

## **CASE HISTORY \_ touring business trip**

**Client Company Sector:** interim agency

**Event Title:** Incentive in China

**Period of realisation:** 17-25 April 2006

**Audience:** 70 people

**Location:** Peking – Shanghai – Honk Kong

**Reason for this choice:**

Survey among branch managers: more than 80% chose China as a destination.

**Objectives:**

Event reserved for Italian branch managers, in order to consolidate bonds between them and their sense of identification with the company; personal enrichment and global awareness through a voyage of discovery in a fascinating, modern and mysterious country.

## **CASE HISTORY \_ touring business trip**

### **Communication strategies, instruments and activities**

- Choice of **important locations**, the three most important cities in China, each with unique characteristics and atmospheres.
- In all tours the participants will be accompanied by expert **bilingual guides** and each one will be given personalised **gadgets** with the company logo and colours, colours which bring good luck according to Chinese tradition.

### **Results:**

The company reported the project to be significantly positive since the planned objectives of group involvement were achieved, thus making a business trip become a voyage of personal and professional growth for the participants.

#### **1) PEKING**

Stay near Tiananmen Square; dinner in historical restaurant and tasting; Pekinese opera show; tour of the Forbidden City & temples; climb on the Great Wall

#### **2) SHANGHAI**

Tour of the city: from the colonial past to ultramodern architecture; aperitif between the antique and the modern on the Bund; dinner with traditional local dishes; tour of typical districts and markets

#### **3) HONG KONG**

Bond between East and West; amusement park

### **ORGANISED ACTIVITIES: between territory and culture**

## **CASE HISTORY \_ convention**

**Client Company:** National Institute of Nuclear Physics

**Event Title:** MT-19

**Period of realisation:** 18-23 September 2005

**Audience:** 700 people

**Location:** Magazzini del Cotone

### **Reasons for this choice:**

The INFN offices in Genoa chose “La Superba”, and in particular the location of the Magazzini del Cotone, in order to show the international scientific community the beauty of Liguria.

### **Objectives:**

To allow scientists from all over the world to compare notes on recent research concerning superconductivity and to meet the most important companies in the sector for possible funding for their projects.

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## **CASE HISTORY \_ convention**

### **Communication strategies, instruments and activities:**

#### **Step 1**

PowerPoint presentation of Genoa and the location during MT 18

#### **Step 2**

Printing and distribution of flyers at the end of the convention

#### **Step 3**

Opening the website

#### **Step 4**

Sending emails to the participants and companies involved

#### **Step 5**

Opening enrolments

#### **Step 6**

Sending emails.

## **CASE HISTORY \_ BtoB meetings**

**Client Company Sector:** ICE Milan (National institute of foreign trade)

**Event Title:** Italy-Brazil bilateral meeting

**Period of realisation:** 25 October 2006

**Audience:** More than 200 guest companies: Italian and Brazilian top clients

**Locations:** Leonardo da Vinci Museum of Science and Technology (Milan).

One of the most complete technical-scientific museums in Europe founded in 1947 and situated in a sixteenth century monastery.

### **Objectives:**

Action supporting the Brazilian entrepreneurial mission in Italy (Milan and Rome) by means of interpreting, hostess and coordination services.

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## **CASE HISTORY \_ BtoB meetings**

### **Communication strategies, instruments and activities:**

The organisation of the event called for the screening of new profiles and the selection of more than 40 professional and qualified interpreters, possibly mother-tongue, based on specific linguistic competences or previous experience in similar sectors, as well as the division of resources in a targeted manner in accompanying the company representatives, in order to optimise the meeting. In this manner, each company had a valid linguistic support for the pre-established meetings on the agenda.

