

MODUS OPERANDI

PALACONGRESSI DI RIMINI CASE HISTORY



THE EVENT MANAGER'S STRATEGY

"Congresses held by major medical and scientific associations represent an important challenge for all organisers and for any congress center. And so was the case for the **XVIII National Congress of the Italian Society of Periodontology and Implantology**. We set up **rooms of varying sizes**, both for plenary sessions accommodating a large audience, and smaller rooms for **workshops, seminars and work groups**. All rooms had **Palacongressi WIFI coverage**, an extensive network capable of handling a **large amount of data** and guaranteeing an equally **high number of simultaneous connections**. The convention was characterized by the creation of an actual **online community**, a of the president of SIDP, Maurizio Tonetti, who wanted to create the highest levels of **interaction and participation** with the convention's public. Complementing the event was a **welcome cocktail and theatrical performance**."

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



AT A GLANCE

PROFILE OF THE EVENT:

XVIII National Congress of the Italian Society of Periodontology and Implantology (SIDP)

Palacongressi di Rimini
13 - 15 March 2014

TYOLOGY

Medical-scientific congress

PARTICIPANTS

1,500

DURATION

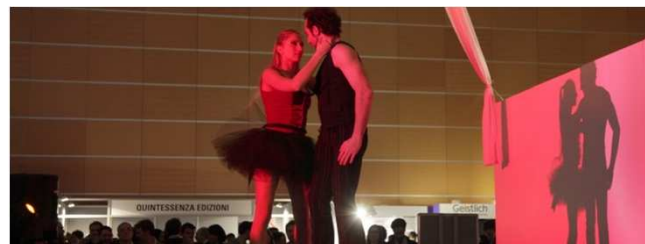
3 days

SPECIFIC NEEDS

State of the art technology, various work rooms, expo area

CBRR'S ROLE

Consultancy, client assistance, communication services



INTERVIEW WITH THE CLIENT

The **Italian Society of Periodontology and Implantology** is the scientific leader in the field of dentistry. The presence of 1,500 colleagues at this event bears witness to the constant, important level of innovation in our sector. Such innovation requires continuous updating and training. In this context it is very complicated to structure congresses that combine both aspects. It is very important for us to have **versatile facilities** that allow us to **exchange ideas and subsequently apply the techniques** in very small work groups. To this effect, the versatility of **Palacongressi di Rimini** is undoubtedly a plus because it provides a **high level of interactivity** and involvement with our participants, thanks to **modern technology**, not only in the actual rooms but also the possibility it offers to create a virtual community, so that everyone can play an active part in the event.

Maurizio Tonetti
Presidente SIDP