

Target Motivation

Taylor-made experiences
for MICE professionals.

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Target Motivation

DMC Events e PCO dal 1985 in Italia e nel mondo



Who we are

Introduction (1/2).

We start from the idea and the objectives to create your event; **we create it, and we communicate the company spirit.**

Target Motivation is the ideal partner for any type of event, from **conventions to product launches, from incentive travel to medical-scientific congresses, through motivational campaigns, roadshows and trade fairs.**

Target Motivation is an incentive house with a **team of format & experience designers** able to transform company/institutions' ideas and objectives into concrete events projects with guaranteed results.



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Introduction (2/2).

Once the format has been shared with the customer, we take care of the logistics.

We always:

- **ensure the best rates and travel combinations** to the client and we make sure to sign off the more interesting **contracts' policies** in favour of our client;
- **identify the appropriate event venue** in combination with the needs of the company;
- **book the air and train ticketing** and travel organization,
- **assist participants and organization in the best possible way** before, during and after the event supporting the company from A to Z also with local staff.



Our numbers.

- Over **30 years of activity** in the organisation of: **conferences, business groups in Italy and abroad, incentives, and leisure groups**;
- 40 professionals for 3 work-teams: **organisational secretariat, logistics, and design and communication**;
- **80 loyal customers** in various sectors: automotive, banking and finance, energy and hi-tech, pharmaceuticals, fashion & design;
- **More than 400 events a year**;
- **More than 1000 partners in the world**;
- **23 affiliate companies** spread over 5 continents ready to support us on all the initiatives proposed by our customers
- Certifications:

ISO 9001

Provider ECM 1346

European Accreditation Council for Continuing Medical Education (EACCME)
An Institution of the UEMS



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NET Tam Network.

The team makes what we are in Italy.

We have selected professionals from all over Italy and Europe and we have established a relationship of trust nurtured through continuous exchange.

The networking brought to the creation of the **NET Tam in Italy and Europe.**
Together we manage the full coordination of corporate/business and leisure events with all the advantages and safety that only a local presence can guarantee, ensuring a rapid management of logistical, bureaucratic, and administrative aspects.

We provide extremely professional and tailor-made local services with high levels of savings on the overall budget without decreasing the quality.



What we do.

Event

- Convention
- Congress
- Organising and scientific secretariat
- Distance learning
- Hybrid event
- Incentive
- Meeting
- Product lounch
- Team Building

Format

- Motivational
- Immersive
- Creativity and learning
- Professional development
- Aggregation

Experience

- Authentic experiences on the territory to approach local people and culture
- Heritage and entertainment
- Outdoor activities
- Guided tours
- Private access to uncommon places

Sector

- Automotive
- Finance and institution
- Business travel
- Energy & hi-tech
- Pharma
- Fashion & luxury
- Leisure groups

Passion → Creativity → Precision

How we work (1/2).

- We always start from the company brief and **build a concept** in line with the expectation and the available budget.
- We have solid relationships with many **hotels, venues, convention centres** around the world and restaurants.
- The solid relationships established with our suppliers allow **flexibility in cancellation policies**.
- We guarantee the **best conditions** and offer our **assistance also on site**.
- **We can handle issues including last minute flight cancellations.**
- **We are able to quickly re-protect guests with adequate flights.**
- Our problem-solving capabilities are due to strong relationships with local authorities and suppliers.



How we work (2/2).

- A project manager and a dedicated team will always be available before, during and after the event.
  We **will accompany the client also abroad for site inspections and events, interfacing with the local team and other stakeholders**.
- We arrange every single detail of the event: **transfer, security, reception, hostess, catering, social & gala dinners, press area and gadgets**. We also create graphic materials and special setting ups for any sort of event.
- We offer cross-media solutions to create unique formats with an integrated design and technological solutions to make your event unforgettable.



La vostra voce.

We will get airline tickets, hotel, transfers.

We need to team up.

It's our anniversary, we want a WOW party and we expect a promotion award.

Commercial agents and the sales network must know our products. We have thought to arrange a tailor-made event..

We want to arrange a convention.

We want to motivate departure heads to work in sinergy.

In the event there will be a product-launch.

It's time to arrange a convention.

We want to create a winners mindset.

We are looking for a staging..

We want to award the top managers.

We must organise a welcome ceremony.

Communicate the latest research / trends or commercial results.

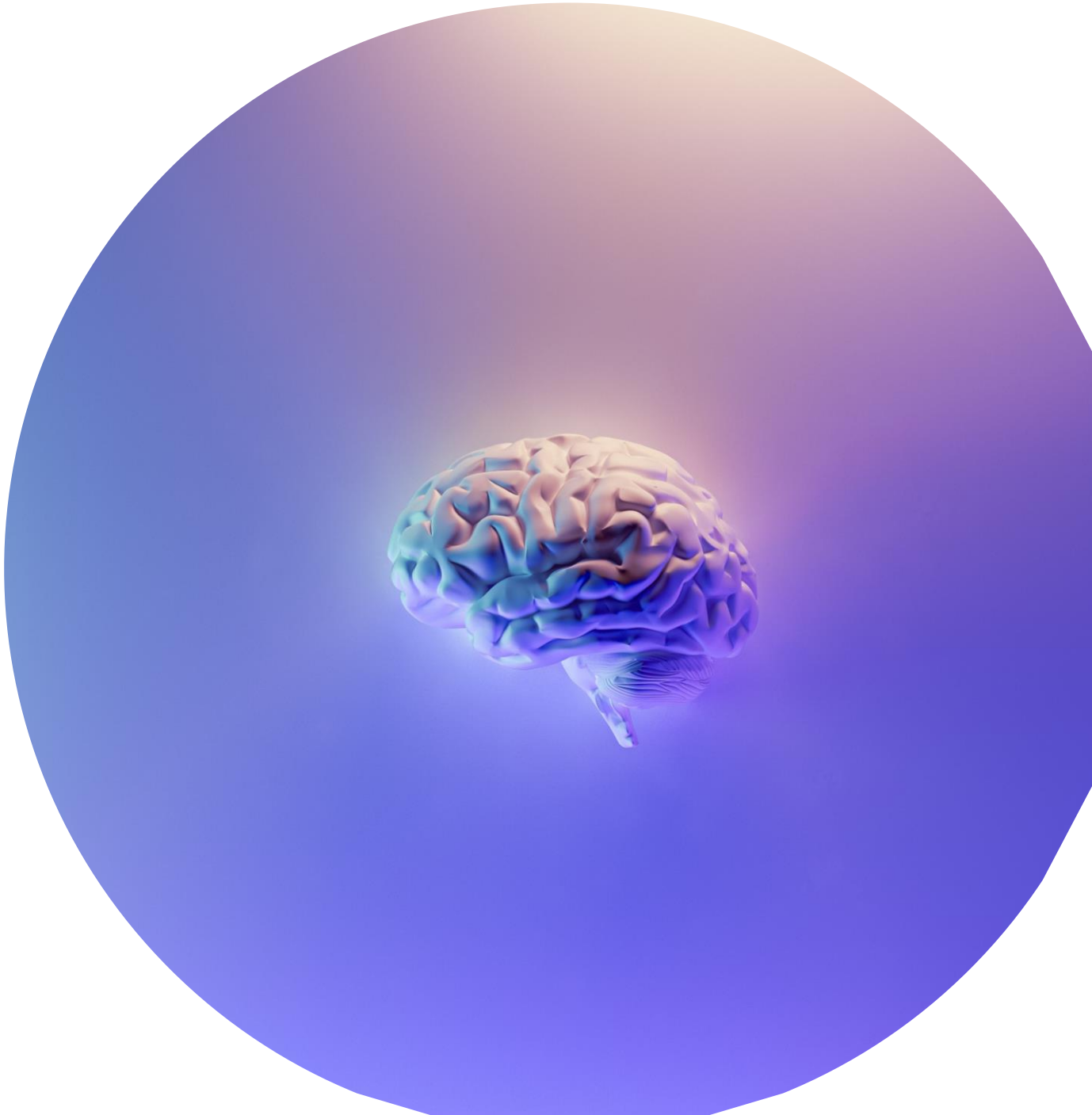
We are launching the new collection autumn/winter..

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From the brief to the concept.

We study the concept of the event based on company needs and goals.
Considering the scope of the event and the features within it, we always reference back to the aims and objectives of the event involving the overall tone, structure, and goals of the event.