### **FORUM**

Commercial meeting point between the offer and demand of Italian and Brazilian markets

- tourism
- footwear
- metallurgical industry
  - autoparts
  - textiles
- electronics
- timber
- craftwork
- food

## **CASE HISTORY \_ gala dinner**

**Client Company Sector:** computer infrastructure rental and administrative management

**Event Title:** Midnight in New York

**Period of realisation:** 12 December 2006

**Audience:** 140 people

**Location:** Triennale di Milano

### **Reasons for this choice:**

To promote the company start-up among its top clients

### **Objectives:**

Extension of the client portfolio and to increase loyalty among the existing clients

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## CASE HISTORY \_ gala dinner

### Communication strategies, instruments and activities:

Leitmotiv of the evening: **New York** and one of its most loved artists, **Jean Michel Basquiat**: against the backdrop of the **works** of this eccentric artist, the Triennale was transformed, for one night, into the Big Apple, thanks to the **projections** of the Skyline, the soft **smoke** from the manhole covers, and **jazz** music played live by a saxophonist, accompanied by a magnificent black **singer** with three interventions offering traditional American **soul** pieces.

### Results:

Reinforcement of the company brand awareness, reinforcement of some relationships with potential clients, and a finalised deal.

## NEW YORK

### J. M. BASQUIAT

- taste
- sight
- sound
- smell
- touch

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## **CASE HISTORY \_ Annual Assembly**

**Client Company Sector:** Fiera Milano Congressi

**Event Title:** BID 2003 – 44<sup>th</sup> Annual Assembly of the Inter-American Development Bank

**Period of realisation:** 20-26 March 2003

**Audience:** 3000 people

**Location:** FMC Centre, Fiera Milano Congressi.

### **Objectives:**

For six days, Italy hosted the opportunity for important dialogue between Europe and the Latin American area.

A dialogue with the purpose of developing collaboration with the Italian productive and financial system, especially in order to be able to transfer to Latin America the model for support to Small and Medium Businesses characterising our own country.

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## CASE HISTORY \_ Annual Assembly

### Communication strategies, instruments and activities:

- Preparation of a **quote** prepared ad hoc, tracking down a mother-tongue **Hostess** who could speak fluent English and a Spanish person who could speak English, available for 6 days.
- Selection of a hostess by means of the **database** and CVs in the archives. Training by means of a **briefing session** with the client and an oral interview in order to examine the required linguistic skills. The convention spaces were then examined, and the tasks defined in detail, while the event procedures were also described.
- **Coordination** and **supervision** service for the hostesses in direct contact with the client.
- Daily **feedback** with the client and final **questionnaire** on approval.

### PHASES

- 1) Analysis of the client's request and formulation of a quote
- 2) Procurement of the resources, selection and training
- 3) Service coordination
- 4) Client feedback

## **CASE HISTORY \_ celebration/festivity**

**Client Company Sector:** Oil Company

**Event Title:** company Christmas dinner

**Period of realisation:** 15 December 2006

**Audience:** 270 people

**Location:** Meazza Stadium, San Siro, Milan

### **Reason for this choice:**

In the occasion of Italy's 2006 Football World Cup victory, we decided to use the Meazza Stadium in Milan as the location.

### **Objectives:**

To celebrate the end of a positive year for the company, to create a moment of bonding among the personnel in an unusual but nevertheless elegant setting.

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## **CASE HISTORY \_ celebration/festivity**

### **Communication strategies, instruments and activities:**

After an exclusive tour of the **stadium**, moments of **music** were alternated with moments of **games**. The guests were involved, by an entertainer, in a mock competition based on the Italian TV quiz show “Chi vuol essere milionario”, challenging each other among tables, using electronic voting, and with specifically designed questions that also involved knowledge of the history of the company. As with all games, the competition was followed by the prize-giving ceremony for the best team, and then the evening ended with dancing.

### **Results:**

The clients were all very excited about having participated and socialised during a dinner organised inside one of the most exclusive locations in Milan.

### **PLANNED ACTIVITIES**

- 1) Catering
- 2) Tour of the stadium
- 3) Game
- 4) Music

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## **CASE HISTORY \_ business mission**

**Client Company:** Consortium and companies of the funeral sector

**Event Title:** Let's open new horizons: China without borders. China International Funeral Expo 2006

**Period of realisation:** November 2006

**Audience:** About ten companies and the members of the Tanexpo consortium.

**Location:** Peking, China

### **Reasons for this choice:**

The Italian companies' need to study the Chinese market and to launch business opportunities.

### **Objectives:**

To discover new aspects of the funeral market, to get hands-on experience of the quality, to keep up to date on new technologies, compare products, and install commercial relationships.

