commerciale@studioesse.com

Da: <commerciale@studioesse.com>
A: "Mandla, Tina (RX)" <Tina.Mandla@reedexpo.co.uk>
Data invio: mercoledì 23 settembre 2009 17.02
Oggetto: Fw: EIBTM Awards submission confirmation

Dear Mrs Mandla,

following our phone call, I checked with our Credit Card company the payment for the registration at the EIBTM awards.

They confirmed me that the payment was made, here the details:
value date: 17/09/09
accounting date: 21/09/09
amount: 107,00 euros
to: REED EXHIBITIONS SOLIHULL G

Below you can find the confirmation that I received by mail the day of our on-line submission.

Please let me know if everything is fine.

Thanking you, and don't hesitate to contact me for any problem, my best regards.

Claudia Teppati

Dott.ssa Claudia Teppati
Assistant Manager
STUDIO ESSE

Events Management
Relazioni Pubbliche
Via Settembrini 46 - 20124 Milano
Tel. +39 02 20240181 - +39 02 20248043
Fax: +39 02 29521495

E-mail: commerciale@studioesse.com

www.studioesse.com

Vincitore del premio IFE AWARD 2008 come migliore evento organizzato su territorio italiano

IFE AWARD 2008 WINNER for the best event organized in Italy

----- Original Message -----
From: <eibtm-marketing@reedexpo.co.uk>
To: <commerciale@studioesse.com>
Sent: Thursday, September 17, 2009 6:15 PM
Subject: EIBTM Awards submission confirmation

commerciale@studioesse.com

Da: <eibtm-marketing@reedexpo.co.uk>
A: <commerciale@studioesse.com>
Data invio: giovedì 17 settembre 2009 18.15
Oggetto: EIBTM Awards submission confirmation

Thank you for submitting an entry into the EIBTM Awards 2009. Deadline for entries is 18th September.

Judging of the awards will take place in October in London and winners will be notified prior to EIBTM with the awards presentation ceremony taking place during the show from 1 - 3 December 2009 in Barcelona.

If you would like to submit this event into another category click here for the entry form www.eibtm.com/AwardsEntrySubsequent

If you would like to enter another event into the Awards click here for the entry form: www.eibtm.com/AwardsEntry

If you have any queries about the awards please contact the marketing team at eibtm-marketing@reedexpo.co.uk.

Best Regards
The EIBTM Team

Credit Card Summary
Cardholder Name
Daniela Serrati
Card Address
Via Settembrini, 46
Card Postcode
20124
Card Country
ITALY

Card Number
**********0499
Card Type
Mastercard

Payment Summary
1 Award Entry ? 100.00

Subtotal ? 100.00
IVA @ 7% ? 7.00
Total ? 107.00

No virus found in this incoming message.
Checked by AVG - www.avg.com
Version: 8.5.409 / Virus Database: 270.13.103/2378 - Release Date: 09/17/09 06:18:00

Awards 2009 Entry Form

Your Progress

100%

Thank you for completing the EIBTM Awards entry form for 2009. The deadline for entries is the **18th September 2009**.

If you wish to enter this **same** submission into a **subsequent** category please **click here** for the entry form

If you wish to submit a **new** event for a **different** award category please **click here** for the entry form

Judging of the awards will take place in October in London. The international panel will include editors of the supporting media partners who will assemble from all over the world. Winners will be notified in November and the presentation ceremony will take place during EIBTM from 1 - 3 December in Barcelona

Thank you for entering the Awards and we look forward to welcoming you to EIBTM. If you have any queries please email the EIBTM Marketing team at **eibtm-marketing@reedexpo.co.uk** or call +44 208 910 7870.

Good Luck!
The EIBTM Team

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commerciale@studioesse.com

Da: <commerciale@studioesse.com>
A: "Mandla, Tina (RX)" <Tina.Mandla@reedexpo.co.uk>
Data invio: giovedì 17 settembre 2009 18.20
Allega: Microsoft Word - Brand Board Taormina.pdf; Microsoft Word - Privacy.pdf; Microsoft Word - StudioEsseprofile.pdf
Oggetto: EIBTM AWARDS

Dear Mrs Mandla,

please find the attaches with the pdf of our submission papers and supporting materials for the EIBTM AWARDS 2009.
We already filled the on-line entry form with the payment.

Here, the link with some pictures of our event:

http://www.studioesse.com/concorso.htm

Please click on "Scarica le foto" at the end of the page for downloading the immages.

At your disposal for any explanations and thanking you in advance, my best regards.

