

# MODUS OPERANDI

PALACONGRESSI DI RIMINI CASE HISTORY



## AT A GLANCE

### PROFILE OF THE EVENT:

**Vivi Benessere 2015**

**Palacongressi di Rimini**

8 - 10 May 2015

### TYPE OF EVENT

Convention, exhibition

### PARTICIPANTS

1,300

### DURATION

3 days

### SPECIFIC NEEDS

Versatility, plenary hall, multifunctional rooms, exhibit area, organic catering

### CBRR'S ROLE

Consultancy, coordination, client assistance



## THE EVENT MANAGER'S STRATEGY

« The event "Vivi Benessere – Nourishing your body, mind and spirit" was organised at the Palacongressi, thanks to the **variety of services, opportunities and initiatives offered**, and hosted in a plenary session that required a **hall** capable of accommodating over 1,500 guests and that could host the 8 conferences which were of equal importance yet with varying requirements in terms of set up and organisation. These included 12 study and training workshops: this type of meeting required **technologically equipped rooms**. Whereas for the **Yoga** and massage courses, we needed to create two particular settings for these activities. The same applied to the **cooking demonstrations**. The challenge for our staff, which was easily overcome, was to plan and put into place a programme that took into account a **variety of very different setups** responding to all our client's needs and to manage the contemporaneous nature of all the events that made up "Vivi Benessere". »

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

## INTERVIEW WITH THE CLIENT

«Vivi Benessere is a cross between an event, a fair, and an exhibition, where several activities and themes come together in a single setting backdrop - Rimini's **Palacongressi** - the **ideal location for a wellness event**.

Another positive aspect is the helpfulness of both the Palacongressi and Summertrade catering staff. In fact, we believe that **wellness** should be a **360° concept** and so even the cleanliness of the restrooms and an **organic menu** should reflect this and the Palacongressi had no problem in responding to the brief.

This is the third or fourth time that we have organised a training event at the Palacongressi, mainly due to the fact that the venue is well suited to this type of activity and because **Rimini** is a **welcoming city**, always open to new trends. Another plus is that we are able to adjust the rooms to our needs and of course, the **technology** on offer is a vital factor. The feedback from our participants has always been positive.»

Francesco Rosso  
Presidente Macrolibrarsi