The concept is the common thread that links every macro and micro aspect of any event.



Let’s start with the format.

The format is the central idea and the general structure of the event.

It is a scheme that describes the narrative together with technical and stylistic aspects necessary for setting up the event.

Once the format has been defined, **we prepare a draft to share with the company which includes the event’s programme.**

The Target Motivation designer team proposes **the title of the event and kicks off the actual design** of the event from which all communication elements will be declined.

Some consolidated formats.

LOCAL CULTURE

Visit to an Italian company among the top rice producers in the world.
After the discovery of the rice production and the museum visit, the participants will enjoy a cooking class and a team competition. They are challenged preparing an Italian risotto with zero km ingredients.
The team who worked more efficiently and prepared a tastier risotto will become the winner.
Speed, coordination and attention are the key elements.

ADVENTURE

The experience starts with a guided tour of one of the best-known historical car museum.
Afterwards people will be divided into some teams. Each team participants will compete with a simulator that challenges individuals to excel because speed generates speed.
Format is closer to the performance topic: the fill-rouge is “healthy competition for a common goal”.

TASTE DISCOVERY

Speed is even in the traditional culinary activities.
This format revolves around the rediscovery of traditional and manual activities in a picturesque context.
After a lesson of “homemade orecchiette”, the participant will manually work to produce the perfect orecchiette. The most beautiful ones and the largest quantity produced will win the competition.
Values: “fast learning and dexterity to reach the goal”

The fill-rouge of the event.

Performance, team, desires, skills: the more your format is custimised, the biggest will be the WOW effect.

CULTURAL PROPOSAL

A little-known FAI villa where many innovative artists met to celebrate the union between history and contemporaneity. A journey towards the future.

TECH PROPOSAL

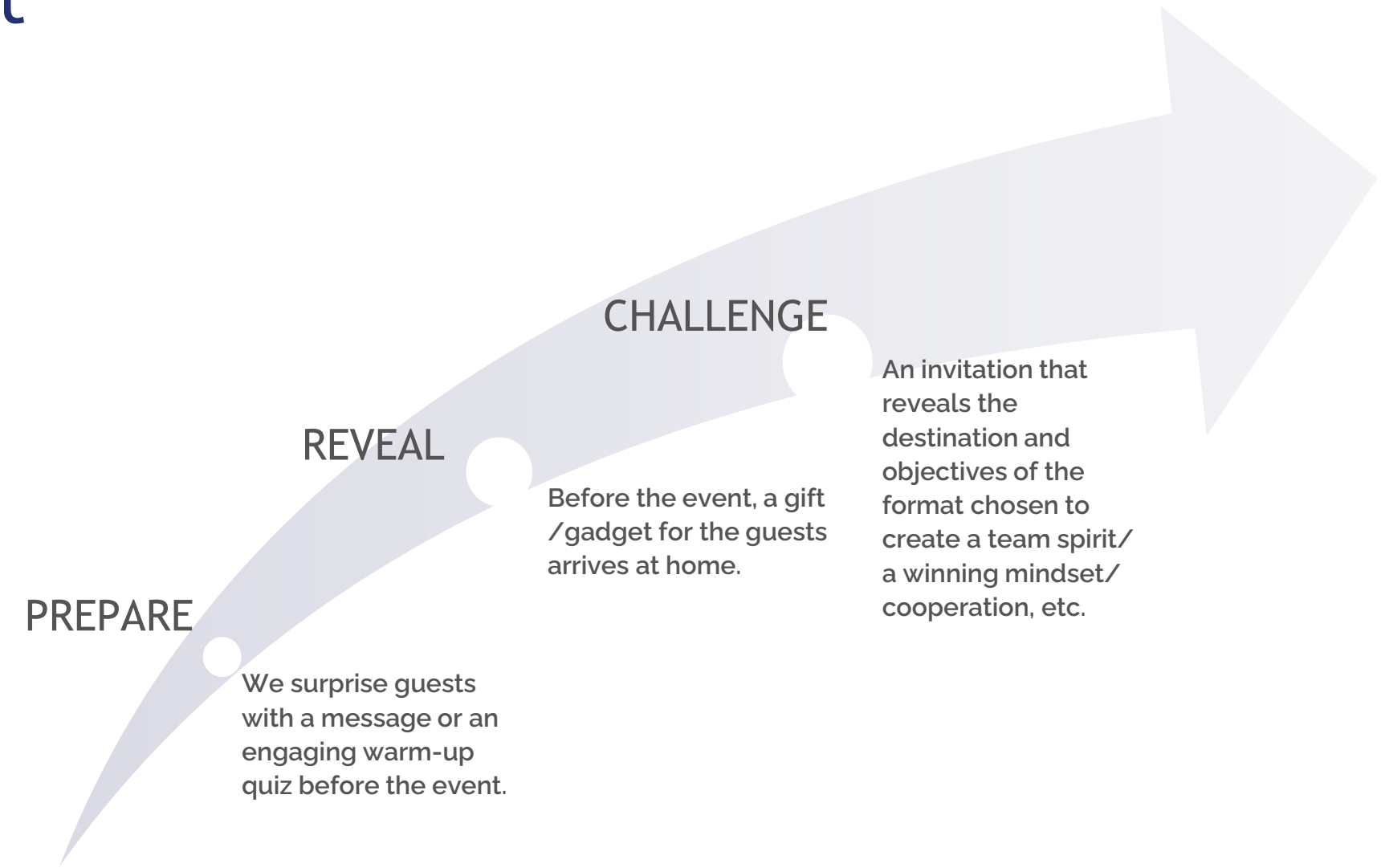
A projects incubator, a beautiful place to spend an afternoon in company with tech experts ready to share innovation, research and technology stories.

GREAT NATURAL PROPOSAL

A fairy-tale destination for an enthusiastic immersive experience on the top of the mountain.



The format scheme.



The logistics.

An essential strategic factor in organising a successful event is the management of logistics.
The success of an event largely depends on the correct management of the planning process.

Taking care of every detail from the project to the realisation of an event is fundamental for the event's success.

Immediately after establishing the format and before starting with the communication activities of the event, once the destination has been chosen, we take care of the logistics:

- quotations for flights, trains, boats, other;
- transfer;
- scouting hotel;
- hotel selection.

Over the years we have worked with over 2000 suppliers including hotels and historic homes, restaurants and museums, parks and other places of interest.

Destinations vs locations: search and selection.

Based on the number of participants to the event, we will select one or more hotels and arrange the logistics to the conference venue and back. Target Motivation will take care precisely of the transfers to ensure people to reach the planned activities on time.





Destinations vs locations: search and selection.








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Destinations vs locations: search and selection.













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Business units

Organisational secretariat.

- MATERIALS
  - We take care of all the materials at the desk: **badges, gadgets, event program, team building program, menus**;
  - Preparation of the **exhibition area, roll up, special set ups, route indicators** and more;
- INVITATION AND RECALLS
  - **We send out invitations and we recall participants**;
  - We **send surveys for the launch of events**; we also send the event programme and ask if there are any food restrictions.;
  - **We prepare and send thank you messages from the client**;
  - We look for **sponsors /exhibitors** for your event;
- LOGISTICS
  - We identify the **venue** and book it;
  - We **select and book hotels;**
  - We issue the **ticket office and take care of the strategic travel organization;**
  - We manage **the logistics on arrival** and departure with our booking pilot;
  - **We organise dinners, transfers** or other and coordinate services.

Logistics.

- **HOTEL and VENUES**

  Always up to date on the hotel & venue market offer, Target Motivation guarantee good relationships with hotel chains, hotels and international networks that offer value for money proposals.

- **TRANSFER**
- **HOSTESS and TOUR LEADER**

  Local experts and accredited professionals support Target Motivation's project manager and the rest of the staff locally to offer a great experience to the delegates.

- **SOCIAL DINNER**
- **TICKET OFFICE (NATIONAL /INTERNATIONAL)**: train and air tickets.
- **EXPERIENCE AND FORMAT**

  We look for proposals which suits to the clients' needs: from the traditional experiences such as guided tours and special product tastes to fashion & design itineraries or discovery of mysterious locations (treasure hunts) and hidden gems.

Design & communication.

- **RESOURCES**

  Format is «**art before business**». An art director supports the client to decode its needs.

