

MODUS OPERANDI

PALACONGRESSI DI RIMINI CASE HISTORY



AT A GLANCE

PROFILE OF THE EVENT:

Web Marketing Festival

8 – 9 July 2016

TYPE

Training course

PARTICIPANTS

3,600

DURATION

2 days

SPECIFIC NEEDS

Flexibility, high density internet connection, plenary hall and meeting rooms for parallel sessions, expo area

CBRR'S ROLE

Consultancy, design and client assistance



THE EVENT MANAGER REPORTS

«The 2nd year running of the WMF at the Palacongressi di Rimini saw a significant increase in the number of participants. The versatility of the facility meant that the organiser, Search On Media Group, could manage the spaces based on the number of registrations as it gradually grew. The plenary room was set up for 3,000 people, and over the two days, 26 rooms accommodated 160 speakers, both national and international, in seminars dedicated to innovation in the world of web marketing. The bright foyers were packed with more than 60 stands hosting 85 sponsors and exhibitors, whose graphics were customised and coordinated with the event's logo. The common areas and outside the venue were alive with music and performances by street artists and jugglers, creating a festive atmosphere, which spilled over beyond the confines of the venue, creating an evening which the client organised on the beach for all guests, an excellent opportunity to see what the local area can offer visitors».

Maria Angiola Cossa, Event Manager
Event & Conference Business Unit Rimini Fiera

INTERVIEW WITH THE CLIENT

Organising an event such as the WMF requires a great deal of effort. We started off about 5 months ago and the event was successful because we involved the users, who have helped and supported us with their ideas. Our team was very well prepared after the previous edition, and there was significant contribution from the students of the Universities of Bologna, Turin, Venice and Mestre. We also created a WMF LAB project that enabled the students to assist us in the construction of the actual event. The Palacongressi was capable of meeting all our needs, thanks to its high level of professionalism and the experience of all its technicians. It is above all, in its own right, a facility that is more technologically advanced than other facilities in Italy. The secret of our success? The truth is that all the people who are here have made a significant contribution, even to the construction of the event. The rooms that we have added, were added on the basis of their demands. A whole series of initiatives has been built with them. The secret of success is working with the actual users, which forms the basis of this event, on one hand technologically advanced, but with the intention of making people the centre of attention. And this has been our goal from the very start.

Cosmano Lombardo, Chairman WMF