



M8TE

ELITE EVENT MANAGEMENT

Cédric Béguier shuns the limelight, and you probably wouldn't recognize him in the street, but the chances are you may encounter him at a party. With his trademark Casio wristwatch, he has no exterior signs of luxury belongings, but he has something in common with the couturier Christian Dior. They were both born in Granville (France), on the coast of Normandy, called "the Monaco of the North", for which C. Béguier has great affection.

By Caroline Garros - Photo © Laurascreativity.com

C. Béguier is a professional DJ of over 20 years' standing and the founder of event management and talent agency M8TE, which provides DJ & Artists for some of Switzerland's most glamorous events. He began his career working as a DJ in French casino discothèques, then settled in the international city of Geneva, where he lived for nearly 10 years and formed connections with a number of hotels.

One thing led to another, and he ended up being invited to become the resident DJ at the famous King's Club disco at Badrutt's Palace Hotel, in St-Moritz, a favourite haunt of the international jet set. He worked there for an entire season. It was an intense experience, and an eye-opener. When he got back to Geneva, he turned his electronic music DJ hire service into DJ GENEVE, a local "window" for

his new event management agency: M8TE. He was already quite well known locally from his previous business, and more Genevan top-flight hotels now began to use his services. They included La Réserve, with which C. Béguier has now been working in close partnership for four years, organizing highly exclusive soirées for the hotel's corporate clients, including the crème de la crème among jewellers and luxury watchmakers - Cartier, Audemars Piguet, IWC, Piaget, Hermès, Louis Vuitton ... and latterly Chopard in Gstaad Palace or Chanel during Baselworld.

He continues to DJ for occasions such as select private parties given by millionaires Ian Lundin and Spyros Niarchos, a gala for Prince Vittorio Emanuele of Savoy or United Nations soirées. A globe-trotter who now divides his time between France, Switzerland and his base in Bucharest

(Romania), a strategic vantage point for Europe and Middle-East, and for elite locations such as Montreux, Gstaad, St-Moritz, St Tropez, Courchevel and Marrakesh, Béguier is prodigiously hard-working and seems to have boundless energy.

M8TE manages events for most of Geneva's five-star hotels and is regularly called on by international PR agencies to organize entertainments in Switzerland and elsewhere.

In fact, nowadays its main activities are supplying talent from its growing roster of performing artists and providing an all-in-one entertainment service. The agency will handle the technical aspects of an event (i.e. the sound and lighting) and select suitable entertainers from its highly diverse international stable of talent - singers, musicians, live bands, circus artists, visual artists, etc. - and of course, it will supervise pro-



vision of music, hiring specialist or highly versatile professional DJs who can be relied on to play tracks suited to the style of event, the venue and the desired ambience.

As well as corporate entertainments, M8TE can organize private celebrations for occasions such as weddings, birthdays. The agency will hire suitable performing artists and provide a bespoke service tailored to your individual requirements.



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