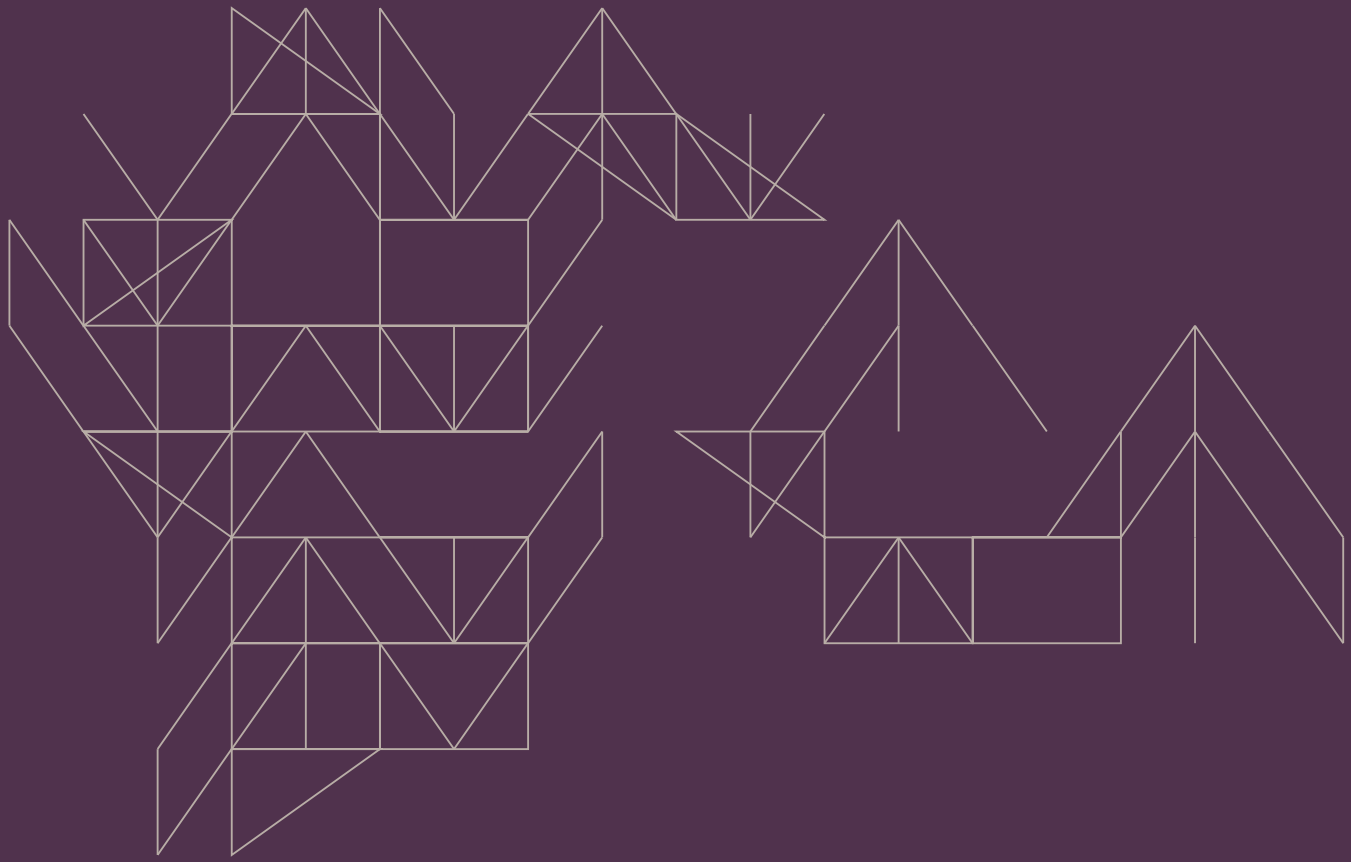

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Atril Events is a project office that specialises in articulating strategies for the organisation of professional meetings, conferences, incentives and events.

Atril approaches its projects from a double perspective, i.e. from the point of view of the client and from the point of view of the event participants.

