

MODUS OPERANDI

PALACONGRESSI DI RIMINI CASE HISTORY



AT A GLANCE

PROFILE OF THE EVENT:

Orchestra Rehearsal

Palacongressi di Rimini

21 November 2013

TYPE OF EVENT

Business Convention

PARTICIPANTS

900

DURATION

1 day

SPECIFIC NEEDS

Plenary room, catering area

CBRR'S ROLE

Consultancy, stage design, coordination, client assistance



THE EVENT MANAGER'S STRATEGY

This is the first time that **CONAD** has chosen the Palacongressi di Rimini to host the most important event in its calendar: the sales and supply network convention. The Amphitheatre underwent a complete makeover with **ad hoc services**, lights, audio, **full HD video projections** and monitoring. With 900 participants at the convention, it was vital to offer the client an important feature: a lunch of exceptional quality, prepared with a selection of top Italian products from Conad's range "*Sapori e dintorni*", rounded off with a "symphony of desserts" made in collaboration with chefs from the **Italian Catering Association**. A beautiful, functional setting, easy to reach for the attendees, as was the venue on their arrival, thanks to the ample parking facilities (500 spaces) available at the **Palacongressi**. In fact, one of the client's requests was the possibility to accommodate a substantial number of vehicles, as arrival in Rimini was at the discretion of the participants and not the convention organisers.

Elena Marani, Event Manager CBRR,
Event & Conference Business Unit di Rimini Fiera spa

INTERVIEW WITH THE CLIENT

«It's not easy to find such a location in Italy, organised, **spacious** and with **great appeal**; it's clear that we are in an area with a natural affinity to **hospitality**. With around 900 people involved in this Convention, the logistical aspect could not be taken lightly. I think that companies today should provide more substance when they communicate; the word "recession" is used a lot, but in reality each of us has a role to play and we have to work on that ability to react that comes naturally to us Italians; there is plenty of drive in the ideas that we bring out on a daily basis.»

Giuseppe Zuliani
Direttore Marketing Conad Italia