Claudia Teppati

Dott.ssa Claudia Teppati
Assistant Manager
STUDIO ESSE
Events Management
Relazioni Pubbliche
Via Settembrini 46 - 20124 Milano
Tel. +39 02 20240181 - +39 02 20248043
Fax: +39 02 29521495
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Vincitore del premio IFE AWARD 2008 come migliore evento organizzato su territorio italiano
IFE AWARD 2008 WINNER for the best event organized in Italy

IFE award winner

Welcome
Event details
Exhibiting
Visiting
Hosted Buyers*
Exhibitor Directory
Exhibitor Zone
Media Centre
Travel, Venue & Hotels
Industry Information
Education

EIBTM Awards 2009 Categories

Category A - Best Special Event

The Best Special Event category will include entries for one off or a series of business related events such as Awards Ceremonies, Charity Events, Product Launches & Corporate Hospitality Events etc demonstrating innovation, impact and creativity. Entrants should include the business objectives, how they were met and evidence of improved business performance as a result of the event.

*Please note these events should not be part of a conference or relating directly to one of the other pre existing categories listed within the awards.

Category B - Best Conference for less than 250 delegates

Conventions, congresses, meetings, seminars and forums for less than 250 delegates for any sector fall into this category. Corporate or association meetings organised either by an agency, PCO or end user are eligible. Entrants should include the event objectives and how they were met, as well as illustrating creativity within budget and the approach used for the planning process.

Category C - Best Conference for more than 250 delegates

As category B but for over 250 delegates. How the event objectives were met and creativity within budget are all key.

Category D - Best Incentive Programme

The entries for this category should provide details of both the incentive travel programme, including what participants had to do to be included in the event and details of what made the programme so successful. Business objectives and the impact the programme had on business performance will also be a key element of the winning entry. Entrants should include the event's business objectives, how they were met and evidence of improved business performance as a result of the incentive.

Category E - Best Destination Marketing Campaign

This category is open to destinations and their agencies who can demonstrate that their marketing campaign was effective at delivering a marked return on investment on the objectives set. Entrants should include how the business objectives were met and evidence of improved business performance as a result of the campaign, as well as the creative thought process behind the campaign.

Category F - Sustainable Initiative of the Year

Event organisers, agencies, NTOs and meetings venues are invited to apply for this category, along with those who have demonstrated their ability to reduce or minimise the environmental impact using sustainable initiatives for the first time, or over a period of time. The entrants must show their continuous commitment to green and sustainable meetings.

Category G - Best Product Launch

All industry sectors are eligible to enter with any type of product launch. The launch will be judged on a number of factors, including not only the impact the launch has on the success of your b but it's measurability into sales. Entrants need to outline objectives and how they were met budget is not a major factor, more so the creativity and proficient usage of funds available.

Category H - Best Event Evaluation

Awarded for the best event evaluation project. The judges will be looking for cle comprehensive event objectives, professional data collection and analysis, a report, data collection, analysis and results. The evaluation does not have to financial ROI in accordance with any particular evaluation methodology. This special award will be judged by Eling Hamso of the ROI Institute, th special reward.

View full description of the award

Industry Personality of the Year (Closed award: Awarde Industry figures)

A specially appointed panel of judges will meet to nominate an the year based on their contribution and outstanding commitm be announced onsite at EIBTM 2009.

Judging Criteria

When putting together your nomination please bear in

Organised By

Reed Travel Exhibitions™
a member of Reed Exhibitions

ABC Audit

EIBTM is independently audited by ABC every year to guarantee that the number of visitor attendees reported is completely accurate and based on unique attendees only.

Quick Links

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Exhibitor enquiry form
2009 stand booking form
Contact us

Opening dates & times

Tues 1st Dec 10.00 - 18.00
Weds 2nd Dec 10.00 - 19.00
Thurs 3rd Dec 10.00 - 17.00

click here to add dates to outlook >>

EIBTM Review

EIBTM Partners

Global Technology Partner

the following:

Creativity and Innovation
Production & logistical expertise - concept planning through to delivery
Value - budget effectiveness
CSR - environmental impact
Measurement - outcome against original objectives
Submission quality - clear, understandable and appropriate

The entries that will come out on top will demonstrate all of this criteria along with that special something that will make the judges sit up and take notice.

Submission rules: It is important that you thoroughly read the submission rules found in the awards **terms and conditions** and take note of the guidelines before making your submission. Marks will be awarded for the quality of the submission and staying within the guidelines.

Deadline for entries is 18th September 2009.

View Terms and Conditions and How to Enter

Submit your Entry

Reed Travel Exhibitions Meetings and Incentives Portfolio

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Awards Terms & Conditions

Who Should Enter?
Awards Categories for EIBTM 2009
Deadline & Entry Fees
How to Enter & Submission Guidelines
Supporting Material
Judging Criteria & Process
Rules
Contact Us

Before entering the Awards ensure that you fully understand the terms and guidelines for entry. Please read through these conditions carefully.

Please note that all entries must be submitted online via the entry form which must be completed by 18th September 2009

Who Should Enter?

Any type of event or campaign that falls under one of the following headings is eligible for the EIBTM Awards. If travel was involved, this may have been to any global destination.