Atril Events offers its clients the guarantee of being in the hands of a senior team with considerable expertise, technical capabilities and solvency. Professionals who listen, are reliable, understand the event's needs and make each piece fit. The result is that the client receives full support and achieves its objectives.

As desired by the client, the end user is guaranteed a special, memorable moment for which an investment has been made in imagination, innovation and good decisions. The trademark is highlighted, differentiated and positioned according to the needs, wishes and expectations of users.

Specialists in Special

Experience makes us true experts for our clients. Imagination makes us sensitive to the creation of special moments for all event participants.

At each event, we aim to join the dots of success by creating experiences that generate enthusiasm, ensuring that the trademark is highlighted, numbers add up and the operation is perfect.

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Services



"We like events because we like productive moments".

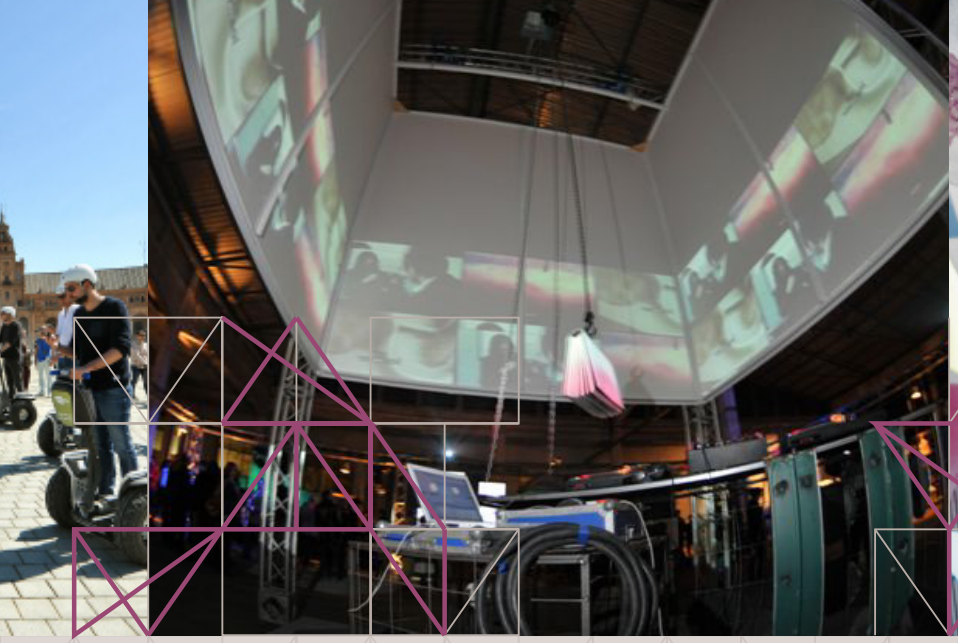
Ricardo Escobar
CEO Atril Events

Conferences

Over the last few years, conferences and conventions have become events in which the form has to be as important as the content in order to do them justice. Conference participants are much more demanding because, to a certain extent, they have become experts themselves. It is therefore essential to be familiar with the latest trends and demands in this area of communication and knowledge.

Incentives

Trademarks require much more than communication; they fundamentally need identification and recognition by stakeholders. Incentives are a way to foster this empathy through a unique event, designed to generate connections and sympathy and strengthen teams. Atril ensures the success of such events by paying close attention to detail.





Production

The ability to generate resources and find solutions for each requirement is what we call production. Many of the events that we organise involve a high degree of production work, because they have numerous elements that range from designing the space to people management. Spectacularity and consistency are the two values that Atril aims to foster at all its events.

Creativity

Ideas are always the basis, unerring concepts that support the design of the event. They are also the differential factor that makes for special events. These ideas find their visual and physical form through artistic management that seeks impact and communicative efficacy.

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Venues are a significant part of the identity and success of an event. Therefore, Atril applies special sensitivity in venue localization and selection.

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Methodology

Years of experience have led Atril Events to establish an operating method aimed at efficacy and simplicity.



