



BELGIAN PRESS LAUNCH

Brussels, 29 January 2019

Partner brands

Little Guest
Samsonite

Venue

Hotel Amigo, Rue de l'Amigo 1-3, 1000 Brussels

Date

Sunday 24th February 2019

Timing

12:30 – 3:30 pm (3 hours)

Press agency

Top Secret Communication

Contacts

Little Guest

Jerome Stefanski, Founder & Managing Director, jerome@littleguestcollection.com and
0475 41 63 62

Samsonite Europe

Annelies De Norre, Communication Coordinator Disney & Kids

Yasmin Demeiren, Marketing Manager Benelux

Hotel Amigo

Louise Henricot, Communication & Marketing Coordinator

Top Secret Communication

Marine Verdussen, PR Manager & Partner

Scope of the project

In 2019, Little Guest and Samsonite join forces to offer kids the best travel experience. All children who will spend their holidays in the Little Guest hotels will receive complimentary

Samsonite kids' products before their departure. VIP families will receive the lovely Dreamrider suitcase while the common clients will receive the Happy Sammies toilet kit.

Goal of the press launch

To announce this new collaboration to the Belgian press at [hotel Amigo](#), a luxury family-friendly hotel member of the Little Guest collection.

Press launch concept

Mom journalists/influencers (and perhaps few daddies) are invited to share a **family brunch** with their kids at the Bocconi restaurant from the hotel Amigo. A festive brunch during which children will **customize their Dreamrider suitcases** and play a **treasure hunt** where they will find gifts to fill their suitcase.

Participants

15 journalists

20 children (aged between 2 and 6 years)

Special guests

Two of the fifteen journalists are invited to stay at hotel Amigo with their kids and partners (bed and breakfast) the night before the event to try the Little Guest/Amigo experience.

Invitation

The Little Guest luggage tag will be used as a teaser and will be sent to the journalists with a letter addressed to their kids. This letter invites them to bring this luggage tag with them at hotel Amigo on Sunday 24th February. The invitation project will be sent to each partner for validation.



Program

12:30: welcome

1pm-2pm: brunch and customization workshop

2pm: treasure hunt

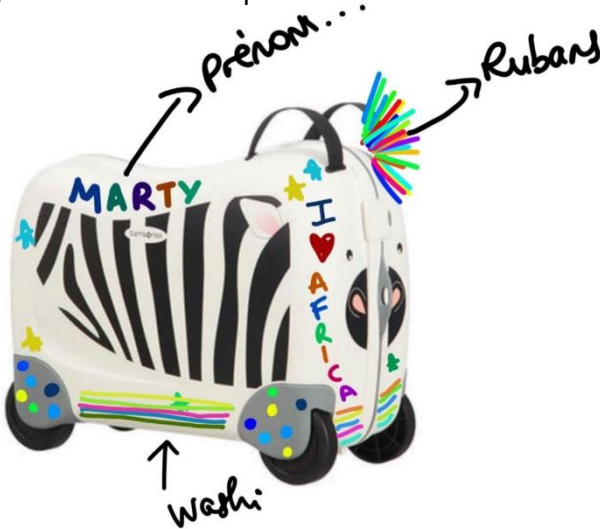
3pm: end

Customization workshop

This workshop will be organized by Jessica Veerapen from Creatomic Agency

Stickers, washi and ribbon will be used to customize the 3 models of suitcases.

Note for hotel Amigo: please contact Jessica to know exactly what type of material she needs (tables, chairs etc) to organize this workshop.



Treasure hunt

Hightly numbered duckies (the duck is a reference to the Little Guest logo) will be hidden in the hotel: at the concierge, in a suite, in the bar, in the stairs, etc. A gift is assigned to each number. Kids are invited to take their suitcase and hunt duckies!



Treasure hunt gifts

- 20 x Happy Sammies Hedgehog toilet kit
- 20 x Naif Relaxing Bath Foam for kids (Naif is a partner of Little Guest)
- 20 x Dandoy cookies (Dandoy is a partner of hotel Amigo - to be confirmed by hotel Amigo)
- 20 x Little Guest pins



My Little Carrousel

In addition, a great carrousel will be installed at the entrance of the hotel to enjoy kids!

Note for hotel Amigo, please contact the carrousel maker in order to arrange delivery and installation: Frederic Lucas



Decoration

Helium balloons with confetti's will be provided by Little Guest.