- Incentive Travel
- Conferences and Meetings
- Corporate Events - including one day, multi day, evening only, product launch or hospitality occasions
- Special events - such as awards ceremonies and charity events etc

Anyone who uses events to communicate with and motivate a target group of business people or staff is eligible. This will include companies with their own in-house departments, or those who make use of outside suppliers.

Often companies do not hold all of the information about one of their events, so many entries are expected from advertising and marketing services agencies, communication agencies and production companies, EMC's and DMC's, incentive houses, conference organisers and PR agencies. Resort and hotel operators may want to enter on behalf of clients as may air, rail, coach and shipping lines.

Award Categories for EIBTM 2009

A: Best Special Event
B: Best Conference for less than 250 pax
C: Best Conference for more than 250 pax
D: Best Incentive Programme
E: Best Destination Marketing Campaign
F: Sustainable Initiative of the Year
G: Best Product Launch
H: Best Event Evaluation

View a full description of the Award Categories

Deadline & Entry Fees

DEADLINE FOR ENTRIES: 18th September 2009

ENTRY FEES
The entry fee is an administration charge to cover the cost of the processing and judging of all entries.

- Each entry into the Awards will be charged Euro 100 +IVA (7%), of which 50% is donated to the charity **Just a Drop**
- If you wish to enter your project into a second or subsequent category, those entries will be charged the reduced rate of Euro 50 + IVA (7%) each, of which 50% is donated to the charity Just a Drop

Payment will be taken via the online entry form. All internationally accepted credit or debit cards may be used. A receipted invoice will be issued once payment has been received and your entries processed.

How To Enter & Submission Guidelines

1. Decide which category/categories you would like to enter.
2. Write and illustrate your submission paper. This must be a maximum of 1,500 words (type-written), although smaller or very precise events/campaigns will probably require far fewer words.
3. Please ensure the submission is an accurate portrayal of an event campaign for the company that took place or was completed between 1st July 2008 - 30th August 2009.
4. Your paper should summarise and emphasise key points related to the category you enter. All papers must be submitted in English in typeface no smaller than 10 point.

Quick Links

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Contact us

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Thurs 3rd Dec 10.00 - 17.00

click here to add dates to outlook >>

EIBTM Review

EIBTM Partners

Global Technology Partner

5. If you would like to submit photo's and videos to support your submission please upload these to a URL and provide us with the link to view them. Please send it to **tina.mandla@reedexpo.co.uk**. These links should be live until after the EIBTM event has taken place. **Maximum file size 10MB.**
6. If you are an external agency - please ensure that your client signs the entry form to confirm that the submission is an accurate portrayal of the project that you carried out before you send your completed submission.

7. Finally, please read the entry form carefully, follow the guidance offered and prepare entry submissions that will really impress the judges.

8. Entries and payments must be received no later than 18th September 2009

9. Please make sure your submission is in english and includes:
   Entry Form - completed in full online with payment featuring:
   1 x pdf of your submission paper sent to **tina.mandla@reedexpo.co.uk**
   1 x pdf of your supporting material
   Provide us with the link to view photo's and videos. These links should be live until after the EIBTM event has taken place

10. Marks will be awarded for the quality of the submission and staying within the guidelines

When completing your entry please use the following points as a guide:

1. Please clearly state what the business objectives were for the event/campaign. If relevant, please include the original brief which should be a maximum of 1500 words
2. How was the success of the project measured?
3. How the event or campaign met the objectives?
4. Who the target audience was, the thought processes behind the concept and how this was carried through the project?
5. How the creative concept was developed and any points of innovation?
6. Additional information which made the project unique. For example, educational content, technology and/or production
7. How the project proved an effective investment and solution to the communication challenge faced?
8. An outline of the budget, any constraints and how the project overcame the constraints.

The **Best Event Evaluation Award** has different entry guidelines - **view** >>

Supporting Material

The support material you submit with your entry is vitally important and can improve the judges understanding of your event

If you would like to submit photo's and videos to support your submission please upload these to a URL and provide us with the link to view them. Please send it to **tina.mandla@reedexpo.co.uk**. These links should be live until after the EIBTM event has taken place

Select the visual material to illustrate your event carefully, making sure it clearly illustrates and adds value to your written submission. Make sure a summary is included with the supporting material to explain the images and/or video.

Judging Criteria & Process

Judging Criteria

When putting together your nomination, please bear in mind the judging criteria will be based on the following

Creativity and Innovation
Production & logistical expertise - concept planning through to delivery
Value - budget effectiveness
CSR - environmental impact
Measurement - outcome against original objectives
Submission quality - clear, understandable and appropriate

The entries that will come out on top will demonstrate all of this criteria along with that special something that will make the judges sit up and take notice.

Judging of the awards will take place in October 2009 in London. The international panel will include editors of the supporting media partners and key industry personalities who will assemble from all over the world.