- **RESEARCH**

  We interact with the company **to understand the purpose of the event and the main goals**.

- **EDUCATION**

  We study trends and suggest original **formats to exceed standards.**

- **EXECUTION**

  We reach the goals and involve the audience deploying our passionate team.



The entire customisation process allows you to motivate the audience and reach the goals of the company

Design & communication.

Our graphic design & comms team develops projects to highlight values, goals and expectations from each event: conventions, meetings, conferences. courses, fairs and events with product launches. We can provide:

- SCENOGRAPHY, SET UP FOR EVENTS SUCH AS CONVENTIONS AND PRODUCT LAUNCHES
- SCENOGRAPHY FOR DESIGN & LUXURY
- DIGITAL SCENOGRAPHY
- BOOTHS

We can support also with:

- Event agenda
- Brochure
- Roll-up
- Gadget
- Badge
- Certificate of attendance



Design & communication.



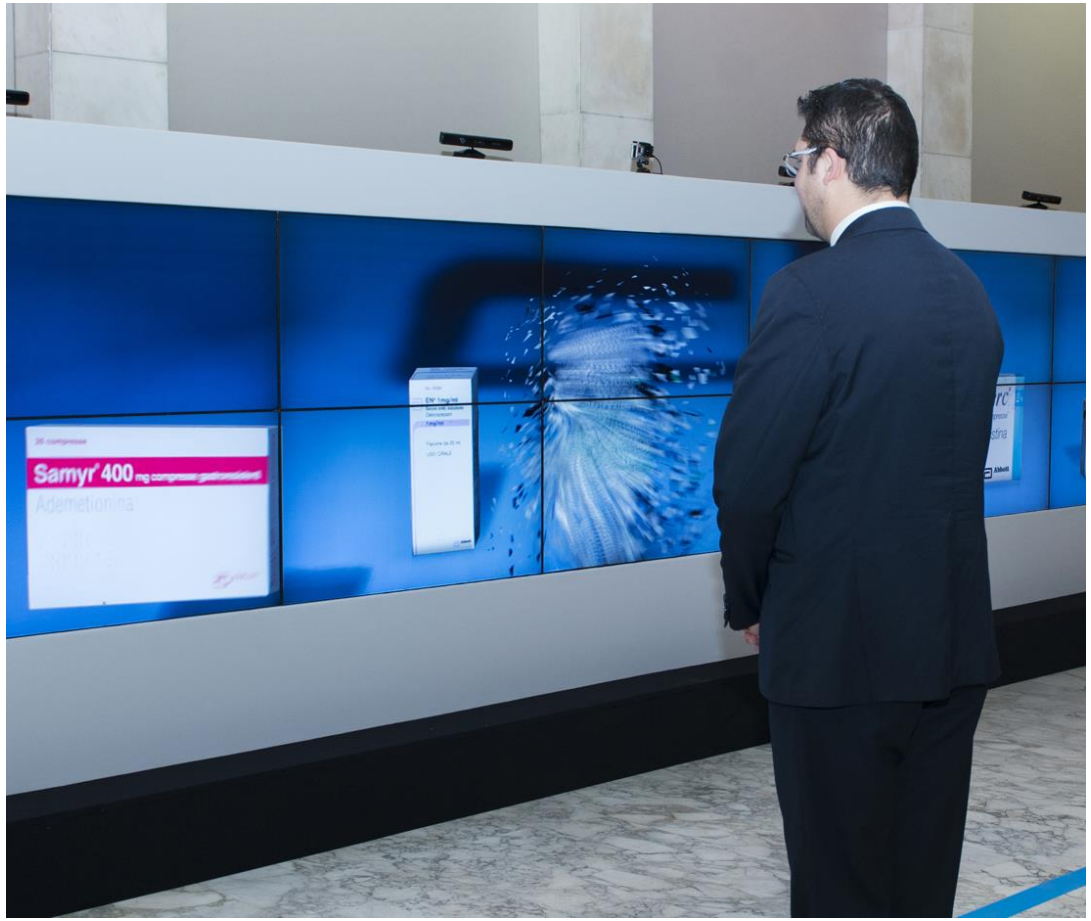


Design & Communication.

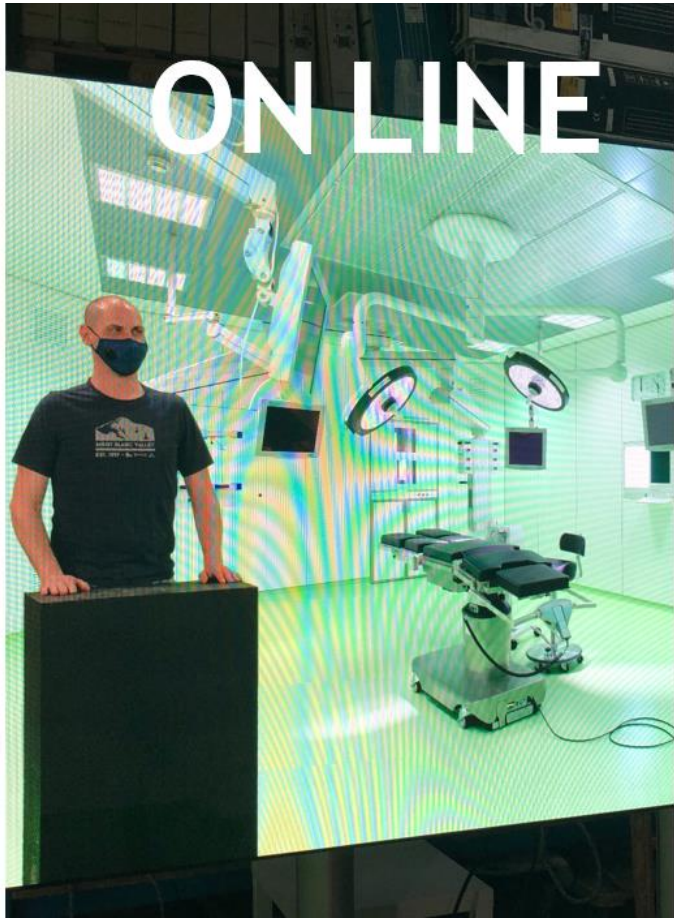




Design & Communication.







Technology.

Technology has played a major role in making the event management process more efficient. Starting from the streaming service during an event, we often suggest to integrate digital tech to in-person events to reach more participants and better engage the delegates.

Our offer includes:

- Streaming;
- Dynamic presenter by Inmersus;
- Holo screens;
- Suggestive projections with logo or brand image;
- Gesture control RMI holo .4 by Inmersus;
- Web app for interaction in conferences and meetings;
- Screens for products and foyers.





Dynamic presenter.

Do you want to connect an interactive table to a large screen video wall to increase user engagement? Do you want to interact with multiple tools (docs, slides, video, audio and graphic tools (i.e.: to leave comments or highlight important info) at the same time?

The dynamic presenter is an excellent tool to present a new product, or a project mentioned during the congress.

Scientific papers and supporting videos allow the user to explore and remember more information on the new drug or on the project.



Gesture control RMI Holo 4.

Did you know that speakers can be equipped with a wearable device that, through gestures and without the need for physical control (such as the pointer), can comfortably manage the presentation standing and walking along the stage?

With just the movement of the arms and like an orchestra conductor, it is possible to scroll through the presentation, creating greater involvement of the public.

