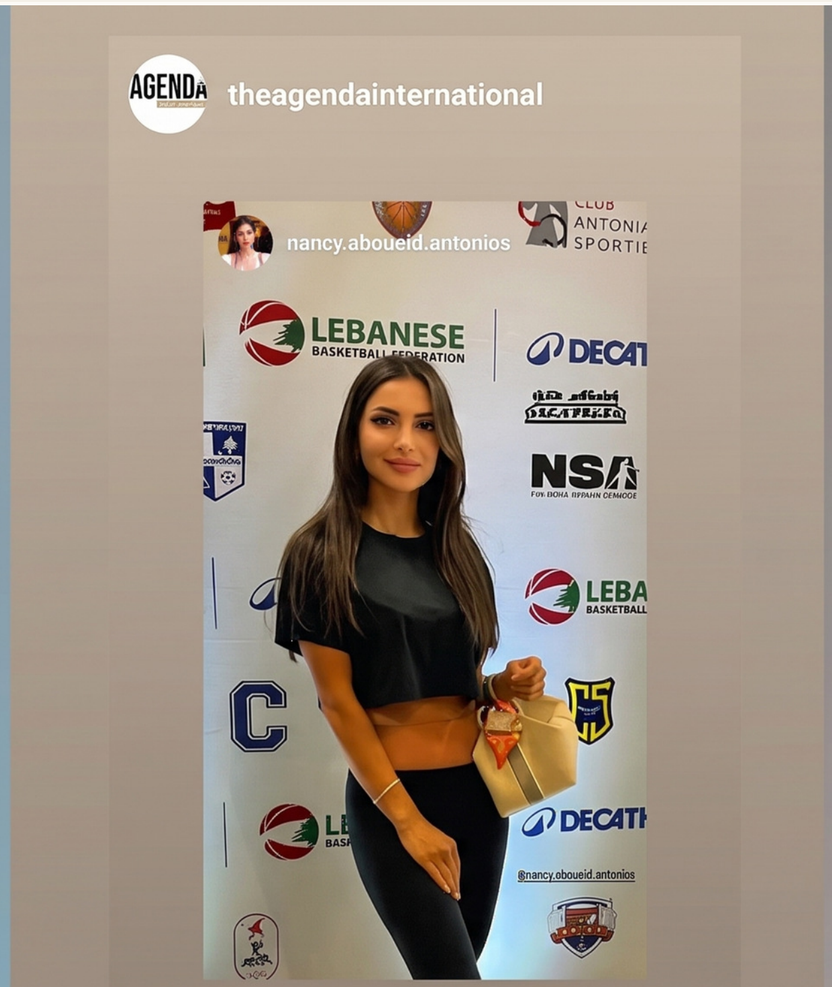

@ourea.faqra
@theagendainternational
@dayane_ab

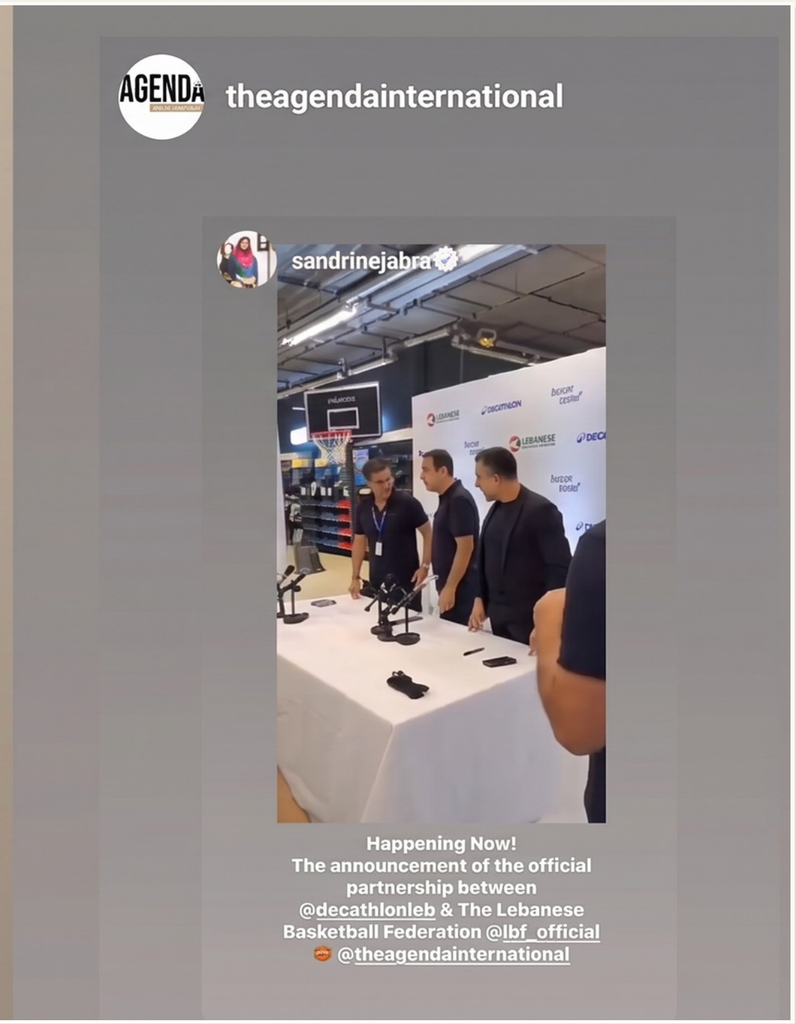

@joellebehlock
@theagendainternational
@ourea.faqra

Decathlon

Partnership with the Lebanese Basketball Federation







Kiko Milano × Sunglass Hut

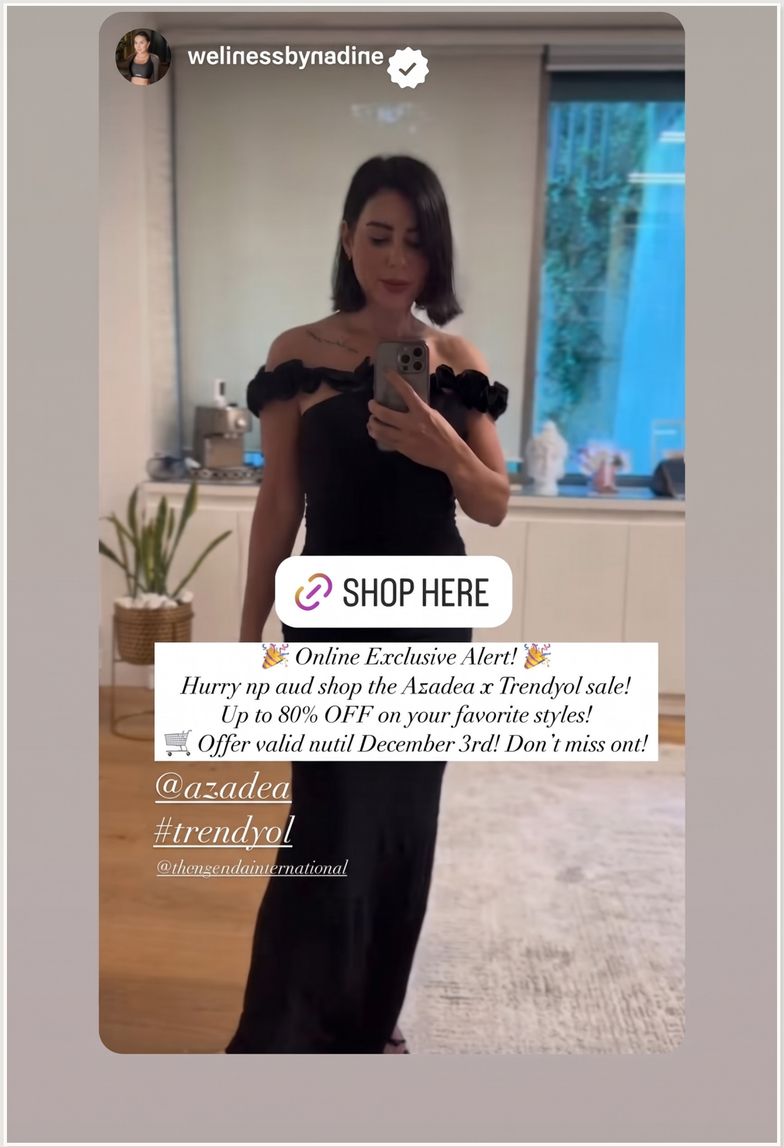






Azadea × Trendyol







Laboratoire SVR







Bioderma

Portfolio coverage / 1 of 2





Bioderma

Portfolio coverage / 2 of 2 / Continued





Boggi Milano

Portfolio coverage / 1 of 2





Boggi Milano

Portfolio coverage / 2 of 2 / Continued





Oysho


OYSHO


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


OYSHO

Bershka


BERSHKA
MARIE
BERSHKA
MARIA


BERSHKA
SFL <3


BERSHKA
COFFEE PARTY
YOU'RE INVITED!
JOIN US FOR A SPECIAL COFFEE PARTY & CHECK BERSHKA'S LATEST DROPS
ENJOY EXCLUSIVE FREEBIES, MUSIC, COFFEE & MORE!