Judges will be looking for truly outstanding events/campaigns which are highly imaginative in concept and execution. Creativity, innovation, effectiveness and over delivery on the brief will all be key factors in the judge's final decisions

It is important to include relevant financial information, such as budget per head, total spend, or results. Audited results can also add real credence to claims made about the business success of the event/campaign. Such information will be treated in the strictest confidence and each judge will sign a non-disclosure agreement before judging

10% of the marks will be awarded for the quality of the submission and staying within the guidelines

Rules

You may enter any number of events/campaigns, or you may enter one event/campaign into more than one category if appropriate, but please provide a separate submission paper for each category, you may however use the same supporting materials

You must complete an **entry form** for every entry you make.

If you would like to submit photo's and videos to support your submission please upload these to a URL and provide us with the link to view them. Please send it to **tina.mandla@reedexpo.co.uk**. These links should be live until after the EIBTM event has taken place.

Please Note: if you are entering one event for more than one category you will only need to provide one set of material.

Judges may move an entry to a different category, entirely at their discretion, should they consider it more appropriate.

The judge s decisions are final and no correspondence will be entered into, concerning the results.

The organisers of the EIBTM Awards retain the right to decline entries into the awards at their own discretion. No payment will be taken from entries not accepted.

Contact Us

If you have any queries about the awards please contact the EIBTM Marketing team at **eibtm-marketing@reedexpo.co.uk** or call +44 208 910 7801

Submit Your Entry

Reed Travel Exhibitions Meetings and Incentives Portfolio

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STUDIO ESSE
PUBBLICHE RELAZIONI

Top event 2008

International mobile telephone corporation
Brand board meeting
Taormina 16-21 Settembre 2008

The event, which lasted five days, was held in Taormina at the San Domenico Palace Hotel, wonderful hotel converted from an old Dominican convent of the fifteenth century.

The organization of the event, which had as participants the top managers of a well-known international telephony from different European countries, was cured in every detail with excellence: private limousines, majestic meeting rooms, a highly specialized staff , all this was a magnificent prelude to the Gala dinner and ball held in the footsteps of Luchino Visconti's masterpiece "The Leopard".

The evening was set at Palazzo Biscari of Catania, a prestigious eighteenth century private mansion, one of the most important jewels of the the Sicilian Baroque style, UNESCO Patrimony.

Studio Esse has researched, coordinated and supported a staff of about 60 people, worthy of a movie set: costume designers, dressmakers, hair dresser, make-up artists, photographer, musicians, dance masters, all Sicilian professionals who have worked for a long time in the realization of some of the most important films produced in the territory; as well as catering, florists, painters with the task of capturing the evening.

Studio Esse reached a brilliant result, managing and coordinating the work conferences inside the San Domenico meeting rooms, with the preparation for the evening, during which the participants, with preset appointments, had their individual costume fitting. Creativity, flexibility, problem solving skills have allowed the excellent organization of every detail, from the scheduled appointments, transfer, makeup tests, and, later, the evening itself which allowed guests to immerse themselves in a magical dreamlike atmosphere.

STUDIO ESSE
PUBBLICHE RELAZIONI

Top event 2008

Società di telefonia internazionale
Brand board meeting
Taormina 16-21 Settembre 2008

L'evento, della durata di cinque giorni, si è svolto a **Taormina presso il San Domenico Palace Hotel**, splendido albergo ricavato da un antico convento domenicano del XV secolo.

I ricordi monastici, religiosamente conservati al San Domenico, rendono unica questa struttura: i chiostri, le immagini dei Santi, gli stalli del coro, la Sacrestia, il rigoglioso giardino, le stanze che furono celle silenziose vincolate dalla clausura.
Tutto ricorda la vita monastica in un contrasto stridente, e per questo ancor più affascinante, di un albergo di lusso racchiuso tra queste antiche mura che offrono vedute di incomparabile bellezza con lo sfondo delle vette innevate del vulcano Etna.

L'organizzazione dell'evento, che vedeva come partecipanti i Top Manager di una nota società di telefonia internazionale provenienti da diversi paesi europei, è stata curata da **Studio Esse** fin nei minimi dettagli all'insegna dell'eccellenza: limousine private in aeroporto, raffinati ristoranti scelti accuratamente per valorizzare i sapori ed i profumi dell'ottima cucina locale, fuochi d'artificio, maestose sale riunioni, personale altamente specializzato, hanno fatto da preludio alla fastosa cena di Gala ed al ballo organizzato sulle orme del capolavoro di Luchino Visconti: *"Il Gattopardo"*.

La serata è stata ambientata a **Palazzo Biscari di Catania**, prestigiosa residenza privata settecentesca, uno dei più importanti gioielli catanesi del barocco siciliano, recentemente inserito nell'elenco dei beni che costituiscono il patrimonio dell'Unesco.