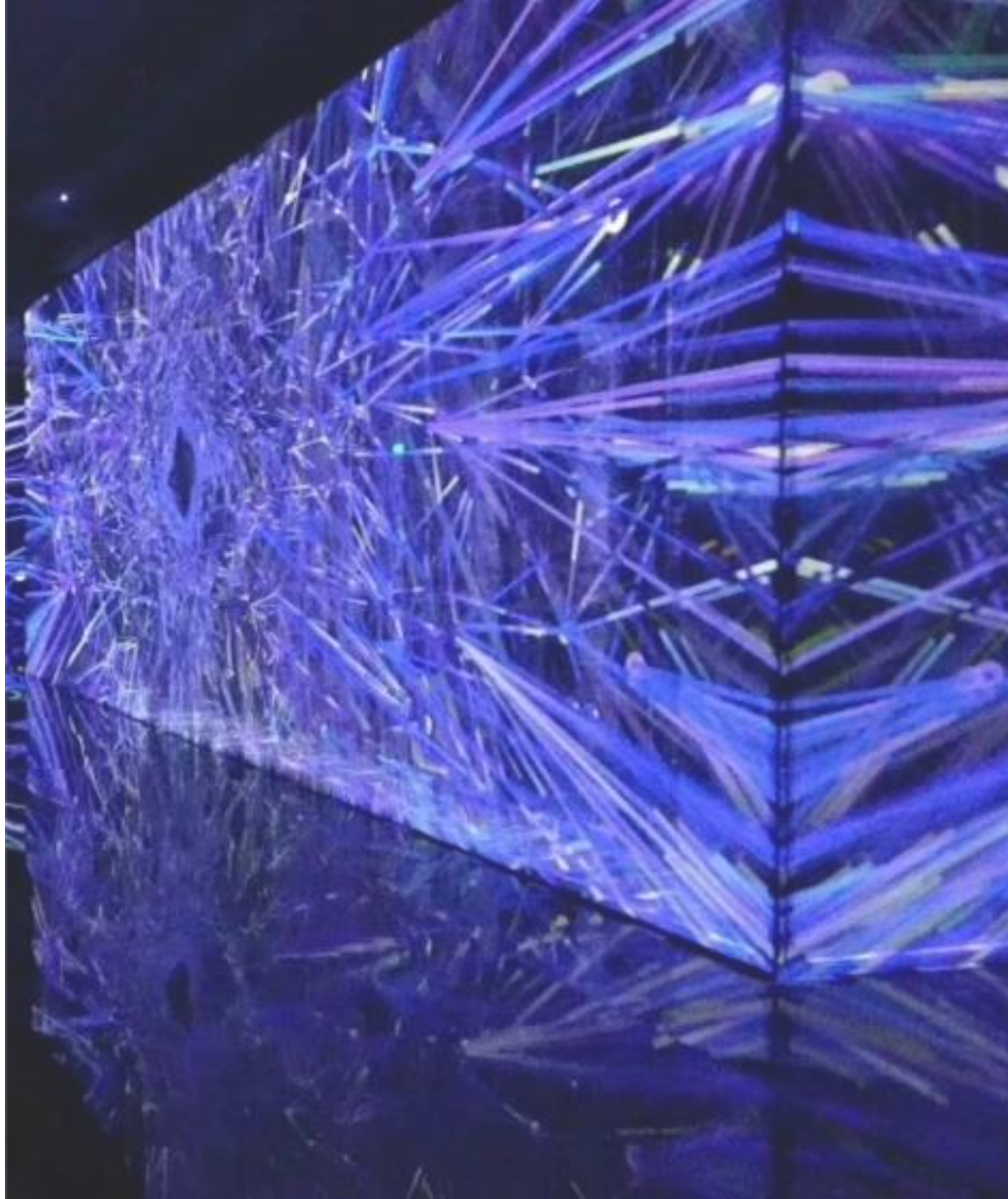


Holo screens.

Lighting and audio systems creates special effects and engage in any event, exhibition space, etc.

In particular, the participants' engagement increases with the Holo screens.

On these tools you can easily add documents (texts, photos or videos) to make an impact on the delegates' attention. The content can be kept all organised in a single tablet and can be shared easily on a holographic glass screen.



WEB APP for meeting & congress.

A web based and responsive dashboard, optimized for desktop and mobile devices through which the speakers will be able to manage the multimedia materials (upload of slides, videos, images, surveys, etc.) and share them with the audience.

In addition to the presenter purpose, administrative users can create events, manage users, send communications and manage RSVPs and reports.

A web based front-end is optimized to be used on all devices so that the audience will be able immediately to watch real time what has been shared.



WATCH THE VIDEO

Co-marketing activities.

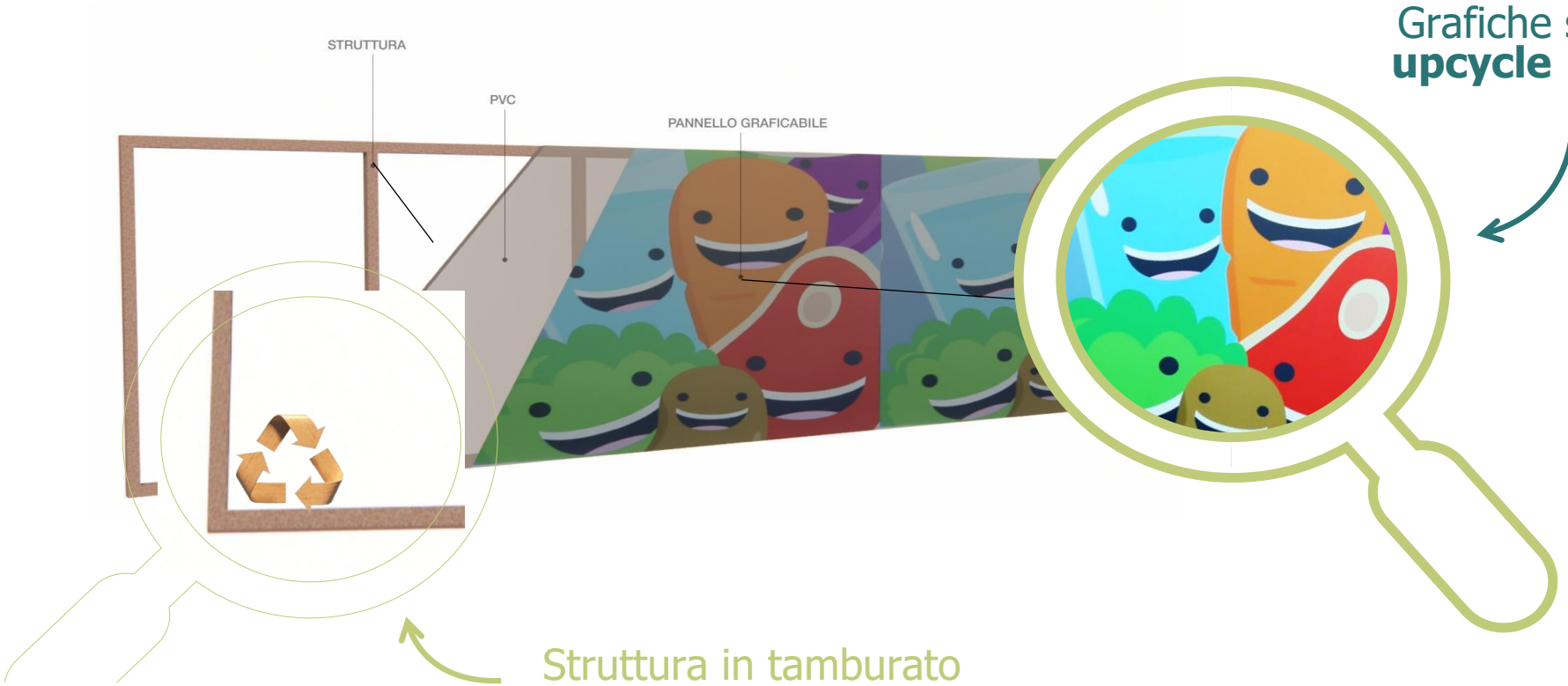
The goals of companies is to get visibility and generate new leads also when it comes to an events.
For these reasons and in some specific situations, we are glad to put in touch companies with different core businesses but with a similar market position to realise dynamic and co-branded events. We study companies needs and new possible customer personas to arrange winning initiatives.
For the **BMW** we took care of the **Italian Serie 4 Coupè launch developing partnerships** with Virgin Active, Milan airports, Rome airports, Venice and Naples airports, McArthurGlen Fashion Designer Outlet and Palazzo Stelline.
Specifically:

- VILLAFFI FITNESS VIRGIN ACTIVE:
  Dynamics in sports
- AIRPORT BOOTHS:
  movements without borders
- EXHIBITION SPONSORSHIP:
  Wellness beauty



Sustainability.

We are committed to sustainability. We extend the life of the event's PVC graphics producing cases, bags or other objects.



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Food recycling.

Target Motivation supports the Food for Good project for the **recovery of food leftovers from events**. The project is signed by Federcongressi in collaboration with the non-profit organizations Banco Alimentare and Equoevento.

Through Banco Alimentare and Equoevento, the Federcongressi Association which we partner puts us in contact with the non-profit organization of the area where the event takes place.

