STUDIO

ITER

DMC - Italy - Since 1987



Studio *ITER*:
Your one stop DMC in ITALY

Since 1987



All begins in 1987 from the passion and drive of an Umbrian couple willing to make Italy known for its endless opportunities in the international scene

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Studio *ITER*:
Your one stop DMC in ITALY

With operative offices in the main Italian cities, we are able to provide service anytime, anywhere.

From the heights of the Alps to the the crater of Etna Volcano, we are ready to welcome you!



DELIVERY POLICY

- Timing: detailed proposals within 48 hours
- Programme: Word / Power Point file – photos jpeg format
- Rates: Excel file – split service by service

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CLIENTS

Since 1987 some of the most prestigious companies have entrusted the organisation of their events to Studio ITER, encouraging us to endeavour to provide an ever improved service.

Please note that events were **booked through incentive houses and conference agencies** appointed by the following international blue chip companies/ associations:









































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KEY POINTS

- A DMC which has been in business since 1987 and has a proven track record in delivering memorable events.
- A DMC which is large enough to have the clout yet small enough to have the personal touch.
- Head Office in Perugia with offices throughout Italy so really have the country well covered.
- Has all the licenses, insurance and is ISO certified.
- A DMC that listens and has a flexible approach. No fixed way of working with a “take it or leave it” attitude
- **We want to become the extension of your company in Italy and be seen and perceived as your Italian branch.**

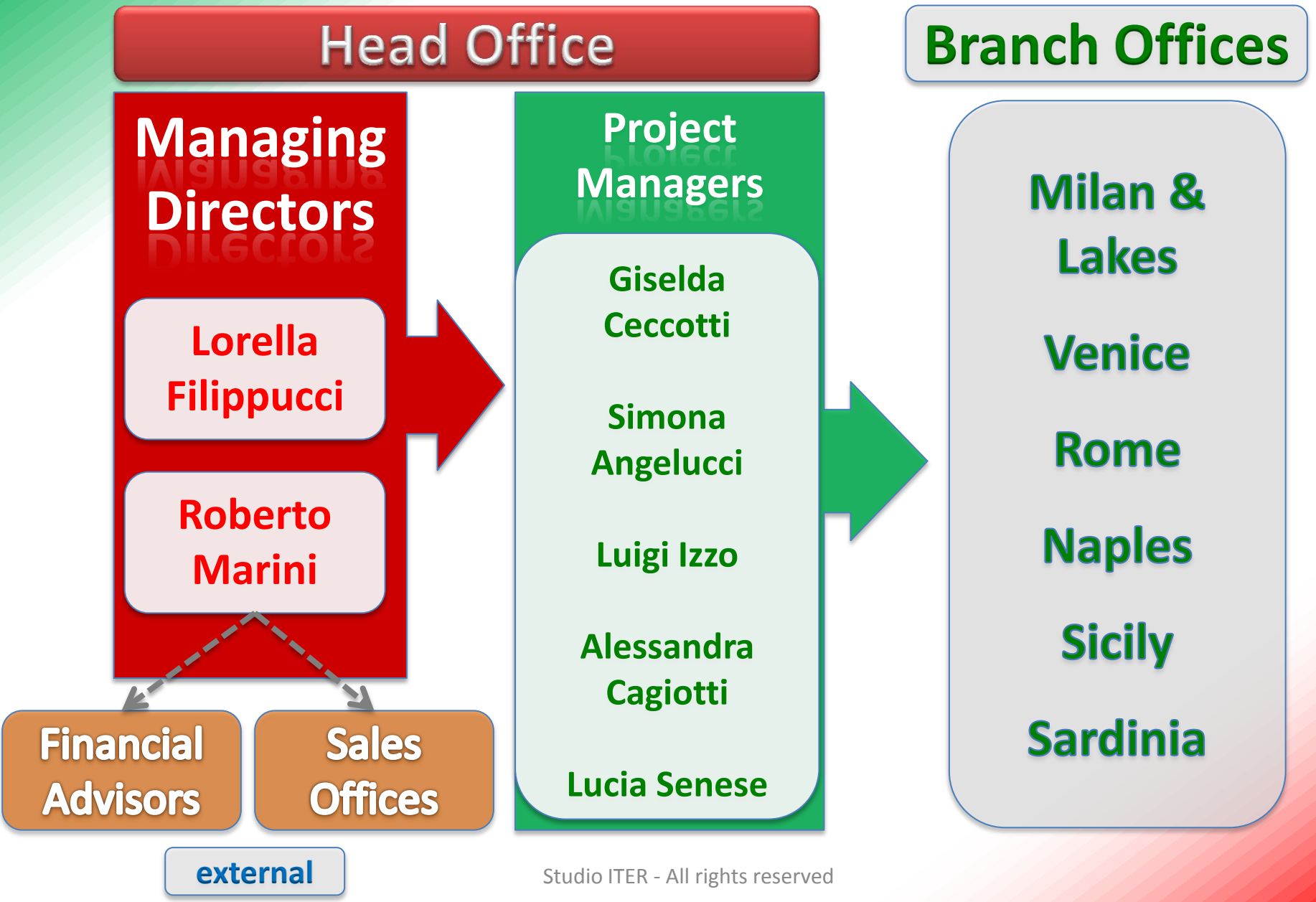
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QUALITY – HEALTH & SAFETY RISK MANAGEMENT

- Certificated Quality Management System (UNI EN ISO 9001:2000)
- Health & Safety Policy and Manual
- Risk Assessment Process
- Emergency Procedures
- Insurance: Comprehensive Insurance Coverage