Mai, in precedenza, si era verificato a Palazzo un evento privato di tal genere.

Compito di **Studio Esse** ricercare, coordinare e coadiuvare uno staff di circa 60 addetti, degno di un set cinematografico: costumisti, sarte, hair dresser, make up artists, fotografi di scena, musicisti, maestri di ballo, tutti professionisti siciliani che da tempo prestano la loro opera nella realizzazione di alcuni tra i più importanti film girati sul territorio; oltre a catering, fioristi, guardarobieri, pittori con il compito di immortalare la serata .

Brillante il risultato raggiunto da **Studio Esse** nel riuscire a coordinare i momenti di conferenze all'interno delle Sale al San Domenico con i momenti preparatori alla serata durante i quali i singoli partecipanti dovevano, con appuntamenti prefissati, sottoporsi alle differenti "prove costume". Creatività, flessibilità, capacità di problem solving hanno permesso l'ottima organizzazione di ogni singolo particolare, dalle agende appuntamenti, ai transfer, alle prove trucco, alla conduzione, in seguito, della serata vera e propria che ha permesso agli ospiti di immergersi in una magica atmosfera da sogno, cui hanno fatto da cornice stanze e saloni impreziositi da eleganti stucchi, affreschi, splendidi decori barocchi e preziose sculture, nonché lo splendido Salone da Ballo, vera meraviglia dell'arte settecentesca a Catania. .

eibtm ® The Global Meetings & Incentives Exhibition
Fira Gran Via, Barcelona, Spain
1st - 3rd December 2009

Where The World Meets

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Awards 2009 Entry Form

All award entries must be completed online so please read this form very carefully ensuring that you have read the **terms and conditions** for entering these awards
Please note that payment for entries is taken online on a secure site

Secured by Thawte 2009-07-23

Categories

A - Best Special Event
B - Best Conference less than 250 pax
C - Best Conference more than 250 pax
D - Best Incentive Programme
E - Best Destination Marketing Campaign
F - Sustainable Initiative of the Year
G - Best Product Launch
H - Best Event Evaluation

Payment for entries

One entry form and submission document is required for each category entry. You may enter any number of events/campaigns, or you may enter one event/campaign into more than one category, if appropriate but please provide a seperate submission paper, you may however use the same supporting materials. Please click on the link for subsequent entries on the confirmation page of this form. A **discount is available** as outlined below. You may enter as many subsequent categories as you wish.

If you wish to enter two separate award categories with two different events then the full cost of £100 (+ IVA 7%) will be applicable twice.

One category entry €100 (+ IVA 7%), total € 107
The same submission into a subsequent category €50 (+ IVA 7%), total € 53.50

Please note that 50% of all entry fees are donated to the charity **Just a Drop**

Awards Registration Form:

BEST CONFERENCE < 250

* Category Name	- Please Choose - ~~BEST SPECIAL EVENT~~
X * Title of your event / Entry name	BRAND BOARD MEETING FOR AN INTERNATIONAL MOBILE COMPANY (VETRELCOM)
Your Company Details	
* Company Name	STUDIO ESSE
* Company Address	VIA SETTEMBRINI, 46
* Town/City	MILANO
County / State	ITALY
* Post / Zip Code	20124
* Country	UNITED KINGDOM ITALY
* Title	PRESIDENT
* First Name	DANIELA
* Surname	SERRATI
Please provide your email address so that we can keep you up to date	
* Email Address	COMMERCIALE@STUDIOESSE.COM
If you do not wish your email to be used by any of the following, please tick the appropriate box.	☐ EIBTM ☐ Reed Travel Exhibitions ☐ Approved 3rd parties
* Telephone	+39-0220240181
X Client Company: If you are an agency, please complete the following section about your client	
Client Company Name	
Client Company Address	
Post / Zip Code	
Country	

Quick Links

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Opening dates & times

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Thurs 3rd Dec 10.00 - 17.00

click here to add dates to outlook >>

EIBTM Partners

CATALUNYA

Global Technology Partner

certain

Primary Client Contact

Client Telephone

Client Email

* Where did you hear about the EIBTM awards / who referred you? CONVEGNI - REF. VITORE CASTELLAZZI

Declaration by Client

If you are an agency submitting an entry on behalf of a client please ensure that the following declaration and **client signature** is included within your submission document.

"I declare that this submission is an accurate portrayal of an event campaign for my company that took place or was completed between 01 July 2008 - 30 August 2009."

Submission Documents

If you would like to submit photos and videos to support your submission please upload these to a URL and provide us with the link to view them. Please send it to **tina.mandla@reedexpo.co.uk** .These links should be live until after the EIBTM event has taken place.

* Please list the names of the files you are submitting so that they can be easily identified as part of your entry

Method of Payment

Do you require an invoice for tax reclamation purposes? ☐ Yes ☐ No

☑ **If paying by credit card, please tick here if the billing address of the credit card you intend to pay with is the same as your contact details above**

Personal Data supplied is subject to the Data Protection Act 1998. This information may be used for direct marketing purposes.