The local associated non-profit recovery food collects food leftovers at the end of the supper.

Then the charity **delivers the food to families, homeless and refugees.**



Amaze with a private visit.



Reveal with a treasure hunt.



Discover the handmade productions.



Conquer with an elegant dinner with view.



Entertain your guests.



Consolidate the strenght of the team.



Learn by experimenting.



Some MICE stories.

Family day, inauguration, Milan.

For the inauguration of Malpensa terminal C (intercontinental flights), **Target Motivation organised an open-door family day.**

5,000 people expected. 10,000 attended the event.

An entire airport floor plenty of games was arranged for children. On the third floor, the agenda included a full day entertainment with well-known faces of Italian music and Zelig comedians in the presence of radio DJs which took care of the live broadcast.

Target Motivation set up an exhibition area on the second floor with individual stands of airlines flying from/to Malpensa C.

Target Motivation took care of **security and permits, setting up the children's recreational area as well as the exhibition area, catering, hostess recruiting, and the concert programme** according with the Municipality of Milan and Malpensa Airport.



Forum, Ferma Forum, Venice.

In the beautiful venetian setting of Lido di Venezia, the Federation of European Risk Management Associations involved Target Motivation in the organisation of an international forum with 1500 international participants over 3 days of works.

Target Motivation organised the Forum from A to Z dealing with travels, transfers and the set up of the exhibition spaces.

We coordinated the suppliers such as transport, catering and hotels.

We took care of the Conference Secretariat, the best booth award and we selected and personalized gadgets for the guests.





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Tour, Fujitsu UK, Amalfi Coast, Salerno.

An incentive in Italy with 244 guests for a three-day perfect itinerary on the Amalfi coast.

Target Motivation involved **12 tour guides** to accompany the group to visit **Pompei site**.

The second day was dedicated for a coast-tour by boat with a **guided tour in Capri and -Anacapri**.

The third day was dedicated for a visit of **Sorrento**. Special attention was given to relaxing moments and gala dinners. One of the three dinner was the costumed **dinner at the Castle of Castellamare di Stabia** where the group enjoyed an ancient cuisine with dishes from the past.
In addition, the group was able to visit the Railway **Museum of Pietrarsa**. They also had .lunch at the locomotive pavilion..



Convention, UK, Arzachena, Sardegna.

4-day convention for 100 people in the north of Sardinia.
Target Motivation booked for a UK client, **a charming 5-star hotel in Porto Cervo**, the main location of the three-day experience.
Participants visited Gallura area with a '**Bauchiero**', **an old steam train with three recent locomotives** which link in Spring and Summertime the hinterland to the sea for an unusual visit of Lake Liscia. After a typical lunch, the participants took part in five different social activities (from archery to the frog race). **The games were completely arranged by Target as a team building activity**. The next day the group took part in a regatta divided into teams. Then we awarded the best team performance.
Target Motivation organised also a final gourmet dinner party at the Fuoco Sacro restaurant in San Pantaleo.





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Convention, Scania, Stockholm.

Target Motivation organised the Scania convention in Sweden for 200 Italian chief-mechanics. "Everyone has their own life and their own path to follow, but all the streets bring to the same direction: SCANIA". From this idea born the convention in Sweden. Target Motivation chose the event “FROM DIFFERENT ROADS, TOWARDS A SINGLE GOAL” and the set-ups /AV in the room.

Each participants travelled from a different part of Italy to reach the headquarters of Scania. Target Motivation took care of the departures from the Italian airports of Rome / Linate and Malpensa / Ancona / Bologna / Florence / Bari / Turin / Lamezia Terme / Verona.
In addition, Target Motivation took care of the hotel transfers and the booking of the venue together with the conference setting and catering.



Pre-selling, Lamborghini, London - Frankfurt.

In 2018, the company requested two exclusive pre-selling events with around eighty guests per destination.

The two preselling's were held in a hangar in Frankfurt and in London at the Chelsea Stadium. Both places were completely reserved for the event.

Target Motivation blocked the venues, took care of the entire set-up of the location in accordance with the corporate brand image and the tone of voice of the company.

In addition, Target Motivation took care of the security and the hostess service as well as the gadget selection and choose a catering with finger food and colorful cocktails..



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Ferrari experience, Generali Spain, Florence & Tuscany.

A fleet of 22 Ferraris (models - 488 coupé, 488 spider, 458 spider, California T) available exclusively for an incentive addressed to a bunch of managers from Spain.
To have a special experience of the Ferraris, Target Motivation reserved a private road for the group in the background of the Tuscan hills and along a section of the Mille Miglia.
5 days and 4 fabulous nights.
Hostess service at Pisa airport to guarantee the best participants' welcome. Group lunch at a beautiful estate, transfer to the historic center of Florence and overnight in a 5-star hotel.
The second and the third day the group was divided into 4 teams to better manage the scheduling:

- Two teams visited Siena with group lunch in a famous cellar. Then they experienced the Ferraries along the Mille Miglia route. When a group was having the Ferrari experience, the other group was visiting Siena and viceversa.
- The other two team had a San Giminiano guided tour and a wine tasting at a famous wine estate and shop with lunch in a historical local castle.

Gourmet dinner for all the participants in the same restaurant.
On the third day the groups experienced what the other group had the day before to allow everyone to enjoy any programmed activities. On the fourth day Target Motivation organised the guided tour of the Uffizi together with the Vasari corridor. This cultural half-day was followed by an informal lunch at the lively food market in the centre of Florence.
Then the group had a restful afternoon and the day after travelled back to Madrid.

Ducati, Global Dealer Conference, Cagliari, Sardinia.

A resort located in southern Sardinia, represented **a perfect location for an event that aimed to pamper Ducati dealers from all over the world for three days**.

During the event, the new Ducati models have been unveiled at Forte Village.

Target Motivation took care of the **guests' arrivals and their welcome at the village, the exhibition in five different pavilions and all the logistics aspects (included the arrival and the departure of the motorbikes) at the village.**

Furthermore, we took care of the exhibition in the dedicated room for the **90 years of history of Ducati**. In addition, **a video mapping wall and CCTVs** have been arranged to display original videos for the occasion. **Target Motivation took care of the preparation and coordination of the hostess service, of the gala dinner with a different theme for each of the three pavilions reserved for guests**.













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Convention, Bain & Company, Venice.

Convention of **450 people** from the famous London consulting firm.
Participants stayed for 3 days/4 nights at the Isola delle Rose in Venice which was almost completely booked for their business meetings and recreational activities.
In addition to travel and accommodation and room setups, we have organised:

- Soccer tournaments;
- Volleyball tournaments;
- Outdoor yoga classes;
- Creative workshops;
- Team building in Pellestrina with dragon boats;
- Classic guided tour of Venice with tour experts;
- Gala dinner at the Pisani Moretta with violin entertainment.





Molteni - Shionogi, Bologna.