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TEAM STRUCTURE



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Head Office Management

Roberto Marini
General Manager
Sales – Health & Safety – Accounting

Lorella Filippucci
Legal Representative
Head of Operations

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Head Office
Project Managers

- Giselda Ceccotti
- Simona Angelucci
- Luigi Izzo
- Alessandra Cagiotti

Full project management from Rfp to final reconciliation

Thorough destination knowledge and expertise

Venues and suppliers sourcing

Day-by-day direct contact

Event full supervision

Post-event reporting

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On site – Branch Offices

- Milan & Lakes
- Venice
- Rome
- Naples
- Sicily
- Florence

On site operations

Site inspections

Suppliers on site supervisor

Event on site contact

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Freelancers

Thanks to 30 years of experience in the events industry, Studio ITER can boast a very STABLE highly skilful group of local freelancers throughout Italy, that has been trained and work with our high professional attitude.

Each event professional has a proven record of successful events and specific areas of expertise in which they excel (e.g. Airport management, transfers, conference, driving experiences, product launches, sport events…)

Languages spoken: English, French, Spanish, Greek, Russian, Japanese, Arabic, Chinese, Portuguese, German, Dutch, Swedish, Ukrainian and others.

In any case **Lorella Filippucci, the owner**, is always present on the spot during the site inspection and during the event to coordinate and ensure the success of the event.

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CREATIVITY – CASE HISTORY

JAGUAR | F-TYPE

Lifestyle Media Car Launch 2013



Brief key words for the Event concept:

- Interesting, original, local stories on food&wine, innovation, design, travel
- Heritage
- Elegance
- Exclusive & prestigious
- Succesful people
- Unconventional

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Solution:

Assisi & Rome: the perfect Italian couple



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Destinations:

Umbria:
the secret lifestyle jewel

Rome:
glamour & prestige



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Stu

Hotels:

DESIGN & INNOVATION IN ANCIENT PALACES







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If there's one thing that grabs you the moment you arrive in Italy, it's the Italian aesthetic. **Benito** (left) and **Paolo Bolletta** are the designer-owners of Binova techno-logical kitchens





past rows of stone houses and buildings, to the sound of chiming church bells. Surrounding us are gorgeous vistas of the Umbra valley. It's an idyllic Italian country town.

We drive westwards to Petrignano di Assisi where the renowned interior designers Benito and Paolo Bolletta have their office. Binova techno-logical kitchens. If there's one thing that grabs you the moment you arrive in Italy, it's the Italian aesthetic. Their inherent flair for style and design is prevalent everywhere, in the flamboyant clothes and jewellery they wear; the Corinthian-columned architecture and the street sculpture of nymphs and gods, winged



angels and horses and marble busts adorning the central squares (a walk around Piazza del Popolo in Rome is a visual feast). This also applies to the contemporary art in a country that nurtured Michelangelo, Raphael and Botticelli after the romantic Renaissance tradition, and the chic interiors shops selling Murano glass vases. It is this intrinsic characteristic that accounts for the world's leading couture coming out of Italy – Armani, Fendi, Gucci, Prada and Salvatore Ferragamo.

The Bolletta brothers, Benito and Paolo, have a very chic air about them. Their father Giovanni, with his brother, founded their





ABOVE TOP: Elegance, aesthetic purity and functionality: the Franciscan table is made of thick, brushed oak. Benito calls it a community kitchen where guests don't just passively wait for the meal, but interact with the cook and offer suggestions. In this way the cook shares the responsibility for the final result of the meal with the guests because everyone is involved!

ABOVE: Concealed appliances

157

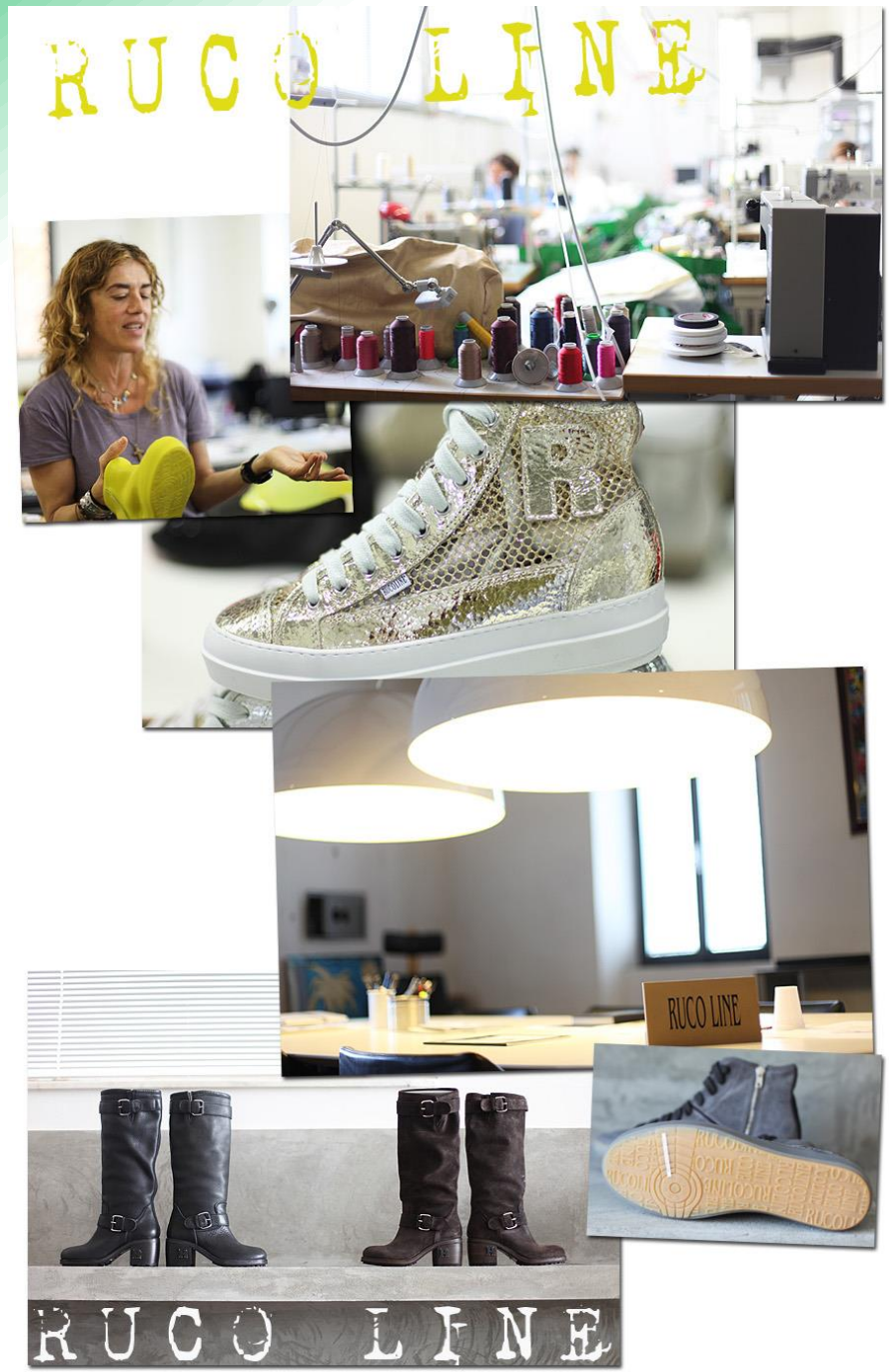
Stories:

Benito Bolletta (BINOVA)

Cutting edge interior design:

TechnoLogical

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Stories:

Rucoline (fashion) shoes designer

Stories:

Lungarotti wine cellar: enviromentally pioneer







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Stories:

Turtle wine cellar
Art and Wine







right



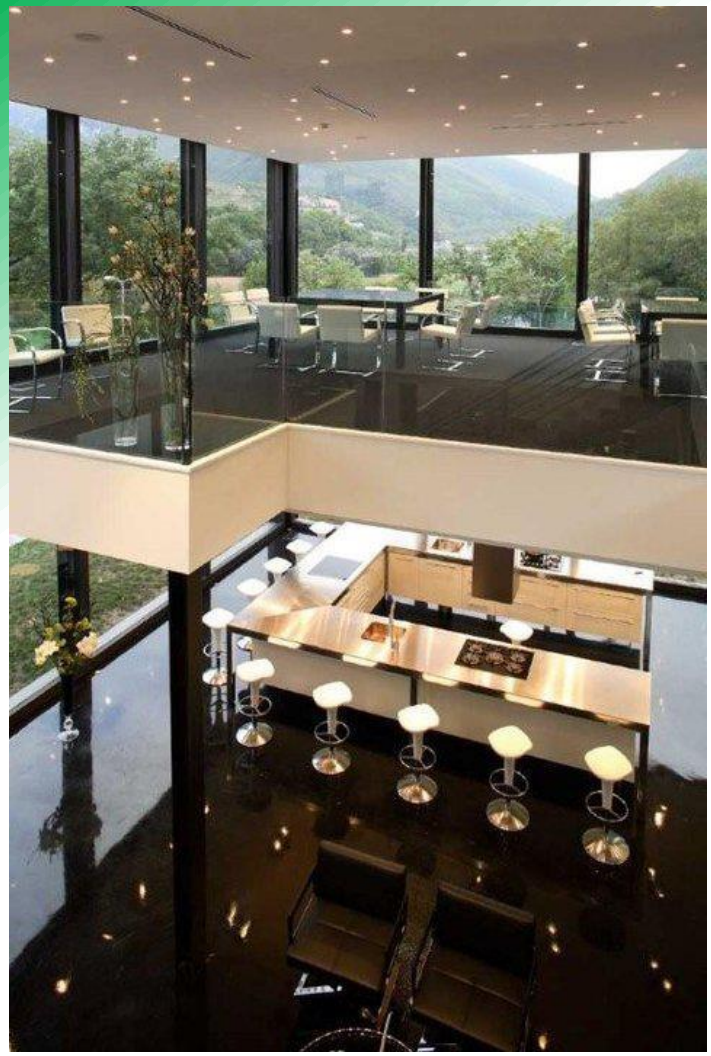
Stories:

Torre Moravola





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Stories:

Urbani Truffle The Academy





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Gala reception at

The British Ambassador's Residence In Rome







Result: CLIENT'S FEEDBACK

Dear Luigi and Lorella,
I want to put in writing, just how much myself and the Jaguar PR team appreciated **how much professional and personal effort you put in to making this event so successful.**
I know how demanding we can be and you didn't let us down once. Right from the outset, you displayed a desire to want to deliver everything we needed.

You understood what was required and were determined to achieve it!!

The local knowledge and the relationships you have were paramount to us finding the right stories and we couldn't have done it without you.

Plus, on **a personal level, you are wonderful people to spend time with,** so hopefully, I will have the opportunity to do more of that in the future.
Meanwhile, I hope you remember the event with find memories and a smile, like I do!!