"This order that we seek does not contradict creativity or intuition; on the contrary, it favours them".

José A. Benítez
Project Manager

This way of working, dividing projects into phases, makes communication with the client much more fluid and also provides a greater guarantee of success in the end result.

The seven phases of a project:

01 Learning about
02 Approaching
03 Conceptualising
04 Detailed Planning
05 Developing
06 Acting
07 Follow-up

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Phase 01

Learning



"An open, international vision is required to learn about a client".

Jose Martín
Project Manager



To celebrate GOYA's 75th anniversary, we chose an emblematic building dating from the 1929 Expo in Seville, Casino de la Exposición.

Listening

Before thinking, we try to listen to, understand and translate the client's expectations.

In the first meeting, we systematically take note of requirements and ask the client to consider all aspects before we start to work.

Connecting

Knowledge enables us to connect, align our minds and generate the trust required to continue together.

Identifying

We identify what is truly important. Our team endeavours to bring the sensitivity required to establish an approach that works.

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GOYA is an American company that operates internationally. The projects completed for this client are a clear example of the importance that Atril Events gives to knowledge.





An important principle in our collaboration with GOYA is the understanding established between us and the client, derived from dialogue and active listening.



The gala celebrating GOYA's 75 years in Spain was based on thorough documentation, as shown in an exhibit on the brand's history.



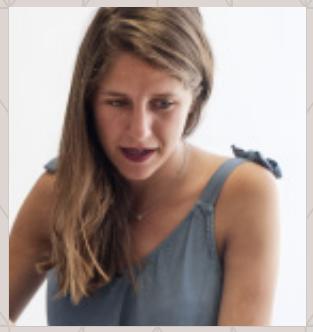
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Sevilla Venues, an approach to generate a new long-term product.

Phase 02

Approaching



"Look for the best with the best partners"

Asunción Torres
Project Manager

Investigating

With sector benchmarking, we detect the best practices to ensure that the outcome is effective and surprising.

Reasoning

We get into the role to see what is going to happen and think what will work.

Collaborating

We start to work with our partners, which are true experts in each technical discipline, to jointly define what we can add from each viewpoint, from design to catering, including staging, audio-visual equipment or event personnel.

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The key to SEVILLA VENUES was to join the client in designing a new product from scratch. Creatively, this involved a name, a slogan and a very solid visual style.

SEVILLA VENUES is a project submitted to Turismo de Sevilla as a major online platform of public spaces available for events.



For its institutional and professional presentation, events were designed in Madrid and Barcelona that transmitted the project's innovative tone.



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Phase 03

Conceptualising



"The concept is the cornerstone that makes everything consistent and effective".

Fernando Albacete
Project Manager

The Day of the Entrepreneur in Andalusia is an event with great repercussion that was articulated based on a "Work in progress" concept.

Finding

This is where all these ideas are linked together to create a powerful and special communication concept. This concept is the basis for all creative decisions, providing the event with consistency and unity.

Theming

In this aspect, each point of contact with the end user is defined, as are the wow moments.

Adjusting

We adjust creativity so that our proposals are aligned with the company's communication targets. Our projects adapt to a realistic budget. Our solutions are based on sound technical foundations so that all the elements involved support the organisation's targets.

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With the intervention of design live and in real time, we reaffirmed the main concept: 'Enterprise is Now'.





The Day of the Entrepreneur was conceptualised as a "Work in progress" event because the communicative pieces were presented during the event itself.











The concept not only provided unity for the entire event but made the initial message and objective easily understood; indeed, the social projection of the event was more effective.



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'The New Truth of Leather Art' involved the design of an innovative global project.

Phase 04

Detail Planning



"Decision-making is a fundamental creative act".

Francesca Lupo
Project Manager

Translating

This is when we make ideas come true, we translate the creative concept into specific actions. We resolve technical aspects by choosing each element, their technical specifications and how they have to work to reach the predefined objectives.