Goody bag

15 goodies bags will be offered to the journalists. Samsonite will offer 15 shoulder bags to be used as goodies bags! Model: Disney Forever, Dumbo color (retail value 69€). This is Samsonite's newest introduction for 2019 and just in time for the new Dumbo movie. The Dumbo Feathers female capsule collection is a modern take on the classic Disney character Dumbo and his lucky charm, the magic feather.

This goody bag will contain:

- 15 x Naïf Body Kit
- 15 x Little Guest crazy ducky socks
- 15 x Amigo gift (to be confirmed by Amigo)
- 15 x Little Guest x Samsonite press release (to be written)
- 15 x Amigo Family Brunch press release (to be written)



The hotel Amigo will provide one hostess to distribute these goodies bags.

Photos and movie

The photographer Luc Viatour will take some pics from 1pm to 3pm

A one-minute movie will be filmed by Jean-Baptiste Fabricatore from 1pm to 3:30pm

Budget split

Hotel Amigo

- Brunch (food and drinks) for 15 journalists and 20 kids
- 2 hotels nights for VIP journalists
- Hostess(es)
- Photographer
- Movie

Samsonite

- 20 x Dreamrider suitcase (3 models) to be directly delivered to the hotel Amigo at the attention of Louise Henricot
- 15 x Disney shoulder bag to be directly delivered to the hotel Amigo at the attention of Louise Henricot

Little Guest

- Press coordination by Top Secret Communication
- Workshop animation, decoration and treasure hunt
- My Little Carousel (delivery and 1 month rent)

Guest List

- [Virginie Claes](#) (model and presenter): Louis (6) and Claire (5)
- [Stéphanie Duval](#) (TV Host M6): Juliette (3)
- [Sarah Nelissen](#) (@Haiikie on Instagram) (Consultant in 2016): 2 children
- [Virginie Hubain](#) (Known for her blog *Le plus beau jour du reste de ta vie*, Co-Founder of [MIEU](#)): Jade (4)
- [Angelique Fore](#) (Flemish influencer) (Freelance Consultant and bizz coach): Marcel (7)
- [Maria Del Rio](#) (TV/ Radio Host at RTL TVI/ Radio Contact and comedian): Diego
- [Catherine Pleeck](#) (Fashion journalist at LeVifWeekend): Lucien (5) and Emile (2)
- [Céline Pécheux](#) (ELLE Belgique Assistant Editor in Chief): Lou (4)
- [Els Keymeulen](#) (Fashion and Beauty Director at Feeling Magazine and Freelance): Bonnie (5)
- [Valérie Kinzounza](#) (Editor in Chief at Flair): 2 girls (4 and 6)
- [Claudia Lomma](#) (Executive Director at ELLE Belgique and Marie-Claire Belgique): Roan (5)
- [Emilie Dupuis](#) (TV/Radio Host at RTL TVI/ Bel RTL) Jude (3)

- [Cristina Balducci](#) (Works in her husband's business): Alexandre (6), Louis (5) and Colette (2)
- [Elodie de Selys](#) (TV Host at RTBF): Jean (4)
- [Julie Taton](#) (TV Host and founder of [Hyvin](#)): Côme (3)
- [Alix Battard](#) (Journalist and TV Presenter at RTL Belgium): Theodora and Georgia (5 & 3)
- [Emilie Duchêne](#) (Founder of [Theajewelry](#) and coach for entrepreneurs): Ellea and Théa (5 & 7)
- [Virginie Hocq](#) (Comedian and humourist): Billie (3)
- [Anne Poelmans](#) (Fashion and Beauty Director, Business Owner at Bio'ty Lab): Augustin & Rosalie (3 & 5)
- [Sacha Farber](#) (Owner of [lilyandbloomshop](#) and [blogger](#)): Scott (3)
- [Tina de Backer](#) ([blogger](#)): 2 girls (5 & 5)
- [Kim Van Oncen](#) (actress and presenter): Jack (4)
- [Katrien Goris](#) (Flemish blogger and founder of [With Kids on the Road](#)): Bas (7) & Elodie (3)
- [Tiany Kiriloff](#) (Creative Director and Managing Partner at [belmodo.be](#)): Yelena and Eloise
- [Jean-Pierre Tordeurs](#) (Manager at Paris Match Belgique) and his little son

Thank you for your attention.
Let's do it together!

Jerome Stefanski