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COST SAVING - Case History:

Jaguar F-Type Coupé March 2014 – Rome

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Prepared for: Jaguar Land Rover Global Events
Destination: Rome
From: 26/03/2014
To: 12/04/2014
Nights: 17
Paying guests:
Prepared By: Simona Angelucci
Our Ref: IT730/2014
Delivering Date:

After

Services	Price in total	Price per person	Nr	Net price	Vat	Price Vat included
ACCOMMODATION IN ROME						
DELEGATES HOTELS						
Rome Hotel City Tax 4* & 5* Notes: for hotel Palazzo Montemartini. Per 50 persons, per 11 nights (IN-30 March OUT-10 April)		3,00	550,00	1.650,00	0,00	1.650,00
HOTEL PALAZZO MONTEMARTINI 5*L						
ROH double room single use B&B, per room, per night Notes: breakfast included. Per 50 rooms, per 11 nights (IN-30 March OUT-10 April)	**320,00**		550,00	160.000,00	16.000,00	**176.000,00**
Plenary meeting room, max 50 pax cabaret style, FD rental fee Notes: per 11 days (from 30th March to 9th April)	1.800,00		11,00	16.229,51	3.570,49	19.800,00

Value saved **€ 64,000.00**

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COST SAVING
our general commercial criteria

Constant check of best practices and performance of all suppliers

Discounted, preferential rates agreed on the overall turnover, reviewed on a yearly basis

Buying power granted by a long term relationship and high market standing kept over 26 years of operations

Cost saving solutions based on thorough local knowledge of logistics, legislations and options available

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Rome



Venice



Florence & Tuscany





Amalfi Coast

City

Romantic & Cultural

Milan



Conference

Italy

Incentive

Countryside & Lakes

Fun & Adventure



Formula 1 experience

Lake Maggiore & Como



Sicily





Fiat 500's rally

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Rome

The eternal city has been attracting visitors for two millennia but it is still one of the most exhilarating and romantic destinations in the world.

Hotels: 4*, 5* and 5*L: 292

Rooms: 30,573

Biggest hotel: 700 rooms

Largest hotel meeting room: 3,500 pax



Ideal for:

- High end incentive programs with the chance to choose from a plethora of boutique hotels and city resorts
- Conferences with hotels that can offer large meeting spaces (among the biggest in Europe) for up to **3,500 people** all together and **40 break-outs**
- Up to **3,000 rooms** in a 15-min radius
- Conference centers and Palasports ideal for congresses and fairs
- Modern fair ground near the airport
- International airport hub



What's new

THE CLOUD

Brand New futuristic conference center – Opening in 2015



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THE CLOUD

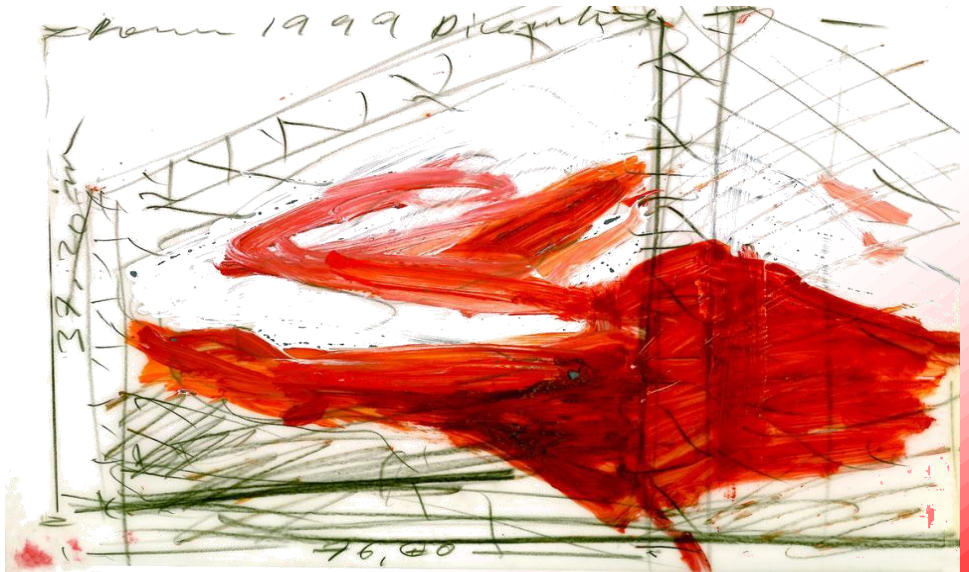
By Fuksas

”The Cloud” is without a doubt the most distinctive architectural feature: the structure floats in a glass and steel case 40 meters high, 70 meters wide and 175 meters long, resulting in an extraordinary visual effect.

The entire complex is set up to be highly versatile, able to host various kinds of events with a **total capacity of nearly 8,000 seats (Auditorium stalls 1,300 pax** & **Auditorium gallery 500 pax**).

The New Convention Center also hosts a hotel tailored to the needs of our guests.