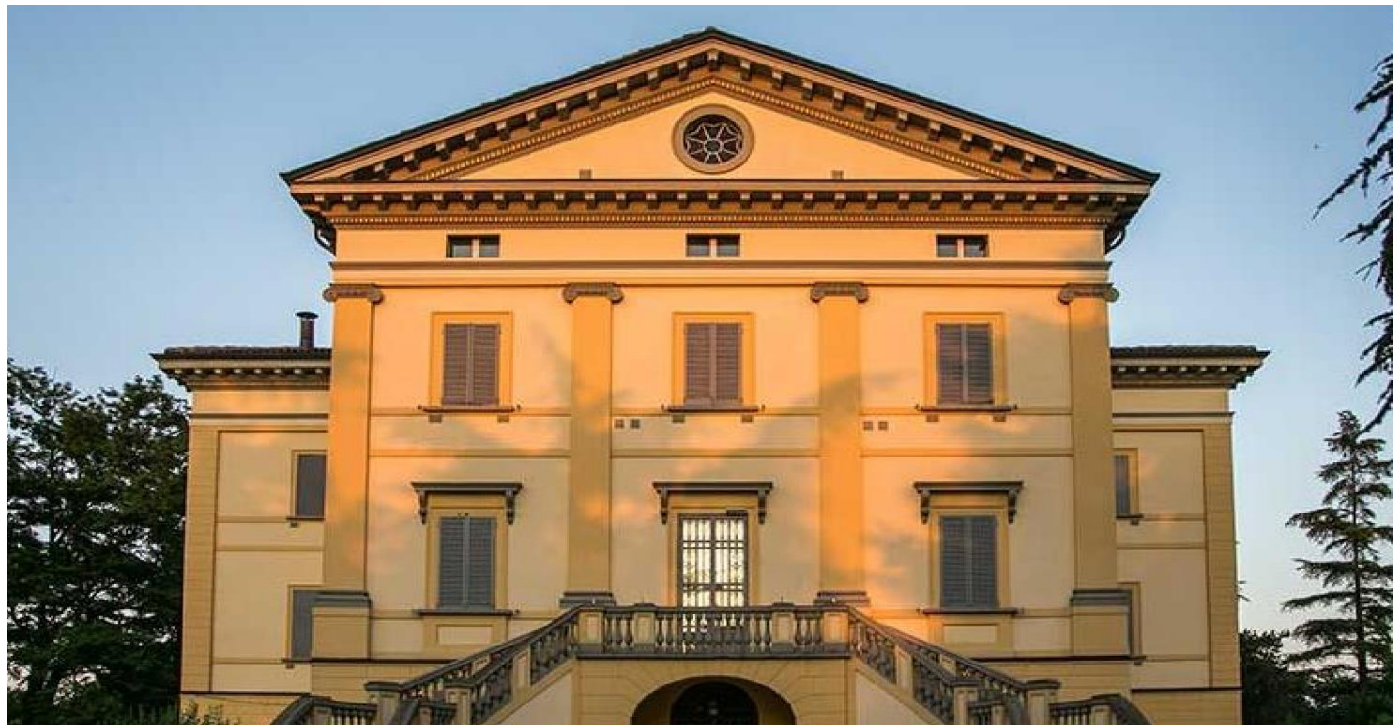
130 people coming from different parts of Italy and Europe met in Bologna for a three-day congress, half a day of which was focused on a sales workshop.

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Target Motivation took care of the event logistics:

- Reception at the airport
- Transfer organisation to a 4-star hotel
- Transfers to a private estate, the place where the event was held and transfers to a winery for a charming social dinner
- Setting up of conference spaces
- Reception/organisational secretariat
- Timing of works, catering service
- Social dinner at a winery and in an enchanting estate.





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Car launch, Porsche, Padua, Veneto region.

In 2019 we launched the Cayenne Coupé by Porsche, and we did it with a glamours launch n Padua (north-east part of Italy).
A mood of power, dynamism, energy and strength that distinguishes the Porsche style was also communicated in the event.
In facts, various athletes and sportsmen, boxers and basketball champions came to play an entertaining role on a dynamic, cheerful day full of wow moments.
We set up the venue and organised the catering. We took care of the secretariat, the AV-service and the scenography. We planned the entertainment activities including show-cooking and we engaged influencers.



Incentive, Twin Cup Audi, Tuscany.

From 2016 to 2019 we have arranged several Audi incentives in Italy and abroad.

The Audi Twin Cup is an award programme for the best service managers, customers and technicians of the Audi Italia service network.
It is a 2 day-incentive trip with an overnight stay in a luxury hotel including dinner and evening entertainment.
We proposed three destinations. Each of these are meant to offer a different format: a cultural, an adventurous, and a food & wine programme, for example.

In 2019 the company chose Siena with its adventurous programme.

1 - ENDURANCE race - free practice with timekeeping lasting one hour. The driver was required to change every 15 minutes for each team. The scope of the game was to perform the best time. Target Motivation can use a series of private streets for Test drives. The company choose a 12 km long unpaved road in the Crete Senesi area. .

2 - TRUFFLE TOUR - guests accompanied by truffle researchers had an amazing experience in the middle of the Senese woods. Participants spent some time in the woods to find truffles in company with truffle dogs and experts. .

Mice programme, UK agency, Dolomites.

Target Motivation is organising two free-time outdoor activity for a MICE group travelling from abroad on the first days of December.

Sleddog activity in Cortina.
Guests will experience the thrill of a trip led by huskies through the enchanted woods of the Ampezzo park. The journey will end in a shelter drinking mulled wine or having a hot chocolate.

Long easy snowshoe hike of about 3 hours with a historical guide and four mountain experts. During the route, experts will tell stories from the first world historical conflict. The snowshoe hike will lead them to the outpost of Cima Gallina (in front of the Lagazuoi group) where guests can enjoy a traditional aperitif with local products in the old tins (the bowls used by the soldiers of the Great World War).








Grand opening, Superjet Venice.

The Royal Thai Air Force presented its new **Superjet in Venice** with the organisational support of Target Motivation. For the occasion, we brought 4 aircrafts in a hangar rented for the special occasion.

The event included the **reception of about sixty people including VIPs** such as **ministers and representatives of the Thai air force.**
They were escorted to the airport hangar to attend the presentation of the new aircraft.

Target Motivation took care of event's **permits** and **security.** Target Mitivation organised **guests' transfers, overnight stays in luxury hotels in Venice and a guided tour of the city.**



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Incentive, Arag, Abruzzo.

Target Motivation took care of the entire planning of an incentive trip for 40 people in Abruzzo during the period of the **blossoming of lentils that made Castelluccio di Norcia famous all over the world.** **The group will be based in L'Aquila in a 5-star hotel**.

On the afternoon of the arrival day, the group will enjoy a "**Tour of the Mysteries**", an urban trekking through an itinerary that **recall the history of the founding of the city and its legends**.

In addition, the group visited **Campo Imperatore and Santo Stefano of Sessannio one of the most beautiful villages in Italy for a photographic safari.** **Target also arranged a kayak excursion along the crystal-clear waters of the Tirino River.**

The social dinner in the typical Trabucco worth the experience.













Inauguration, Edison, Sicily.

In the wonderful Sicily, Target Motivation has organised a grand opening event with an important energy player. We arranged the inauguration of the new wind implant in Mazara del Vallo (Trapani). There were many authorities, institutions and opinion leaders to strengthen the company commitment to the development of renewable generation, as a strategic axis for the growth of the country.

After the grand opening, the guests reached the **splendid winery estate for a tasting lunch**. The area is located within a fabulous WWF nature reserve right on the coast.

Target Motivation took care of the graphic materials, the press conference, the organisational secretariat, the catering, the lunch and the roll-out ceremony.



‘For us at Target Motivation, a meeting, a training, a congress or an incentive must leave its mark and always respond to a why and a what.
An event is never just a logistical question or a budget to follow.
Today, it is increasingly necessary to ensure recognition even in the medium/long term.’

A. Sbrogiò, AD, Target Motivation SrL



Team building

Team building, Discovery UK.

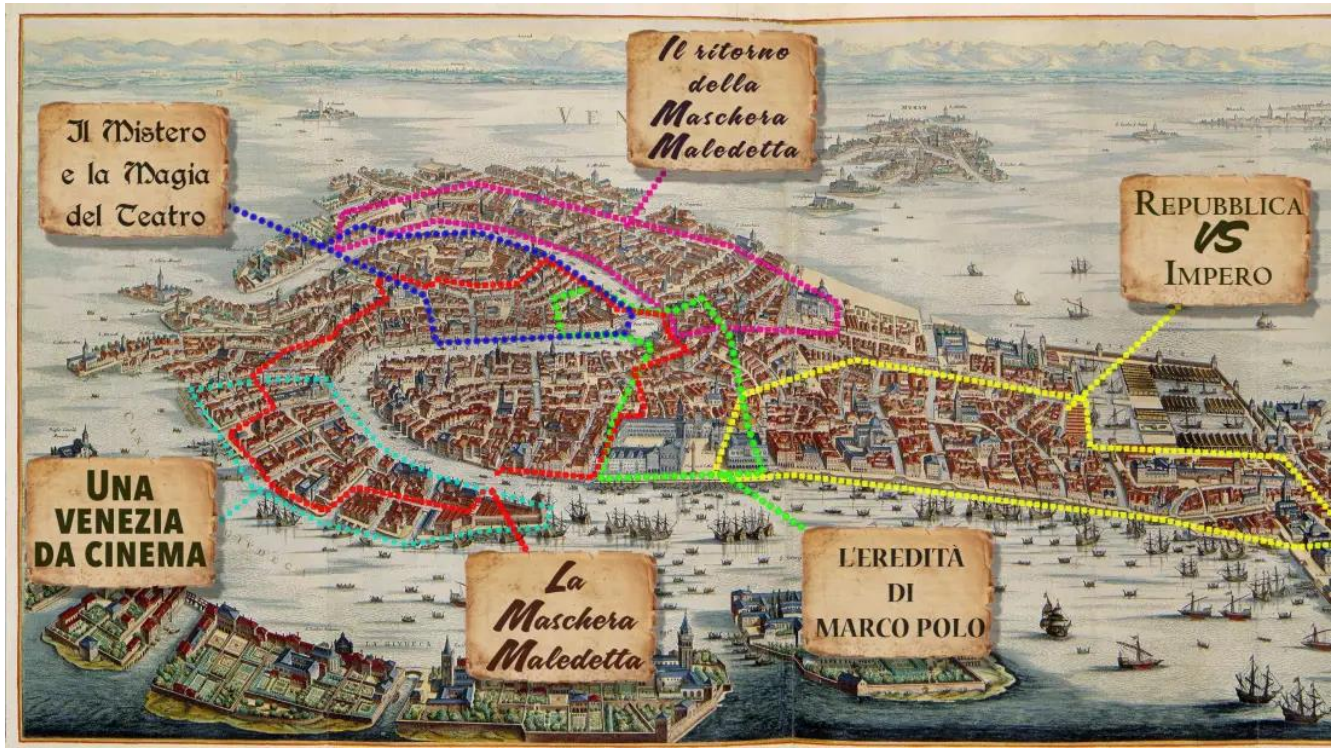
The company gathered some top managers for three days of work in Venice.