Specifying

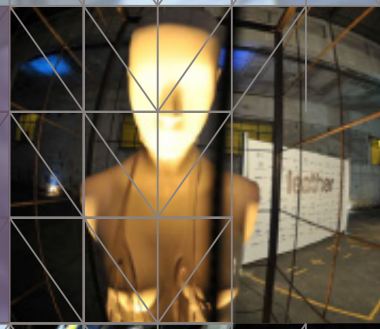
We make inspection visits to ensure that everything is perfect. We create a planning schedule, distribute a budget and establish a calendar.

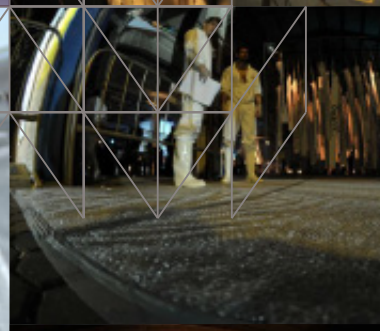
Organising

This is when we organise a general briefing of the event, with all supplier orders and everything that we can do to guarantee that everyone will do exactly what they have to do and that nothing is left to chance.

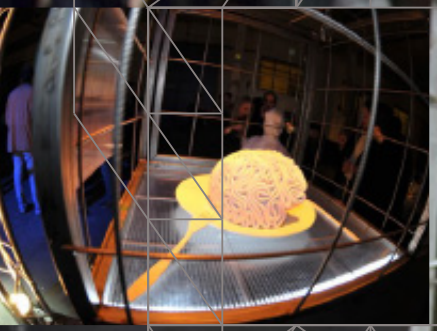
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It was designed as an allegory in an industrial space where the staging, the lighting, the clothing and the interventions metaphorically presented the new scientific and artistic aspects of leather.









'The New Truth of Leather Art' was projected as a singular event. All the creative elements showed the art of leather from an innovative and effective perspective.



The concept of this project was so important that even the catering presented the same qualities as the rest of the elements.



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Phase 05

Developing



"For the mechanism to work a good design is not enough; it has to be carefully articulated".

Javier Infante
EGCDE Senior Creative Manager

Incentives require personal contact with all those attending and a deployment of means that guarantees a fluid event.

Dissemination

The event does not begin on the day. Communication, dissemination and the generation of expectations, curiosity and attraction are launched beforehand to ensure that the event is a success.

Operation

In all this, other work is required, such as the technical office, logistics, hotels, speakers, transport, security, installation... All this plus starting the production machinery.

Verification

Here we check that what is being produced and installed is what we want, ensuring that everything has the necessary quality and will function as planned. It is the backstage of the event that will make everything work, the testing, the resolution of errors, the adjustments and anticipating a solution for anything that could go wrong.

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With incentives, as with any other event, the participants' expectations must be carefully analysed in order to design the most suitable activities.





One fundamental activity is also the venue localization, analysis and hiring, because venues are one of the main keys to success.







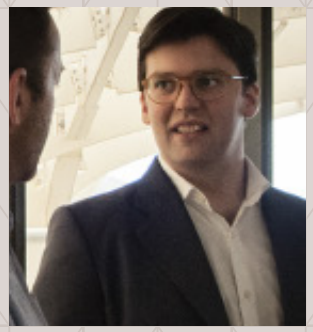
Only a broad deployment of means and personnel can guarantee the success of a singular event.



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Phase 06

Acting



"It must be a Great Day, both for the client and the participants".

Ramón Laguna
Strategy Manager



Presentation and convention in Lisbon for one of the leading global investment funds and international financial services provider.

Shining

One the event has kicked off, we have to live up to the expectations and make it shine. On-site we make every piece fit together, we all work as one and make sure that everything is perfect.

Fine Tuning

This is when we have to focus on the details, solve unexpected situations and make the most of all the work done previously so that the event is seamless. This is the time for enjoying, impacting, surprising and connecting.

Surprising

We unveil we have prepared for the participants step by step. We immerse participants into singular experiences that have been tailor-made for the event in order to make the brand appeal to them.