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GALA DINNER AT CINECITTA' MOVIE SET ANCIENT ROME















Ancient Rome entertainment

What's fun

Emotions on wheels









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Milan & Lakes

MILANO

Hotels in Milan

5* and 4* hotels: 146

Total rooms: 16,351

Another 10,000+ rooms in the province

Conference Centre in central Milan (MiCo) with meeting spaces for up to 4,000 people in a single meeting room and exhibition halls for 54,000 sq.m

Just outside Milan, the **Rho Fair Ground** offers even larger spaces for fairs and conventions. The Rho fair ground will host the Expo 2015



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Milan – New openings

Great 5*L Hotels openings

- **Palazzo Parigi**: opened in September 2013 features amazing interios and a 2 Michelin star dining experience

- **Excelsior Gallia**: due to open at the end of 2014, it underwent a complete refurbishment to renew its heritage as high-end hotel in central Milan

- **W Milan**: due to open in early 2016, it will be the first W in Milan in the vibrant Brera district



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Product launch venues

speed and technology

After



Before





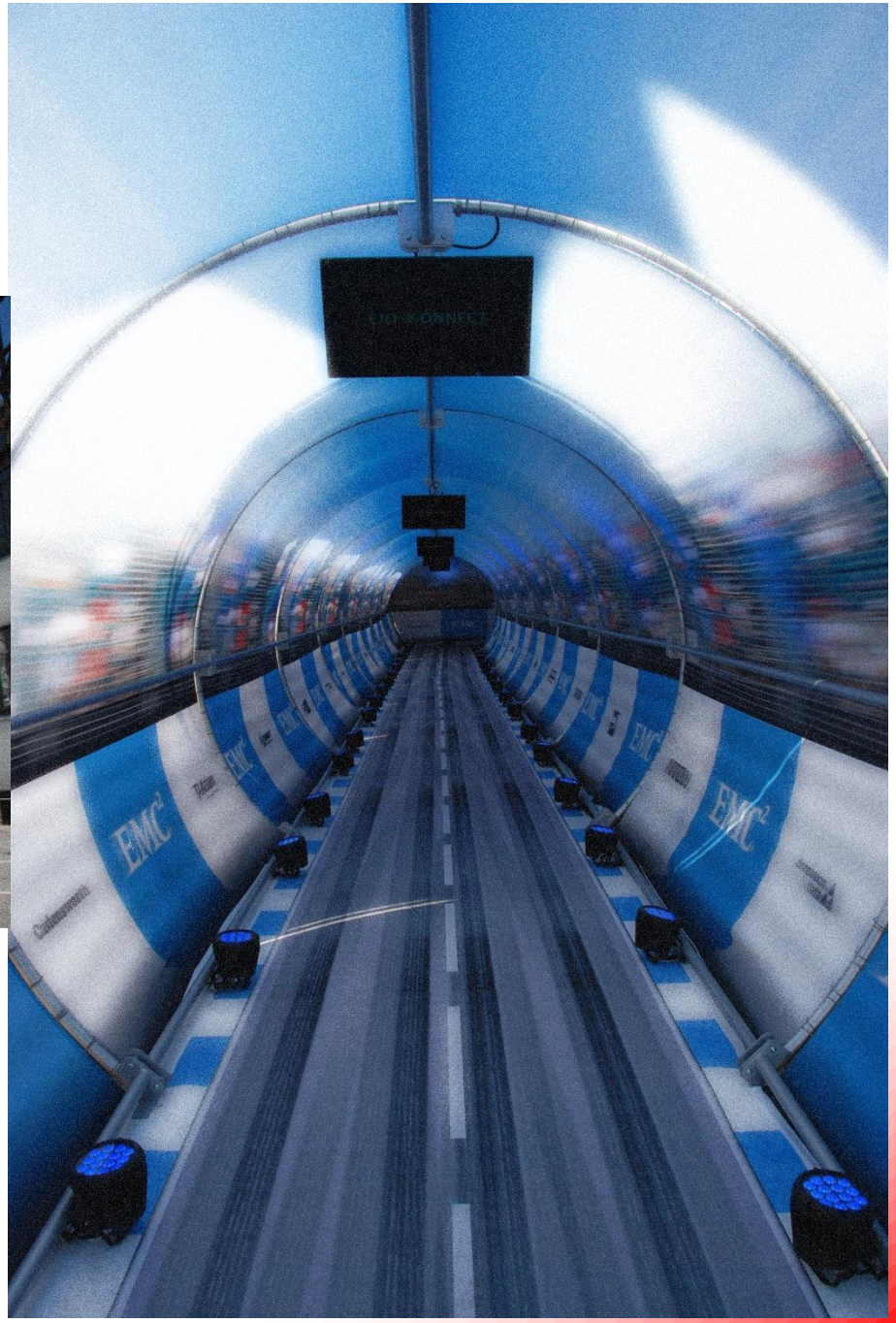
Before



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The perfect location to free your creativity





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Lake Maggiore

The out-of-the-box solution for amazing events and conferences – Pharma friendly

Great 4* and 5* hotels with large meeting spaces



Baveno:

- Three 4* hotels within walking distance (2 of them are connected by a gallery) for a total of **599 rooms** and suites and a total **of 45 meeting rooms** with a single meeting suite for **1,200 attendees**

Ideal for Pharmaceuticals

Between Stresa and Baveno another 5* property is available for exclusive events and VIP guests (60 rooms)



Stresa:

- Two 4* and one 5* hotels along the lake for up to **650 rooms** and **40 meeting rooms** (max capacity 500 people)

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Lake Maggiore







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Lake Como

top VIP destination, close to Milan and easily accessible (Milan Malpensa Airport)



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Bespoke product launches and presentations

Case history:

- Luxury private lake-side Villa
- Bespoke interiors project with custom-made furniture
- High end food & wine experience throughout the day





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WRAITH
Power, Style, Drama

Florence & Chianti

The ultimate romantic getaway

Highlights:

- Boutique hotels and amazing Villas
- Ideal in Spring and Autumn to enjoy the mild weather and colours
- Chianti countryside for an amazing drive with vintage cars and wine tours

