



STUDIO ESSE
EVENTS MANAGEMENT - PUBBLICHE RELAZIONI

STUDIO ESSE ENTRA A FAR PARTE DI EVENTING MILAN
*Ancora un traguardo per la rinomata società milanese
di organizzazione eventi*

Milano, 23 Maggio 2011. E' notizia di questi giorni l'entrata di **Studio Esse** in **Eventing Milan**, un pull di aziende che desiderano promuovere **Milano** come destinazione congressuale coordinata ed accessibile.

Eventing Milan, un progetto ideato e realizzato da **Fiera Milano Congressi** in collaborazione con strutture alberghiere, società di catering e transfer, DMC e PCO.

Un marchio che riunisce Fiera Milano Congressi, uno dei leader europei nell'ambito dell'organizzazione congressuale, e 22 alberghi equipaggiati con le migliori tecnologie e sale meeting in grado di ospitare piccole e medie conferenze ed eventi, garantendo un alto livello di qualità del servizio.

Prestigiosi congressi, tecnologiche convention ed esclusivi meeting si avvicendano nel calendario milanese grazie alla professionalità ed efficienza di chi li organizza e coordina: **Eventing Milan** diventa, dunque, il punto di riferimento per l'organizzatore al quale offre vantaggi economici ed operativi di indubbio valore.

Per questa ragione, **Studio Esse**, società milanese leader nell'organizzazione di eventi, operativa da oltre 15 anni sul mercato, ha deciso di mettere la propria esperienza e professionalità a disposizione di questa importante iniziativa che darà sicuramente ulteriore lustro alla città, facendo conoscere a livello internazionale Milano come destinazione MICE.

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STUDIO ESSE JOINS EVENTING MILAN

The famous Milan Event Organization firm has achieved a new goal

Milan, May 23rd 2011. In these days **Studio Esse** has taken part to the set of companies which aim to promote **Milan** as a destination for conference venues.

Eventing Milan has been thought and realised by **Fiera Milano Congressi** which has worked together with hotels, caterer, transport services, DMC and PCO.

Eventing Milan is the brand that connects Fiera Milano Congressi, one of the European leading conference organisers, and 22 hotels equipped with the best technologies and conference venues able to offer and guarantee the highest levels of professionalism and services.

Eventing Milan, organizing glamour conferences, technological conventions and exclusive meetings, is becoming the reference point for the professional organizer providing economical and operative advantages.

This is the reason that brought Studio Esse, a 15 years old leader company specialised in events management, to offer its knowledge and professionalism to this brand. This project will increase the international popularity of Milan as a MICE destination, giving to the city's image a further brightness.

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FIERA MILANO CONGRESSI AND THE HOTELS OF MILAN IN "EVENTING MILAN" **A unique brand to promote Milan as a conference venue**

Milan – Fiera Milano Congressi, in conjunction with hotels offering business facilities, has come up since 2008 with **EVENTING MILAN**, a project aimed at promoting Milan as a conference venue, optimising all its areas of potential. A brand that "brings together" one of the Europe's leading conference organisers - Fiera Milano Congressi, a company belonging to the Fiera Milano Spa group created in 1994 to manage convention centres - and 22 hotels (four-star, four star superior and five-star) equipped with conference venues. Objective: to guarantee the city's ability to meet all needs, catering also for small to medium conferences and similar events, with top levels of professionalism and service.

Eventing Milan (www.eventingmilan.it) thus is a unique point of reference for conference, convention and event organisers, guaranteeing an integrated service which not only meets the demand for conference venues, but also hotel accommodation, flights (thanks to Lufthansa Italia cooperation) restaurants, venues for gala evenings, sightseeing tours of the city and its surroundings as well as other tourist activities.

"Milan deserves a project like Eventing Milan" stated Maurizio Lupi, CEO of Fiera Milano Congressi. "Because it deserves the chance to enhance its visibility as a venue for international conferences and events. We have all the necessary requirements here. And that's why Fiera Milano Congressi has started this network, acting as a single contact to promote our facilities and channel the demand towards the venues most suited to the event, offering accommodation at competitive prices and organising concerts, trips to the theatre and gala suppers. Fiera Milano Congressi caters for large scale conferences of an international calibre. Eventing Milan, by implementing a permanent synergy with the city's top venues capable of effectively meeting the needs of a market sector made up of events of less than 800 delegates, but nonetheless it is estimated that the market sector of events of 500 delegates represents 70%* of the global conference market, will enhance what the city has to offer, putting to use – for the benefit of all and with a substantial return for the city's economy– many areas of potential which are only partially exploited today".

Eventing Milan therefore springs from the desire to meet a specific market demand: publicising the fact that Milan is fully equipped with organised conference facilities at the service of the organiser and capable of offering economic and organisational benefits.

Since 2002 with MIC – the Milan Convention Centre, Fiera Milano Congressi has created Italy's leading conference centre, propelling Milan into the closed circle of cities favoured by meeting planners as venues for large-scale international conferences. And it has shown that this activity can be profitable. And from 2011 with the new MIC Plus, the largest congress venue in Europe, Milan will be even more competitive as international congress venue.

Now, with Eventing Milan, Fiera Milano Congressi - which has up to now managed a total of four conference centres (MIC – Milano Convention Centre in fieramilanocity, the Stella Polare conference centre in fieramilano, Spazio Villa Erba on Como Lake and MoMec – Montecitorio Meeting Centre in Rome) and the major hotels of Milan, will be working together at the service of their native city: Milan.

*ICCA statistics report 2007

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