

PRESS RELEASE

Havas Group Launches Immersive Dare! Live Event Programme To The Public

Programme to showcase company's most successful brands, projects, and people with cutting-edge technology

Paris, December 2nd, 2021 – Following a successful October 19th premiere to employees across the world, global communications powerhouse Havas Group publicly announced its innovative new event series, Dare! Live, to the public. Hosted by Chairman & CEO Yannick Bolloré, the series outlines Havas Group's structure, history, mission, and values, and highlights its best-in-class projects and people within an immersive décor designed to function as a metaverse.

Lorella Gessa, Chief Communications Officer, Havas Group, said: *"To dare has always been in our DNA at Havas. By creating Dare! Live we wanted to reinvent traditional corporate speaking in a brand-new way by combining traditional event formatting with cutting-edge technology from cinema and video games. The careful creativity all parties used to bring this event to life absolutely did justice to the passion our people bring to this company every day. We are very proud to have pioneered a new form of corporate communications addressing all our internal and external stakeholders."*

Havas teams across the network (Global Corporate Communications, Havas Events, HRCLS, Global Talent, Studio6, Havas Studios, HPS and Havas Production) worked together to build distinct virtual worlds as the backdrop for each of the programme's 7 sequences to keep viewers engaged and immersed in each topic. Themes spanned from an overview of Havas's strategy and culture to its internal commitments to the planet and its people, engaging leaders across the business in their areas of expertise.

Edouard Auger, CEO Havas Events, added *"The expansion of digital events has significantly led our agency to harness the power of immersive technologies and unlock the vast possibilities of virtual production. The use of XR technology for this "in-house" first production of Dare! Live proves once again our true commitment to innovation and boldness at Havas Events. As the metaverse expands, mastering these technologies will become crucial in our industry as they will contribute to offer hyper-real alternative worlds to coexist in."*

You can watch Dare! Live [here](#) and its Making-Of [here](#)

Dare! Live is part of Havas Group's larger Dare! platform, which includes a newsletter, bi-annual magazine, and [website](#)

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About Havas Group

Havas is one of the world's largest global communications groups. Founded in 1835 in Paris, the Group employs 20,000 people in more than 100 countries and operates through its three business units covering all communication activities. Havas Group's mission is to make a meaningful difference to brands, businesses and people. To better anticipate client needs, Havas has adopted a fully integrated model through its 60+ Havas Villages around the world. In these Villages, creative, media and healthcare & wellness teams work together, ensuring agility and a seamless experience for clients. We are committed to building a diverse culture where everybody feels they belong, can be themselves, thrive and grow. Havas Group integrated into Vivendi in December 2017. Further information about Havas Group is available on the company's website: havasgroup.com