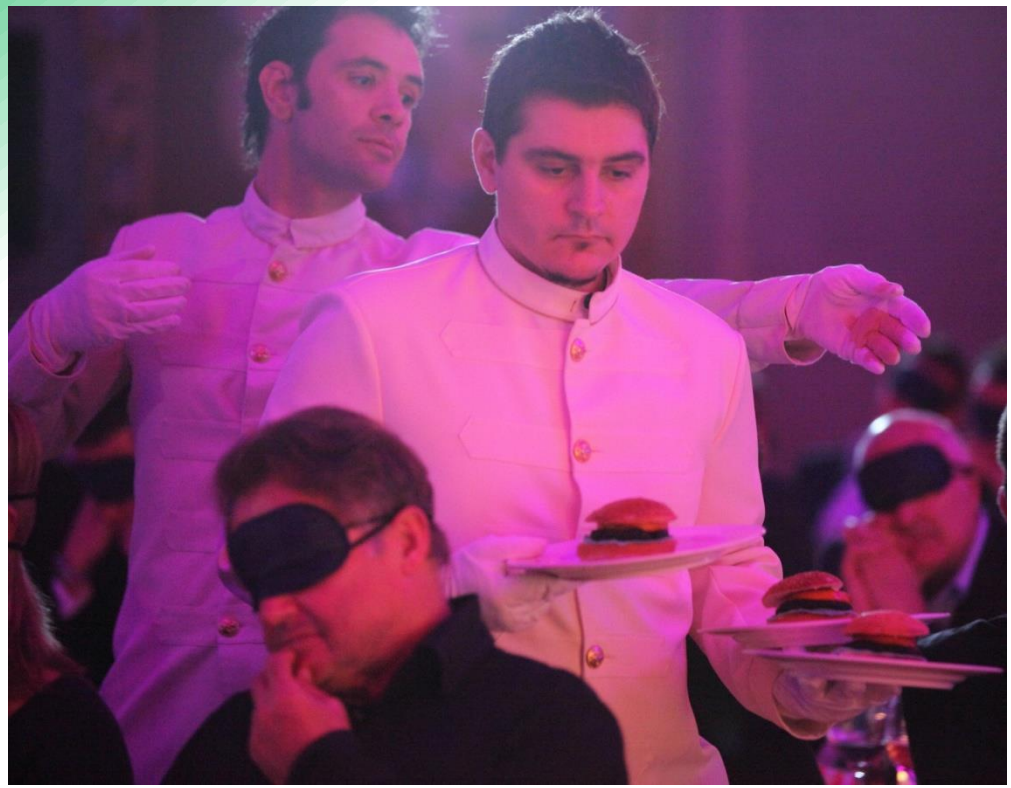


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CREATIVE DINNERS: Sensorial dinner



A magic voyage…







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perfumes, stories, flowers, food and wines from abroad...



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Venice: luxury and timeless elegance

A dream over water that has inspired artists and poets across centuries.

- Amazing hotels and Palazzos for high-end incentive travel and events

- Wide selection of activities for small groups and couples

- Breath-taking venues



Venice Romantic, elegant and funny!







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Amalfi Coast

breath-taking coast line villages and towns

The Dolce Vita Experience in a corner of paradise.

- Luxury boutique hotels
- Ideal for couples and high-end incentives
- Great weather from April to October and good value for money in mid-season
- Possibility of excursions by sea to Capri island and by land in the immaculate surroundings on board of vintage Fiat 500's



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Dancing under the sun or under a pizza…

there is always a first time!



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Sicily



Sicily

Something for all

Highlights:

- Mild season from March to November
- Luxury, boutique hotels for VIP and high-end incentives
- Large beach and golf resorts with meetings facilities for both leisure and conference
- Great value for money
- Stunning world heritage sites and fine dining

Main areas:

- Catania – Taormina: ideal for small VIP groups, great hotels, amazing beaches, stunning historical city centres with boutiques and fine dining restaurants
- Siracusa – Ragusa: great resorts both 4* and 5* with large meeting facilities, open all year, available for exclusive use, works perfectly for bespoke product launches, close to Comiso airport
- Agrigento – Enna: great historical and naturalistic value, two important tracks for car testing and launches

Ideal for all sorts of events: from pharmaceutical to car makers, the region can be the perfect answer to any event. New and contemporary venues available.

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Amazing resorts and hotels



Stunning locations and venues



fully immerse in our traditions:

in the land of Il Padrino

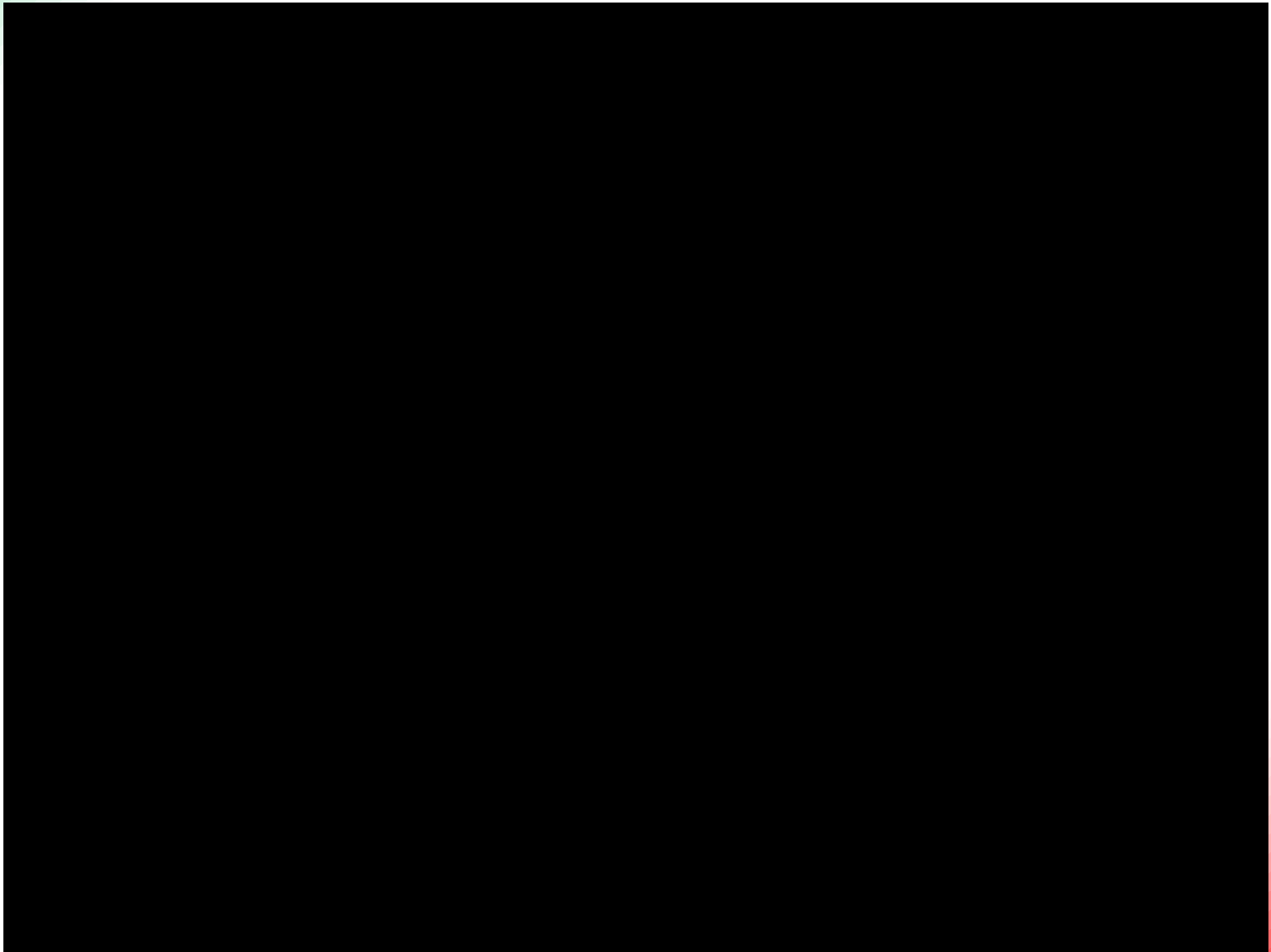






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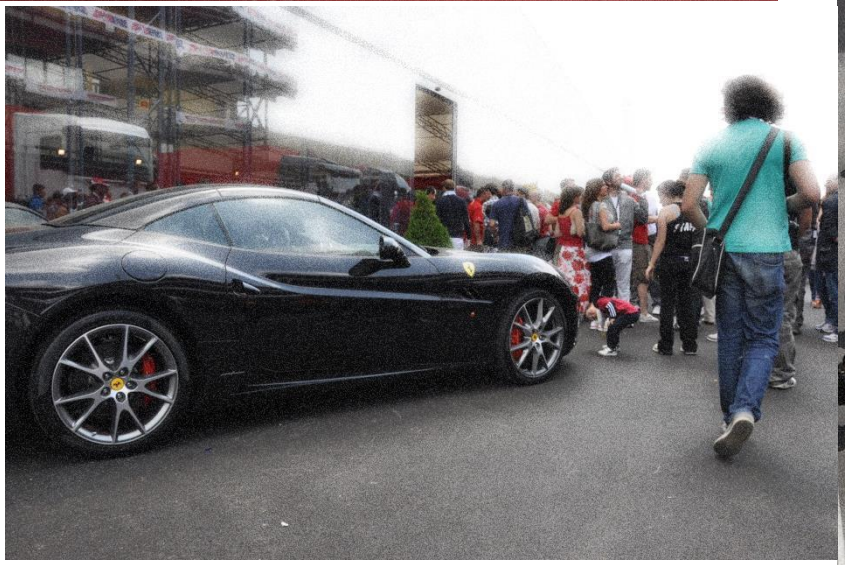
CREATIVITY
Case History: Godfather movie