To get to know the city, get together and spend free time with co-workers in the background of a magical Venice, Target Motivation has organised a game.

How does the game work?

- the game starts by sending a text message to the participants' cell phones
- the system provides the code to read a story
- the story describes a place in the city to be reached
- the place hides an enigma. You must send the answer to the rebus via text message to receive a new code and continue playing until the final stage.

Who finds more answers, is the game winner!



Bain & Company, format plastic free.

Plastic is a topic that Bain & Company cares a lot. During the event, the company demonstrates its attention to sustainability spending time to talk about the plastic recycling issue.

They realised a special workshop format related to the theme of reuse.
We showed the Alex Bellini's enterprise video entitled "**10 Rivers and 1 Ocean**".
Each participant created their own free sculpture using old plastic objects: water bottles, caps, soap-containers, etc.

Bain & Company donated the plastic creations to the oncohematological parents and children in Bologna who financed their charitable projects.





Team building, examples (1/2).

Team games in the city.

Rome, Milan, Venice or Florence? Once the location of the convention or the incentive is chosen, the team will be separated into small teams.
Each teams receives a road book and a bike, a scooter or get another transport system to reach the places of interest.
A leader will explain the goals to achieve. These goals are related to corporate values.
Creativity is rewarded and it is possible to publish a newspaper with the report of the experience and some pics.

Team building in the wineyards.

Equipped with a hat, a basket and a pair of shears, each team will be involved in the grape harvest by selecting and collecting the most beautiful grapes to make the must.
Afterwards, the groups, led by our sommelier, will test their skills by creating the wine that represents the team and the company values.
The most efficient team will become the winner.

Outdoor among the trees.

A welcome around the fire to get to know each other and set the objectives of the programme.
A challenge between teams. The goal might be lighting a fire without matches or creating a symbol for the group using the forest's elements.
The workshop will be facilitated to think, review and challenge each other in a safe space.

Team building, examples (2/2).

In partnership with the mountain climber

If the company wants to test special teams such as technicians and commercials, we will suggest you consider a climbing experience in group with an expert.
Participants will learn how the contribution of the individual is important, precious, fundamental for the success of the group.
They will be accompanied by an exceptional mountain tour guide who prepare them for an unforgettable adventure.

Action Painting

A creative activity that develops lateral thinking and reveals the artistic side of the company employees.
The activity require large canvases lying on the ground together with uncommon paint tools, gloves and comfortable clothes.
The team have different topics to develop.
Each team must discuss in group their ideas. Each participant will share with the group his/her masterpiece project. A planning phase will anticipate the physical creation of the masterpiece.

Driving simulators

Why not competing with co-workers driving an exciting vehicle?
After visiting a very famous car museum, the company's employees will experience in a realistic way how does it mean leading an exceptional car.
Whoever will be faster and behaves better at the simulator, will allow his/her team to get a prize.

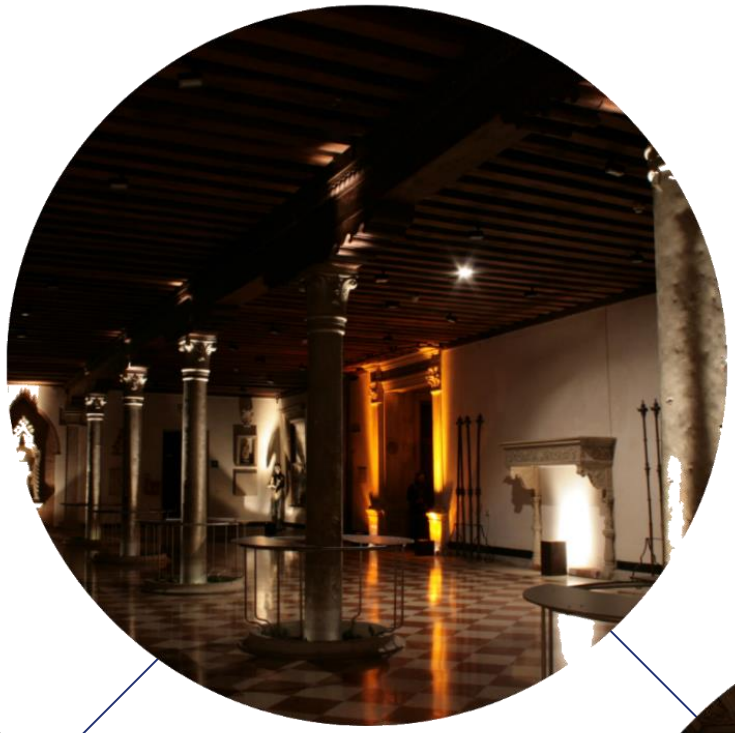
Portfolio.



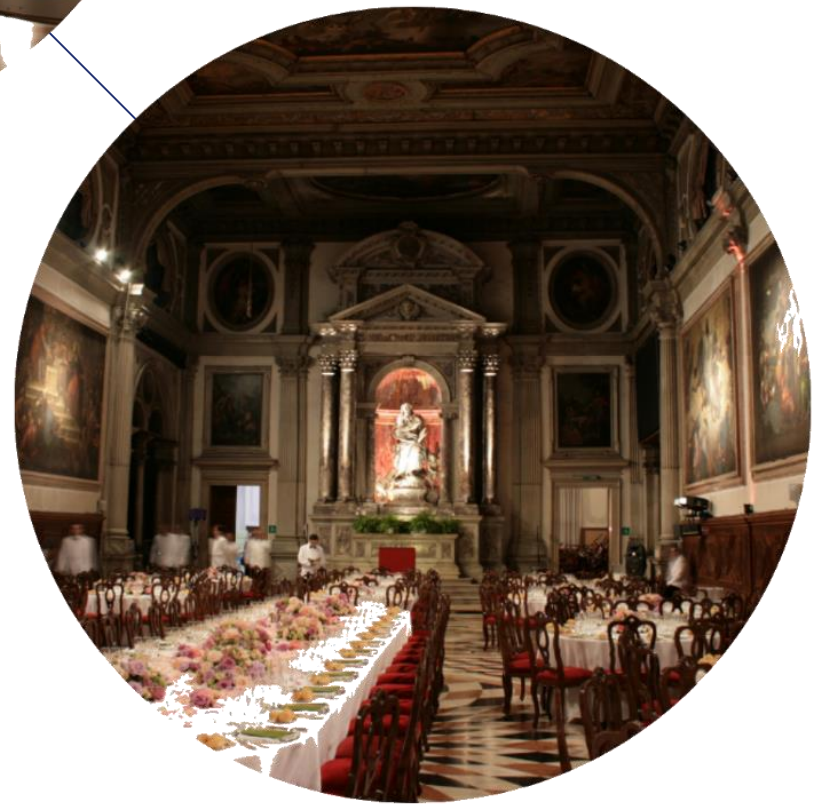
Target Motivation
DMC, Eventi e PCO dal 1985 in Italia e nel mondo

Confindustria, Venice.