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At corporate presentations and events like this convention, everything has to be perfectly organised, all the details must be visible and slowly generate an interesting atmosphere.





The brand's philosophy is reflected in the tone of the event, in the chosen venue and in the type of activities involved. We attempt to alternate communication and leisure moments.

The solidity of such an event depends on the complicity created among those attending. This shared moment is the best cohesion activity that a brand can perform.





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Phase 07

Follow-up



"The life of an event continues after the day when it is held. Follow-up is what makes an event profitable".

Manolo Ortiz
Financial Manager

A large event such as the 7th Conference for the Study of Violence against Women requires regular follow-up for some time.

Continuity

'Goodbye' to the onsite work is really a 'see you later'. The event does not end when the lights are turned off because the engagement generated needs to be fed.

Reinforcing

This is the time to apply communicative reinforcement activities, providing support for relationships in benefit of the client and its objectives.

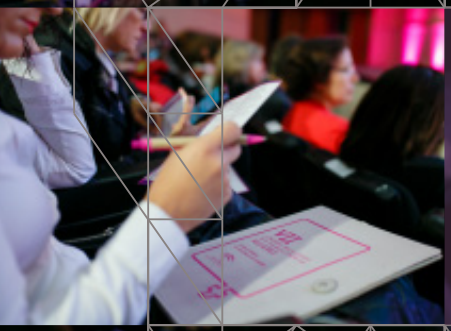
Collecting

We continue to communicate, are consistent and show all participants that what they saw, what they enjoyed, is only a taste of what can be achieved with this brand.

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With good follow-up, with communications that show gratitude and provide subsequent information, we guarantee that participants feel acknowledged, thus reinforcing their participation.

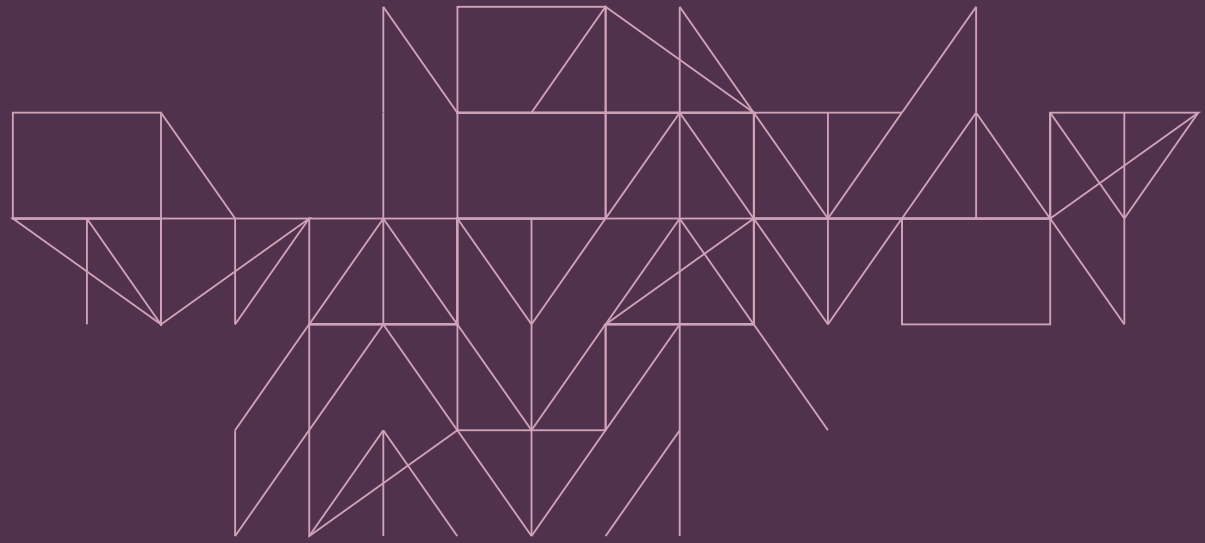


Visitors' activities are recorded to obtain data on the event's impact and efficacy.



Furthermore, shared and transmitted knowledge is fundamental for any conference. This material has to be published and disseminated.






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