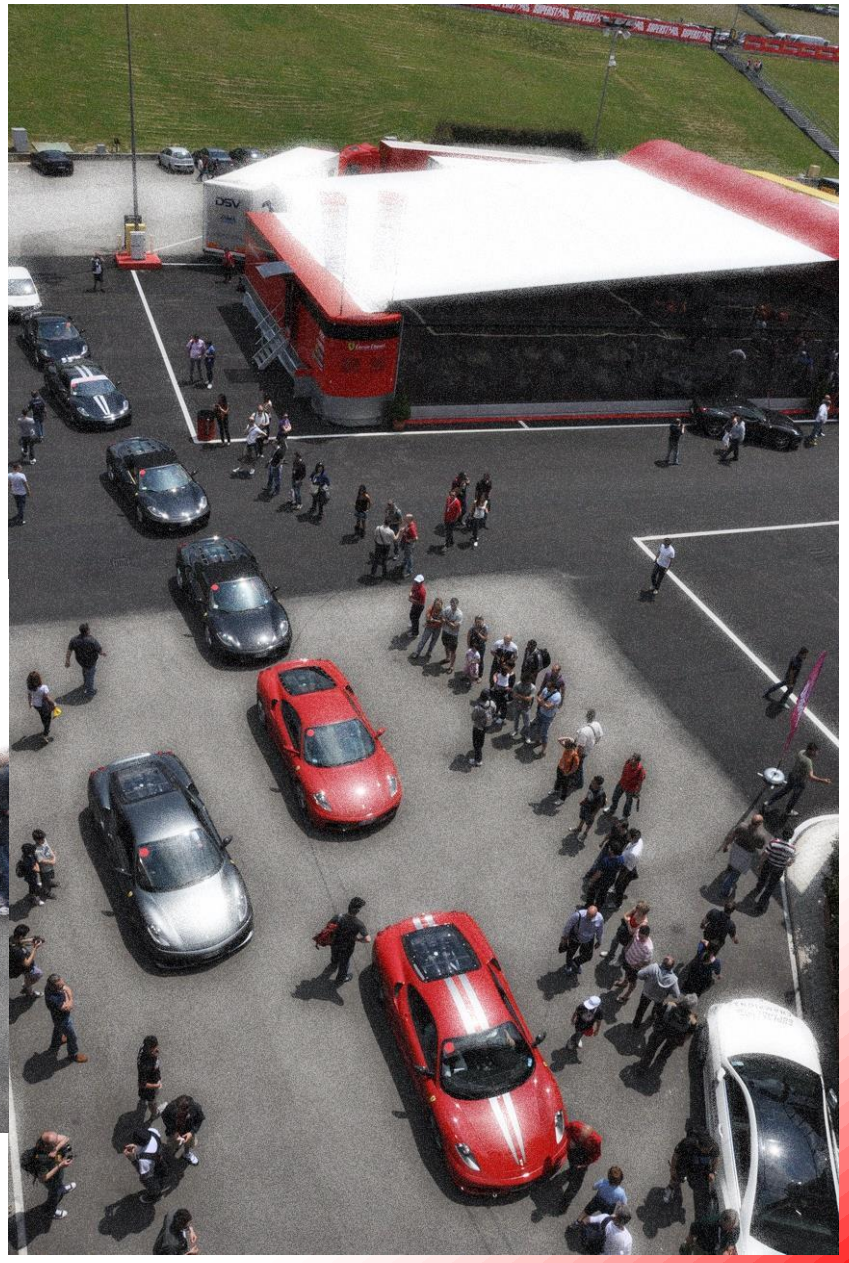


SPORT

Special events for strong emotions… Italian style

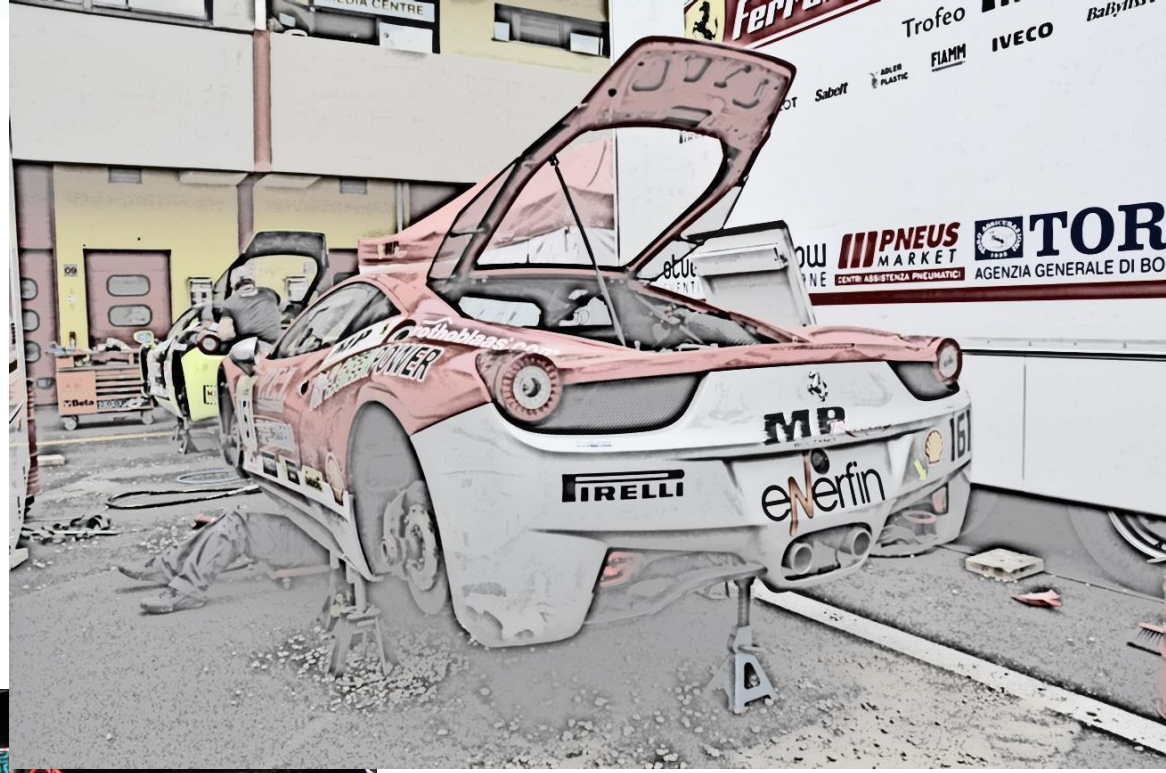






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Feel like in a F1 team for a day





A presto!



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Arena di Verona - Opera