☐ EIBTM is a Reed Travel Exhibitions event. If you do **not** wish to receive information about future EIBTM events please tick here

☐ If you do **not** wish to receive information about other relevant Reed Travel Exhibitions events please tick here

☐ If you do **not** wish to receive information from other companies which have been approved by us please tick here

Please tick if you do **not** wish to be contacted by the following

☐ Mail ☐ Phone ☐ Fax

Next >>

Step 1 / 4

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STUDIO ESSE
PUBBLICHE RELAZIONI

Milan, 17th September 2009

Dear Sirs,

We regret not being able to indicate the name of the Client of the event that we present for the EIBTM awards 2009, and not be able to attach any written materials, such as graphics, posters, press review, etc.. as the Client wants to remain anonymous, so we are not authorized to disclose any material with the company logo and event name.

In the hope that the above is not a penalty for participation in the award, my best regards.

Studio Esse

Daniela Serrati
(President)

STUDIO ESSE
PUBBLICHE RELAZIONI

Daniela Serrati – Studio Esse President

STUDIO ESSE: Leader in events management

For more than ten years now **Studio Esse**, a Public Relations firm located in Milan specialized in the **organization of events**, has successfully made its mark on the market.

Considered as one of the best meeting, conference, and inter-corporate meetings organizers, Studio Esse makes use of **a top quality staff**.
Relying on a wealth of experience and professionalism, the staff does an in depth search of the best option, guaranteeing:

- **Personal Solutions** in order to provide real and measurable benefits to buyers
- **Problem solving** because solving, and more over anticipating solutions is what make our service efficient
- **Optimization** making an excellent work means avoiding everything is useless, keeping the event flawless and define the proper price policy

Studio Esse was **nominated absolute winner of the Premio IFE Awards 2008 in the professional events organisers category.**

Studio Esse
Events Management and Pubblic Relations
Via Settembrini, 46 - 20124 Milano - Italy
Phone: +39 02 20240181/ +39 02 20248043
Fax: +39 02 29521495
E-mail: studioesse@studioesse.com
eventi@studioesse.com
commerciale@studioesse.com
Web site: www.studioesse.com

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MICE INTERNATIONAL

MEETINGS INCENTIVES CONFERENCES EVENTS

ITALY AND ITS CONFERENCE CENTRES • ART WITHIN A HOTEL • CHARMING AND CHARISMATIC HOTELS • THE MICE INDUSTRY LEADS THE WAY IN EXCELLENCE MAGIC FOR ALL SEASONS • ITALY AND ITS CONFERENCE CENTRES • ART WITHIN A HOTEL • CHARMING AND CHARISMATIC HOTELS • THE MICE INDUSTRY LEADS THE WAY IN EXCELLENCE • MAGIC FOR ALL SEASONS • ITALY AND ITS CONFERENCE CENTRES • ART WITHIN A HOTEL • CHARMING AND CHARISMATIC HOTELS THE MICE INDUSTRY LEADS THE WAY IN EXCELLENCE • MAGIC FOR ALL SEASONS ITALY AND ITS CONFERENCE CENTRES • ART WITHIN A HOTEL • CHARMING AND CHARISMATIC HOTELS • THE MICE INDUSTRY LEADS THE WAY IN EXCELLENCE • MAGIC FOR ALL SEASONS • ITALY AND ITS CONFERENCE CENTRES • ART WITHIN A HOTEL CHARMING AND CHARISMATIC

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SHALL WE **DANCE?**

The event organised by Studio Esse and later recognised by the 2008 IFE Awards took place last September in Sicily. The five-day event culminated with a great ball in the style of The Leopard, held in a prestigious private palazzo in Catania.

Simona Parini

During the last BTC International, Studio Esse, a Milanese public relations firm specialised in event organisation, was recognised as the hands-down winner of the 2008 IFE Awards Prize in the "professional event organisers" category. The reason: "for having organised an extraordinarily effective performance with strong content, successfully matching the creativity of its own solutions to the level of the participants." That's enough to make us wonder how the project was planned and developed. Let's take a step back in time. The client, an international mobile telephone corporation, had plans for a brand board meeting during which international advertising agencies would present their new campaigns for 2009. But that's not all: the client wished to continue alternating seaside destinations with cities of art and culture: after Capri in 2006 and Florence in 2007, this time the meeting would take place in another seaside destination. Thus their choice fell on Sicily, in particular on Taormina, a top-level location with plenty of charm and history. And the venue could be no less alluring: it had to be a high-level venue which could ensure that work time would be balanced with leisure activities, enabling the participants to discover the beauty of the area, its landscape and its charm. The **San Domenico Palace Hotel**, a luxury five-star hotel by THI Collection, met all of their expectations. It all went on stage 16-21 September 2008 under the sun of ancient Trinacria.