Stradivarius

Portfolio coverage / 1 of 2





Stradivarius

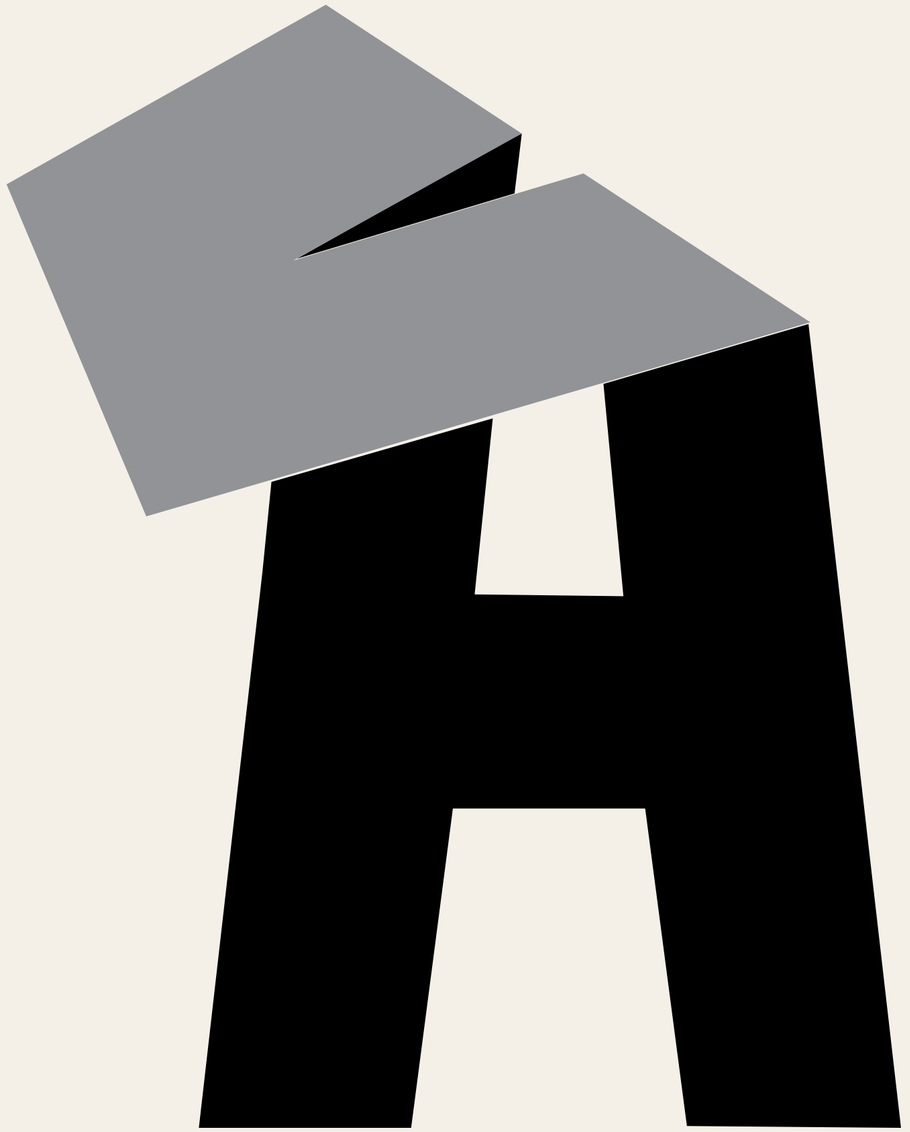
Portfolio coverage / 2 of 2 / Continued





What’s next on your agenda?

Let’s make it happen!



info@theagendabeirut.in

theagendabeirut.in

+33 6 14 54 05 63

+961 76 633 013

@theagendabeirutinternational