

MODUS OPERANDI

PALACONGRESSI DI RIMINI CASE HISTORY



AT A GLANCE

PROFILE OF THE EVENT:

3rd National Congress of the People's Court of Justice for the Right to Health

Palacongressi di Rimini
21 - 23 November 2014

TIPOLOGY

Association Congress

PARTICIPANTS

5,000

DURATION

3 days

SPECIFIC NEEDS

Wide open spaces and versatility, equipped plenary hall, numerous rooms and exhibit area.

CBRR'S ROLE

Consultancy, coordination, client assistance, partner



THE EVENT MANAGER'S STRATEGY

«The 3rd National Congress of the People's Court of Justice for the Right to Health and the Health Forum" organised by the association for the elderly, **Federanziani**, are typical examples of high-profile institutional events that require collaboration with the **communication and PR channels** throughout the local area, **well-organised coordination and management** of a **large number of participants**. The opening and closing plenary sessions were attended by the **Minister of Health** and senior local authorities. Much help was provided in the distribution of the invitations to the local institutions, and in the requests for institutional support. With regard to communication, we arranged for **radio commercials, billposting**, the **distribution of information brochures** and **supported the circulation of press release among the local media**. We also put into action **special shuttle services to and from the hotels** and we used our ample parking areas to accommodate those attending for just one day. Our client was entirely satisfied with the result and confirmed its agreement with **Palacongressi until 2016**»

Marilena Ferrarorni, Sales Account CBRR,
Event & Conference Business Unit di Rimini Fiera spa

INTERVIEW WITH THE CLIENT

«**Federanziani** chose Rimini for the second year running because the city is so hospitable and its **Palacongressi** is really beautiful and perfectly meets all our needs. We have a wide-ranging public made up of numerous Federanziani delegates from all over Italy. Most of our guests are over 65, so they have particular needs in terms of logistics. This venue **is ideal for hosting all our events**, our numerous partner firms and the medical sector involved. Without a doubt, the most complicated organisational element **is bringing completely different targets together** under one roof: institutional, medical, made up of professionals from the major scientific firms, and of course, the delegates. Each of these sectors carries out different activities, so **having to manage this diversity**, making sure everything ran smoothly, was certainly not an easy task.»

Rosita Rocchett
Responsabile Eventi Federanziani