THE EVENT

Event Type	Brand board meeting
Number of participants	50
Duration	16 – 21 September 2008
Destination	Taormina (Messina)
Promoter	International telephone company
Organiser	StudAio Esse – Public Relations

zzo Biscari, of Catania's t precious ls built in ilan Baroque e, has recently n named a SCO site; the dinner took e in the zzo.

MONASTIC LUXURY

Over the course of the five days, the fifty top manager participants from Italy, Germany and the Netherlands experienced the hotel through both work and leisure activities. The venue held work sessions and the allotment in an enchanting atmosphere. San Domenico Palace is one of the best known monastery-hotels in the world, a place where guests can lose themselves in the splendour of the wide, white hallways which for nearly half a millennium echoed with only the soft footsteps of monks and the sounds of sung psalms. The opulent residence was created in the 15th-century Dominican convent while maintaining its original structure; today, it has kept traces of its former monastic life that make it truly unique: the cloister, the images of the saints, the seats in the choir, the sacristy, the lush garden and the rooms which were once silent cells for those bound by a vow of seclusion. In this way, it's a hotel that lends itself to concentration, but it also offers the finest of service for a demanding clientele. The event reached its apex on the penultimate day when, at the end of the work activities, previously scheduled transfers brought the participants to **Palazzo Biscari in Catania**. This location is a must-see. The palazzo, one of the city's oldest, is a precious monument bearing witness to the Sicilian Baroque style. The halls have kept their charm and elegance intact, finding expression in the Neapolitan ceramic floors and the ever-present mirrors, often symbolically hung above fireplaces to allude to the mythological theme of fire, as well as the stuccowork and frescoes with mythological subjects. It's an immense residence, probably the most lavish in the Catania era, and it seems like something out of a film. For one evening, the participants were the stars on a true film set, in a ball that evoked the one immortalised in the film The Leopard by Luchino Visconti.

PROBLEM SOLVING

In order to let the guests relive the unique atmosphere of an evening marked by the elegance and

THE SUPPLIERS

Event location	San Domenico Palace Hotel, Taormina (Messina)
Technical equipment	Gruppo Ottantasei
Hostess	Lbs
Gala dinner location	Palazzo Biscari, Catania, Sicily
Gala dinner catering	Cultrera
Transfer service	Vincibus
Photographer	Angelo di Blasi
Dancing Master	Graziella Pulvirenti
Costume designers and dressmaking	Carmen Ragonese
Hair stylist & makeup artist	Alfredo Danese

Restaurants
Ristorante La Tavernetta, Taormina (Messina)
Ristorante Licchio's, Taormina (Messina)
Ristorante Villa Antonio, Taormina (Messina)

grandeur of the 18th-century aristocratic Sicily, Studio Esse organised a gala dinner with a costumed ball that saw the **coordinated participation of about sixty people**: internal staff, costumers, dressmakers, hair stylists, makeup artists, an orchestra, catering staff, the Palazzo Biscari staff, drivers, photographers and dancing masters. Of course, no-one arrived unprepared: each guest had found a letter in their rooms in San Domenico with the exact time of the costume fitting, which was organised in three different rooms of the hotel and coordinated so as not to interfere with the work meetings. The team's perfect, painstaking organisation managed to handle **unexpected events**, those elements that planners most fear. The costumes, which came from various Italian theatre dressmakers, were scheduled to arrive Tuesday morning to allow the staff and dressmakers to organise their ateliers in every detail, creating, fitting and modifying the costumes for each participant. But when the Studio Esse team arrived at Catania on the scheduled morning, they were met with bad news: Due to an error, the costumes had been sent to Lamezia Terme. What were they to do? Time was running out... so they found a solution: the agency asked for help from the Carabinieri corps, thus succeeding in organising a special shipment which brought the packages to the hotel at 8 pm. Everything fell into place, but with some extra effort: the costumers and staff worked until 2 am to guarantee that the fittings could begin as scheduled on Wednesday morning.

Over the course o the five days, the fifty participants from Italy and beyond were guests at the San Domenico Palace Hotel in Taormina, a converted 15th-century convent.

THE ORGANISATIONAL STEP

October-December 2007 Search for the location and hotel, guidelines for the event programme. Presentation of the hotel to the client and proposals for excursions.

January 2008: Site inspection, search for restaurants and the location for the gala dinner. Definition of contracts with hotel. Maximum-amount quotes and definition of contracts/deposits

March 2008 Site inspection at Palazzo Biscari, additional site inspection at San Domenico Palace Hotel, definition of outfitting and technical equipment, search for restaurants, definition of the event programme, contacts with individual suppliers

June 2008 Search for guest gifts, choice of menu, event timing, provisional rooming list, final site inspection, planning for costumed ball

July 2008 Site inspection for costumed ball, contacts with suppliers for the ball, creation of event graphics, e-mailing of invitations, creation of arrival and departure letters to be found in guests' rooms, creation of dressmakers' agenda for costume fittings

First half of September 2008 Shipment of material to the hotel, rooming list, scheduling of arrivals and departures, outfitting the halls, definition of the details, briefing with suppliers.