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## **CASE HISTORY \_ business mission**

### **Communication strategies, instruments and activities:**

At the end of November, Promoest took the first Italian delegation of companies from the funeral sector to China. The international expo organised in Peking hosted the foremost Chinese and international manufacturers. Promoest carried out an accurate promotion of the event, offering an **exclusive and competitive package** in terms of costs, including all the bureaucratic aspects of the trip (the international flight, hotel reservations, visa procedures, and interpreting service), the organisation of B2B meetings and operative support in order to act in the best possible way in the Chinese funeral market.

#### **EXPO PACKAGE**

- **Interpreting**
  - **Flight**
- **Hotel reservations**
  - **Stands**
  - **Visas**
  - **B2B**

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## **CASE HISTORY \_ product launch**

**Client Company Sector:** lighting technique

**Event Title:** Parkour World Meeting

**Period of realisation:** 20 October 2006

**Audience:** 900 people

**Location:** Super Studio Più and T35

### **Reason for this choice:**

The Super Studios were chosen as a young and cool location, with ideal available spaces for practicing traceur.

### **Objectives:**

The event represented an opportunity to become familiar with a new form of art in movement and with the life philosophy at its foundation: Parkour.

This new discipline is not only made up of an athletic feat, but also helps one to overcome, with agility, the multiple challenges that our metropolises pose everyday.

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## **CASE HISTORY \_ product launch**

### **Communication strategies, instruments and activities:**

Promoest saw to offering various locations that could reflect the client's requirements. After numerous inspections, the Super Studio Più in via Tortona was chosen. The second step was to come up with a graphic scheme and distribute the flyers for the event. Promoest then collected the enrolment forms for all the participants and, together with a team of experts, all the obstacles necessary to practice this sport were specifically created for the event.

### **Results:**

Many journalists were present, and many articles appeared on the main Italian newspapers, as well as reports on news and other television programmes. The 800 participants made enthusiastic remarks!

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## **CASE HISTORY \_ convention**

**Client Company:** Polytechnic of Milan

**Event Title:** IAVSD – International Association of Vehicle System Dynamics

**Period of realisation:** August 2005

**Audience:** 250 people

**Location:** Polytechnic of Bovisa

### **Reason for this choice:**

The international association meets every two years, in a different country each time. In 2005, Italy was chosen, together with Milan and its Polytechnic.

### **Objectives:**

To allow international scientists to compare notes on the latest research concerning the dynamics of trains and automobiles and to meet the most important companies in the sector for possible financing for their projects.

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## **CASE HISTORY \_ convention**

### **Communication strategies, instruments and activities:**

- Graphic creation
- Promotion of the convention
- Search for sponsors
- Contacts with the institutions to promote the convention
- Choice of suppliers
- Contacts with Municipality, Provincial Authorities and Regional Authorities for patronage
- Choice of location for collateral events
- Registration of participants during the phases prior to and during the event
- Hotel bookings
- Creation of tourist itineraries for the guest programme, prior to and after the conventions.

## **CASE HISTORY \_ company convention**

**Client Company Sector:** lift trucks

**Event Title:** Dealers Meeting 2006

**Period of realisation:** 22-24 February 2006

**Audience:** 70 people

**Location:** Sorrento

### **Reason for this choice:**

Every year, the company organises a 3 day convention for all Italian dealers, in which they combine moments of hard work with moments of leisure and entertainment.

### **Objectives:**

To bring together the dealers that work for the same company but divided into all the Italian regions, in order to allow them to get to know each other better and bring them up to date on the work carried out during the year.

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## **CASE HISTORY \_ company convention**

### **Communication strategies, instruments and activities**

Promoest created a project with the offer of various locations in Italy and the Mediterranean. Among all the offered locations, the chosen one was Sorrento. We created an all-round event, organising two dinners, amusing entertainment for both evenings, a meeting day and a morning of team building. Considering the beautiful backdrop that was chosen for the event, we wanted to pay significant attention to the typical colours and flavours of the Amalfi coast, also including historical aspects thanks to the organisation of the team building event within the Pompeii excavations.

### **Results:**

The pre-established objectives of involving the entire group in terms of work but also on a personal level were achieved.

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