

MODUS OPERANDI

PALACONGRESSI DI RIMINI CASE HISTORY



AT A GLANCE

PROFILE OF THE EVENT: Z.ONE CONCEPT

Palacongressi di Rimini
6 - 7 October 2013

TYPE OF EVENT

Business Convention

PARTICIPANTS

1,200

DURATION

2 days

SPECIFIC NEEDS

Backstage equipped for make up and hairstyling, show area, dinner, disco, expo, rooms for training sessions

CBRR'S ROLE

Consultancy, design, coordination, client assistance



THE EVENT MANAGER'S STRATEGY

«Fashion, glamour, international guests and professional training. And all in one single event. A new meeting format, an idea was the brainchild of the founder of **Z.ONE Concept**, Ivano Panzeri, who chose Palacongressi to host his unique convention. A **two-day** programme filled to the brim with makeovers and changeovers. It was necessary to set up a **backstage equipped** for makeup and hair styling and to provide a **relaxation and refreshments area**. A **customised menu** was created by **Summertrade** the **official catering partner** of the Palacongressi. We also took care of the **SIAE** entertainment licensing paperwork and organised a welcome cocktail in the Galleria della Domus for all the guests. The participants were accommodated in quality hotels belonging to the **AIA PALAS** consortium, the official partner of the **Palacongressi**, guaranteeing guests excellent quality, services and reservation centre. A **comprehensive service**, without a doubt. The type of service that is increasingly popular with our clients due to the ongoing evolution of congress tourism formats.»

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

INTERVIEW WITH THE CLIENT

«In the Palacongressi di Rimini we found, first of all, a very **large space availability** and an **excellent image spreader**, and this let us, not only, to perform our show, but also the gala dinner inside the building, and then even an after-dinner party. This is of a great help for us, because our clients don't have to change place and they are avoided any kind of inconvenience. The structure is appealing, the **organization is flawless**, the spaces suitable, and we have found **an expert and skilled personnel**»

Ivano Panzeri
Presidente Panzeri Diffusion