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Banca d’Italia, Venice.









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MC Donald’s, Rome.









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Heineken, Venice.







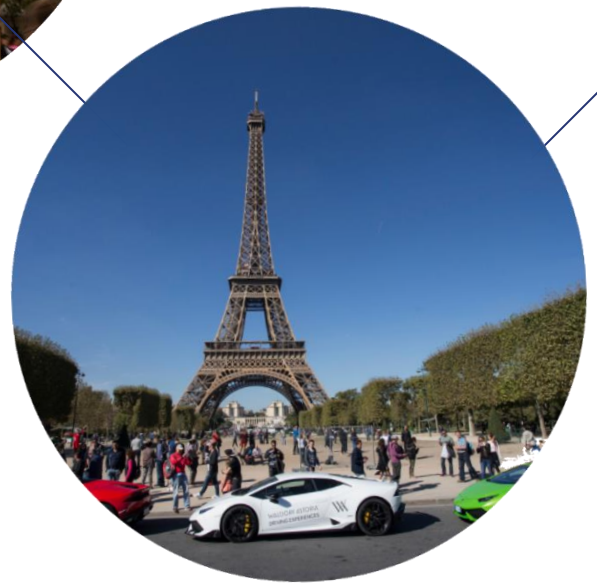


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Lamborghini, Paris.









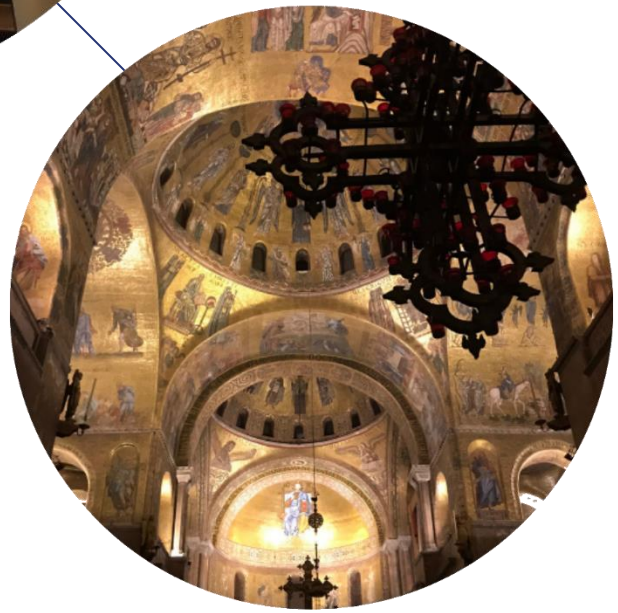
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Zurich, Venice.









Target Motivation

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MC Kinsey, Venice.









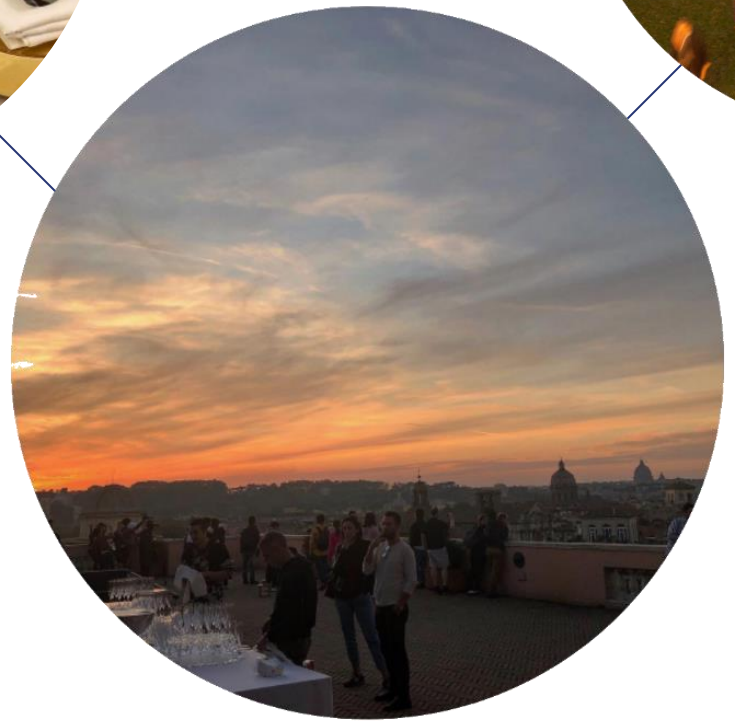
Target Motivation

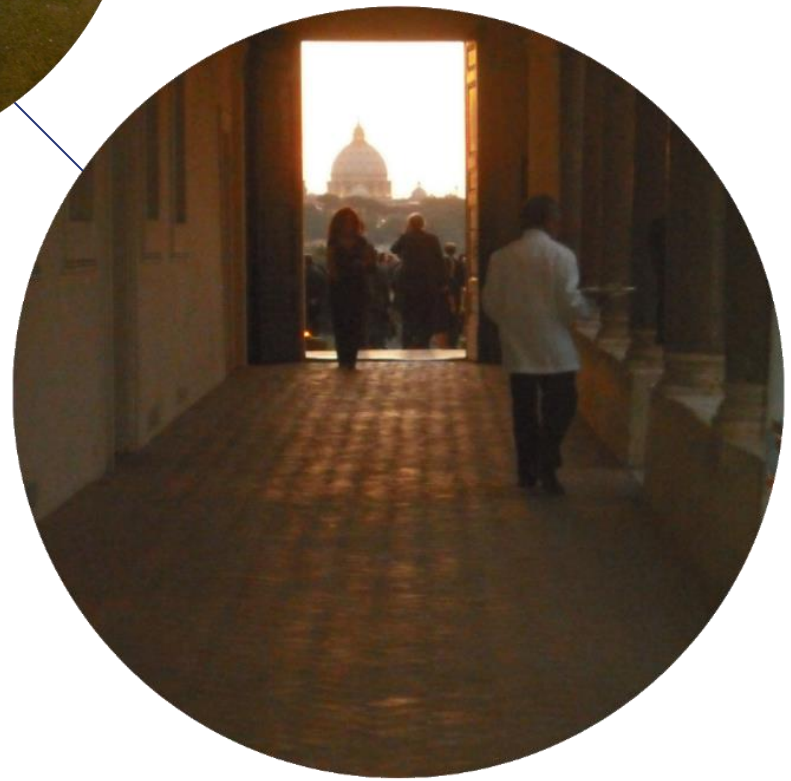
DMC, Eventi e PCO dal 1985 in Italia e nel mondo

Tupperware, Rome.









Target Motivation

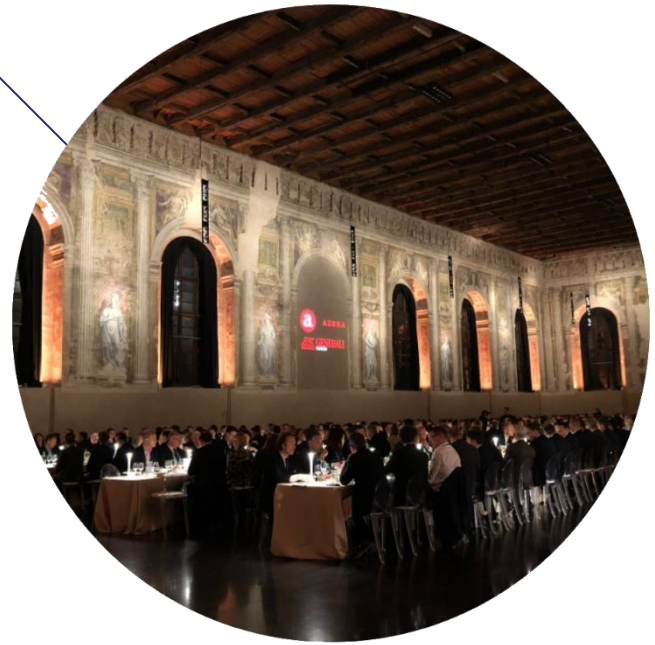
DMC, Eventi e PCO dal 1985 in Italia e nel mondo

Generali, Venice.









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Canon, Milan.













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Grazie

Any questions?

www.targetmotivation.it

dmc@targetmotivation.it

+39 041 2392 619

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