

MODUS OPERANDI

PALACONGRESSI DI RIMINI CASE HISTORY



AT A GLANCE

PROFILE OF THE EVENT:

51° SICM National Congress

3 - 5 October 2013

TPOLOGY

Medical-Scientific Congress

PARTICIPANTS

800

DURATION

3 days

SPECIFIC NEEDS

Numerous rooms, expo area, slide centre

CBRR'S ROLE

Consultancy, design, coordination, client assistance



THE EVENT MANAGER'S STRATEGY

How we could coordinate and pull off the running of the main session dedicated to the SICM and simultaneously hold **two parallel events**: the 10th National Congress of the GIS RASM-AIRM and the 9th National Congress of the SIMI. We selected a number of suitable rooms in terms of size and capacity in which to hold the various sessions. Entrance B housed accreditation and registration desks, information and service points, an area dedicated to the competition "**Mano mia**", a **meeting area**, a place to relax, have a **coffee break** or a **welcome cocktail** and 1,500 sqm of exhibit space with stands organised by business partners. The second requirement was to give attendees the possibility to be constantly kept up to date on the work underway, on the speakers and on the speeches being delivered at all three meetings. The solution was "**digital signage**" - a system of screens located in the hall, corridors and near all the rooms, visualising the speaker, the time, the topic and duration of the speech, as well as the day's programme

Manuela Bobini, Event Manager CBRR,
Event & Conference Business Unit di Rimini Fiera spa

INTERVIEW WITH THE CLIENT

The activity of organizing three conventions at the same time needs a very dynamic structure. Here the advantage was the opportunity to benefit **from different entrances and halls**, located on **different levels**, putting congressmen, belonging to different sectors, together in the same scope.

Many foreign speakers acknowledged the efficiency of the Palacongressi, of the slide centres and of the possibility to project one's own slides, without the need to bring PCs. We can say, by now, that Rimini is recognised both at the Italian and international level as **one of the best structure in the event&meeting sector**. For this reason it is always a pleasure for participants to come to Rimini».

Riccardo Luchetti
Presidente SICM