THE GREAT BALL

Now let's get back to Friday evening. The participants were welcomed by the owner of Palazzo Biscari, Prince Moncada himself, and then met with **costume designers and makeup artists** who were ready to help them take on the right look, with makeup, hair styling, and costumes. Their "contemporary" clothing was folded and sealed in personalised bags with each guest's name and room number, brought to the hotel and left in their respective rooms. In the meantime, while waiting for everyone to get ready in that electric atmosphere before the start of any party, the participants had the chance to practice the waltz with the help of a pair of dancing masters at their disposal. Thus the evening began at a 4/4 rhythm with cocktails on the palazzo's terrace, famous for its splendid, perfectly preserved caryatids. The gala dinner was served by waiters in 18th-century livery and enlivened by a string quartet in the dancing hall, a true wonder of 18th-century art, where the dancing later began. It was a magical night, in which a staff worthy of a film set created a stunning ball where time seemed to stand still.

THE MENUS

Tuesday: Ristornate Licchio's – Taormina (Messina)
Vegetable timbale with creamy ricotta and walnut sauce
Risotto with cream of pumpkin and grouper
Fish filet in a Mediterranean crust (bread crumbs, fresh local herbs, pine nuts)
Semifreddo with Modica dark chocolate
Wines: Inzolfa and Nero D'Avola

Wednesday: Ristorante L'Oratorio dei Frati San Domenico Palace Hotel – Taormina (Messina)
Rosemary-scented cream of chickpeas with seared crayfish and extra-virgin olive oil
Vegetable ravioli with yellow pumpkin cream sauce, rosemary and Caciocavallo Ragusano cheese shavings.
Braised leg of lamb with salsa Genovese and bundle of larded asparagus
Freshly cut fruit with orange-scented Bavarian cream and vanilla sauce
Wines: D'istinto Rosso, Nero D'Avola, Calatasi

Thursday: Ristorante Villa Antonio Taormina (Messina
Welcome cocktail with mixed canapés
Lumpfish eggs, olive mousse, tuna paté, aubergine caviar and swordfish paté
Octopus velouté with salsa verde, cream of broad bean with ricotta and prawns, crispy vegetable caponata, tuna and fruit tartare
Vanilla-scented crayfish with orange
Scallops with Sicilian flavours
Sardinian gnocchetti pasta with Trapano-style pesto and shellfish
Filet of bass in a mixed-nut crust with vegetables "alla Graziano"
Chocolate sette veli cake
Wines: Leone Tasca d'Almerita and Passito di Pantelleria

Friday: Gala Dinner at Palazzo Biscari - Catania
Mini parmesan cannoli with ricotta cream
Layered puff pastry with zucchini
Little vegetable flans
Chunks of tuna with onion confit and Marsala sauce
Wild vegetable spring rolls
Rice balls with aubergine
The Leopard timbale
Steamed fish with Mediterranean flavours
Aubergine caponata with toasted almonds
Roasted baby potatoes
Lemon and mandarin gelato with orange sauce
Wines: Spumante brut Duca di Salaparuta, La Segreta bianco Planeta and La Segreta rosso Planeta, Grecale moscato Florio

Saturday: Ristorante La Tavernetta Taormina (Messina)
Tuna carpaccio with orange salad
Homemade pasta "alla Norma" with aubergine, tomatoes and ricotta
Nebrodi suckling pig with candied onion, apples and sage
Sicilian cassata
Wines: Insolita, Cusumano Nero d'Avola, Patria Etna

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Da: "Mandla, Tina (RX)" <Tina.Mandla@reedexpo.co.uk>
A: <commerciale@studioesse.com>
Data invio: martedì 15 settembre 2009 17.07
Oggetto: FW: EIBTM AWARDS

Hi

This is okay, If it has allowed you to submit anyway

Look forward to receiving your submission.

Tina

From: commerciale@studioesse.com [mailto:commerciale@studioesse.com]
Posted At: 11 September 2009 17:35
Posted To: EIBTM-MARKETING
Conversation: EIBTM AWARDS
Subject: EIBTM AWARDS

Dear Sirs,

We would like to partecipate at the EIBTM AWARDS 2009 as the *Catogory - Best Conference for less than 250 delegates.*

We have a question about it:
We are PCO and we organized an event for an external Client. The event was a **brand board meeting for an International telephone company** . Our Clients desires to remain anonimous, so we can't answer to some question of your form.

According to you can we proceed anyway with the submissions of our event?

Waiting for your kind reply and hoping for a positive answer, our best regards.

Claudia Teppati

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