

# MODUS OPERANDI

PALACONGRESSI DI RIMINI CASE HISTORY

Cranium  
Midface  
Mandible



## AT A GLANCE

PROFILE OF THE EVENT:

### XIX National SICMF Congress

Palacongressi di Rimini

4 – 6 June 2015

TYPE OF EVENT

Medical Scientific Congress

PARTICIPANTS

400

DURATION

3 days

ORGANIZATION AGENCY

B.E. BETA EVENTI SRL

CBRR'S ROLE

Client assistance, «destination ambassador»



## THE EVENT MANAGER'S STRATEGY

Significant is the role played by Dr. Angelo Campobassi, Director of the Operating Unit at Bufalini Hospital in Cesena, President of SICMF Rimini and by his collaborator, Dr. Manlio Gessaroli, both members of the "**Rimini Riviera Ambassadors Club**", Thanks to their efforts, to the quality of the venue and the easy accessibility of the location the SICMF's choice was the **Palacongressi** which becomes **the ideal venue for all medical and scientific initiatives** scheduled in the coming years by **AUSL Romagna**.

It is certainly a great opportunity to further improve our position in this sector and open new market opportunities: especially international ones, an example of which being the meeting during the congress with the vice president of IAOMS, the International Association of Oral and Maxillofacial Surgeons, Dr. Julio Acero. At the end of three days, he declared that our venue is more than **capable of hosting events of international calibre**.

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

## INTERVIEW WITH THE CLIENT

This national conference is extremely important for our sector. The choice of **Rimini** was mainly driven by two factors: firstly because of the area's logistics - Rimini is an **easily accessible city** with high-speed trains arriving frequently at its station; we chose the Palacongressi for the beauty of the actual venue and because it could **provide all the services** which are essential for the success of a congress of this type. The **Area Unica di Romagna** will be a very interesting organisation, acting as a sort of hub for all the hospitals to collaborate on all disciplines, with the enhancement of specific activities already present in some hospitals, but with the intention of increasing integration on a more constant level. The **Palacongressi**, in my opinion, is **the ideal venue for these types of congress events** that involve all the various disciplines in the Romagna area.

Angelo Campobassi  
Presidente SICMF