

MODUS OPERANDI

PALACONGRESSI DI RIMINI CASE HISTORY



AT A GLANCE

PROFILE OF THE EVENT:

Coca-Cola HBC Italia

Palacongressi di Rimini

12 - 13 February 2015

TYPE

Business Convention

PARTECIPANTS

1,300

DURATION

2 days

SPECIFIC NEEDS

Easy accessibility, ample spaces for plenary session, adequate entertainment and dining spaces, meeting rooms, high level technical equipment and versatile spaces

CBRR'S ROLE

Consultancy, coordination, client assistance



THE EVENT MANAGER'S STRATEGY

The **2015 Coca-Cola HBC Italia convention** was an event mixing business and pleasure. The choice of venue was dictated by **location logistics** that would allow all participants to reach Rimini and the Palacongressi easily from other cities and from the hotels in Rimini.

The **creative settings realised** ensured the integration of communication features and logistics of the event. Sala della Piazza was set up like an **amphitheatre** with **mounted stands accommodating 1,300 participants** and a large **central stage of over 150 square metres**, in the shape of a large **Coca-Cola bottle made by our design team**. A choice driven by the wish to celebrate 100 years of the most famous bottle in the history of design. The event directors then used a **special overhead projection system** which made the stage an element of **strong communicative impact**. Once again, the Palacongressi was **capable of providing the technical and graphic implementations** necessary for the realisation of such an important stage project.

Francesca Ferraris, Event Manager CBRR,
Event & Conference Business Unit of Rimini Fiera spa

INTERVIEW WITH THE CLIENT

«This year our convention aimed at **targeting all our salesforce**, officials, top management and fellow executives of all departments.

As it was a nationwide gathering, we needed to find a **logistically sound location** and as Rimini represents the centre of our Italian network, it was an obvious choice in terms of **logistics and economic optimisation**.

We also know Riminifiera and its spaces and we thought the **Palacongressi** would be the **ideal location** once again, but this time using the multifunctional **Sala della Piazza**, which would give us the opportunity **to perform both our daytime and evening programmes**, with two completely separate areas.»

Loirella Mari
Events Manager Coca-Cola HBC Italia