



Press Release

IEG, A RESOUNDING SUCCESS FOR THE LAUNCH OF NEW TV FORMAT FROM PALACONGRESSI DI RIMINI

Covid 19 - THE *MEET THE MEETING* EVENT KICKED OFF THE NEW SOLUTION PUT FORWARD BY THE EVENT & CONFERENCE DIVISION TO TAKE ON PHASE 2

Rimini, 26 May 2020 – reaching an audience of over 20,000, with four thousand exchanges, dozens of shares on social networks, live connections with Milan, Bologna, Cremona, Bolzano, Germany, Latvia, and above all, an elegant, technologically advanced TV studio, set up in the Tempio room of **Palacongressi di Rimini**. Welcome to **Italian Exhibition Group'** s phase 2 of the congress and events industry.

Saturday 23 May, *Meet the Meeting*, organized by the Meeting Foundation for the launch of the upcoming edition of its annual event (from 18 to 23 August, it will be held for the first time in hybrid format at the Palacongressi in Rimini), could not have been a more successful debut for the new **TV studio format** proposed by **IEG Event & Conference division**.

Thanks to **The Live to OOOH!** project, the new stage in the **Ready Today - Ready Tomorrow** promotional campaign, IEG' s Event & Conference division is already ahead of the game with a qualified and innovative proposal aimed not only at its customers, with whom they have been in constant contact over the past weeks in an effort to find the most favorable conditions for the re-scheduling of events, but also at the host of new potential customers interested in exploring, during this phase, the option of integrating physical and virtual spaces in absolute safety, until it is safe for us all to meet up again in person.



During Saturday's *Meet the Meeting* event, the physical space of the Palacongressi as a TV studio – **as of now a fixed location** available to the meeting industry, associations, companies, training institutions – connected and integrated perfectly with other virtual sets. The service - a combination of pioneering technology and know-how – resulted in a live event of the highest quality, enriched by recorded content: video messages from loyal followers of the Meeting, promotional videos, including a promo by Palacongressi showcasing new proposals for the post-Covid19 recovery phase. And to round it all off, a live musical moment performed by the ensemble of young musicians, *International Music Friendship*.

The event took place in Rimini in the presence of **Bernhard Scholz**, President of the Meeting Foundation, CEO of IEG, **Corrado Peraboni**, the Mayor of Rimini, **Andrea Gnassi**, and was presented from a Milan studio by *Corriere della sera* journalist, Elisabetta Soglio. An international audience was able to follow an English version of the event.

Announcing the contents of this year's edition of the CL event from the Palacongressi of Rimini, the President of the Meeting, Mr. Scholz sent a strong, clear message in favour of the "recovery of political, economic and human life after the crisis that has hit us all." The 2020 edition will be a *special edition*, he explained, a primarily digital edition, which will enable the Meeting "to reach people all over the world, even many who perhaps knew nothing about the Meeting".

The choice of the Foundation, a long-standing IEG client, in addition to being a great message of trust in the future and in relaunching the events industry, also demonstrates, as the CEO of IEG, Corrado Peraboni underlined during his speech, the great "confidence in our ability to provide a suitable venue for a large event such as the Meeting, ensuring its safety".



The new format was made possible thanks to the partnership between the IEG Event & Conference Division and Sound D-Light, a well-established company in the field of events and installations. The state-of-the-art equipment and professional expertise of IEG ensures a turnkey package and a ready-to-use location at any time.

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