

MODUS OPERANDI

PALACONGRESSI DI RIMINI CASE HISTORY



AT A GLANCE

PROFILE OF THE EVENT:

Italia's Got Talent Casting

Palaeocongressi di Rimini

4 - 5 October 2014

TYPE OF EVENT

TV production

PARTICIPANTS

2,500

DURATION

2 days

SPECIFIC NEEDS

Large, open spaces for accreditation and reception area for participants, suitable for TV production filming

CBRR'S ROLE

Consultancy, coordination, client assistance



THE EVENT MANAGER'S STRATEGY

"Some of the added values of our much appreciated **Palaeocongressi** are its contemporary edge, its versatility and, very often, its architectural beauty. This is exactly what Fremantle Media Italia Spa, the company producing Sky TV's new format "Italia's Got Talent", was looking for. Wide, open spaces to accommodate the participants on arrival and to hold auditions for over 2,500 people in two days; a spacious area dedicated to **setting up the perfect TV studio**. We also provided with important technical support, in the form of trussing and rigging for the studio, crush barriers for the public, catering service and hotel booking guaranteed by the AIA PALAS consortium. These were elements of vital importance as they offered the client a "turnkey" service, lightening its workload and **reducing the costs** of the events. One of the new elements of the auditions was the support guaranteed to **Fremantle Media** in terms of its relationship with the city."

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

INTERVIEW WITH THE CLIENT

"The **extreme functionality and modern features** of the Palaeocongressi di Rimini let it be easily flexible to suit our specific needs. It has been a real surprise, because it has an **high quality and a high number of equipment**, it is very organized – and this helps us a lot, making things simpler. Just **few event locations, in Italy, have such acknowledgment**. We travel a lot, realize many similar events throughout Italy and there are not so many centers that boast their efficiency response. We chose **Rimini**, as it is an important center in Italy, it is well served by public transportation, there are people coming from everywhere gathering here and as it **stands out from the common features of the leading cities**."

Alessandro Murgante
Organizzatore generale IGT – Fremantle Media Italia