

PALACONGRESSI DI RIMINI PROMOTES THE VENUE AND LOCAL AREA WITH TWO INITIATIVES: THE NEW RIMINI SPECIAL VIDEO AND AN AGREEMENT WITH RIMINI MUSEUMS FOR ATTENDEES

- **The production by IEG's Event & Conference division narrates the experience of an international congressman, played by German actor, Dirk Ploenissen.**
- **Presentation today at the *Italy at Hand* workshop by Convention Bureau Italia**
- **Connecting with the local area and appreciation of artistic treasures during visits to the City Museum, the Surgeon's Domus, Palazzi dell'Arte and Fellini Museum**

Rimini, 16 April 2024 – Two new promotional initiatives combining the Palacongressi di Rimini with the natural and artistic patrimony of the local area.

A new video in English to establish a conference centre as the key player and driving force of a local area that is really making a name for itself.

Watch the video at [\(285\) Rimini, what's so special about it? - YouTube](#)

The Event & Conference division of [Italian Exhibition Group](#) entrusted the Rimini-based agency Eshu with the task of affirming both the symbolic role acquired by the conference centre, with its architecture, its mission to attract national and international meetings, particularly in the spring and autumn months, and its contribution to the modernisation of the city also at the infrastructure level.

Between May and October, there will be no less than seven international conferences scheduled at [Palacongressi di Rimini](#).

The video, created in English but translated also into Italian, was presented today at the Rimini stage of *Italy at Hand*, an initiative by [Convention Bureau Italia](#), supported by APT with the participation of associations, corporate meeting planners, PCOs and event organization agencies, and venue finders.

The tour, which started off in Bologna, landed at the Palacongressi today in Rimini during a workshop also attended by operators who are members of Convention Bureau Italia, and other regional operators in the meeting industry. This was followed by a guided tour of the old town and Rimini's new waterfront, as well as some iconic city landmarks.

The four-and-a-half-minute video, in both Italian and English, narrates the experience of an international congress attendee, played by German actor, Dirk Ploenissen, who has made Rimini his second home. The upshot was Palacongressi's narrative of the history, culture and, more generally, the 'philosophy of life' of the city and its inhabitants. A Palacongressi with its own identity, intertwined with the various surrounding riches that pamper guests.

True to indulging and involving guests, an agreement has been stipulated between Italian Exhibition Group and the Municipality of Rimini, encouraging congress attendees to visit the City Museum, the Surgeon's Domus, the Palazzi dell'Arte and Fellini Museum.

They will receive an Art Card, granting them reductions to visit the various museums throughout the city.

The reduction will be valid both for the holder of the badge, certifying participation in one of the conferences organized at the Palacongressi, and a plus-one, and is valid until 31 December 2024. The agreement is extended to the Biennial of Drawing, scheduled from 4 May to 28 July 2024.

These initiatives, coupled with the new video and promotion of historical landmarks, invite the guests on the discovery of a local area that also excels in technology, fashion, innovation and university research that go hand in hand with recreation and fun.

In the video, the journey, which endorses sustainable mobility solutions, ends at the Palacongressi, the 'child' of the values and culture that the visitor experienced while touring the local area. In doing so, the protagonist witnesses firsthand the experiences, places and activities that characterise a conference held in Rimini.

And to the question, *'Do you have any idea how stressful is to travel for work?'*, the answer comes from the 270 seconds that promote the entire local area: the theatre, cathedral, Castelsismondo, borgo San Giuliano, Domus, Fellini Museum, piazza dell'acqua, Misano World Circuit, the marina, golf, San Marino, Valmarecchia and so many other locations, as well as the faces of over 25 extras who participated in the five days of filming.

ITALIAN EXHIBITION GROUP PRESS CONTACT

Elisabetta Vitali, head of media relations and corporate communication IEG

Smart Comunicazione - Cesare Trevisani, media consultant Event&Conference Division IEG - +39 335 7216314



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Italian Exhibition Group S.p.A., società con azioni quotate su Euronext Milan, mercato regolamentato organizzato e gestito da Borsa Italiana S.p.A., ha maturato negli anni, con le strutture di Rimini e Vicenza, una leadership domestica nell'organizzazione di eventi fieristici e congressuali e ha sviluppato attività estere - anche attraverso joint-ventures con organizzatori globali o locali, come ad esempio negli Stati Uniti, Emirati Arabi Uniti, Arabia Saudita, Cina, Messico, Germania, Singapore, Brasile - che l'hanno posizionata tra i principali operatori europei del settore.