

# MODUS OPERANDI

PALACONGRESSI DI RIMINI CASE HISTORY



RIVIERA  
DI RIMINI  
CONVENTION  
BUREAU

PALACONGRESSI  
DI RIMINI

PART OF  
ITALIAN  
EXHIBITION  
GROUP

## AT A GLANCE:

### Bici Academy

15 – 16 January 2017

## TYPE OF EVENT

Training Workshop

## LOCATION

Palacongressi di Rimini

## PARTICIPANTS

600

## DURATION

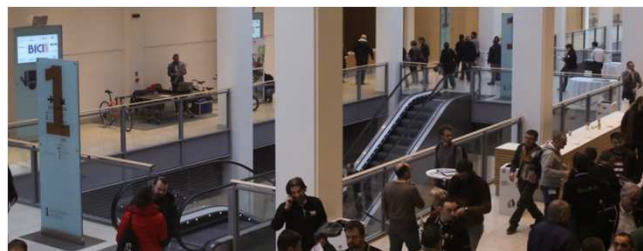
2 days

## SPECIFIC NEEDS

Plenary room, 14 rooms 40 - 80 seats for parallel sessions, lunch area

## CBRR'S ROLE

Consultancy and client assistance in developing the format of the event



## THE SALES ACCOUNT MANAGER REPORTS

«A **network of relations**, a meeting had at just the right time, **advice** on logistics opportunities provided by the Palacongressi and the destination, a **site inspection** that seduced the customer when the project devised by ANCM was in its final stages, but was still missing an essential piece: that's how the 1<sup>st</sup> edition of Bici Academy came into being. The need for a **plenary room to host over 600 participants** and **14 medium/small rooms** seating from 40 to 80, to accommodate the 14 rotating speakers holding several seminars designed for small groups. A full training schedule which included breaks with **lunch service in the bright foyers of the Amphitheatre** and coffee breaks in the common area in front of the halls. The perfect combination of services and location, all the elements that made the event successful and ready to develop its format from as early as next year.

Annalisa Giannini, Sales Account Manager  
Event & Conference Division IEG

## INTERVIEW WITH THE CLIENT

«The groundbreaking feature of Bici Academy is that it's the first convention dedicated exclusively to the bicycle retailer industry in Italy, and to the areas of improvement and development of activities that the sector needs to address. The retail world is undergoing major changes not just in Italy, and not only in the bicycle industry. The entire retail world is coming to terms with this change, a trend leading towards individual clients with diverse needs, requests and dreams. Retailer 2.0, the retailer of the future, must know how to interpret these needs, and be quick on the uptake. As it is the event's first year, we gave a lot of thought to the most suitable location. We visited a lot of venues, made many assessments, we actually hadn't expected such a large turnout. In the end, I can safely say that the Palacongressi di Rimini was the right choice, because it has completely satisfied all the requirements of the first edition of Bici Academy.

The next stages of Bici Academy will include more in-depth analyses, the launch of a portal and of course, the second edition of Bici Academy at the start of 2018.»

Piero Nigrelli, direttore Settore Ciclo Confindustria ANCM