

MODUS OPERANDI

PALACONGRESSI DI RIMINI CASE HISTORY



AT A GLANCE

PROFILE OF THE EVENT:

TeamSystem Convention

17 – 18 February 2016

TYPE

Business Convention

PARTICIPANTS

1,500

DURATION

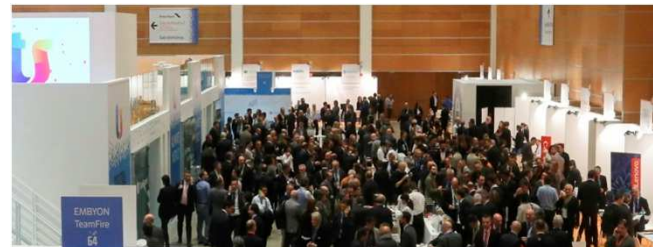
2 Days

SPECIFIC NEEDS

Flexibility, wide open spaces, sceno-technical design, catering areas, numerous meeting rooms

CBRR'S ROLE

Consultancy, design and client assistance



THE EVENT MANAGER REPORTS

«One of the features of the convention was the organisational approach. The client did not turn to an external agency, it preferred to build a **partnership between its own marketing department and the staff of the Palacongressi**, creating a close-knit team capable of producing a **successful event**. One of the challenges we faced was the implementation of a **project strongly characterised by the visual impact of video projections**, to increase the sensation of being involved: thanks to the **new full HD equipment in the Palacongressi**, the **simultaneous multi-projection** of various contributions was possible on a **40-metre long central screen**, especially created for **TeamSystem**; **2 additional basic 10-metre screens** were located on **either side of the room** and **2 more** at the end of the room dedicated to sponsors and **live performances during the gala dinner**.»

Graziana Pelligra, Event Manager
Event & Conference Business Unit di Rimini Fiera

INTERVIEW WITH THE CLIENT

«We have been satisfied to come back to the Palacongressi for the second consecutive year, after a few experiences in other congress centers. At present TeamSystem is a very well-structured event, organized in plenary sessions, in parallel sessions and in workshops; then, there are more than 20 rooms working simultaneously. An event that needs not only an adequate logistical structure, but also a **skilled team** able to support a business like ours in the organization of a such articulated event. The 2016 convention TeamSystem recorded more than 1,500 participants. An event of this type, especially for a business belonging to the Information Technology sector like TeamSystem, needs state-of-the-art solutions that suits also the concept of the convention, that is digital transformation».

Carlo De Santis Celsi, Marketing Manager TeamSystem