



15th CONGRESS OF EUROPEAN ASSOCIATION FOR PSYCHOTHERAPY
3^o CONGRESSO DELLA FEDERAZIONE ITALIANA ASSOCIAZIONI DI PSICOTERAPIA

"HUMOUR AND OTHER STRATEGIES TO SURVIVE EMOTIONAL CRISIS"

FLORENCE, 14-17 JUNE 2007

Submission - ICCA Marketing Award 2007

'HUMOUR IN THERAPY'

Florence (Italy), May-June 2007

Overview - Research of your market conditions/needs and why you decided to develop this marketing campaign. Explain the rationale for the campaign.

The event title of the Scientific Congress was: 15th EAP Congress (European Association for Psychotherapy) – 3rd FIAP Congress (Federation of Italian Associations of Psychotherapy) *"Humour and other strategies to survive emotional crisis"*. Psychotherapists and Psychologists do not prescribe medicines – that's why the amount of the sponsorship contributions was not so considerable... the aim of the promotional materials and marketing campaign was to involve Institutions, Sponsors, Media and Scientific audience to present the Congress theme and raise funds for the Congress and Meyer Paediatric Hospital of Florence, too.



The link between humour, scientific results, health life was a special 'violet clown nose', which was widely distributed and promoted, thanks to the City Major, other politicians of Florence and soccer champions of the local soccer team 'Fiorentina'.

The graphic design of all printed materials was created mixing an image of 'Palazzo Vecchio', the hearth of Florence, with the famous comic actor Charlie Chaplin and a boy, holding a picture of Sigmund Freud, the father of Psychotherapy.

We started with a press conference at the Congress Palace in May, to launch the events related to the Congress; at the end of the month, we filled the soccer stadium with violet noses (more than 30.000 noses were sold)! The Congress scientific works started with a second press conference in the beautiful Limonaia of Palazzo Medici Riccardi, to present the special show on 'Humour and other strategies'. Then the presence of Patch Adams at the Charity Dinner for the Paediatric Hospital, and his final speech, concluded the successful event.

PRESIDENT OF THE CONGRESS
Prof. Rodolfo de Bernart

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Objective - What are the objectives of the campaign and how/when will the results be measured? Who is your target audience? What is the message you are sending?

The Congress subject has let the city of Florence be considered the Capital of Humour for one week. The event was thus made of several ingredients, in a city “theme dressed” to show how humour can be useful in different realities, from psychotherapy to medicine.

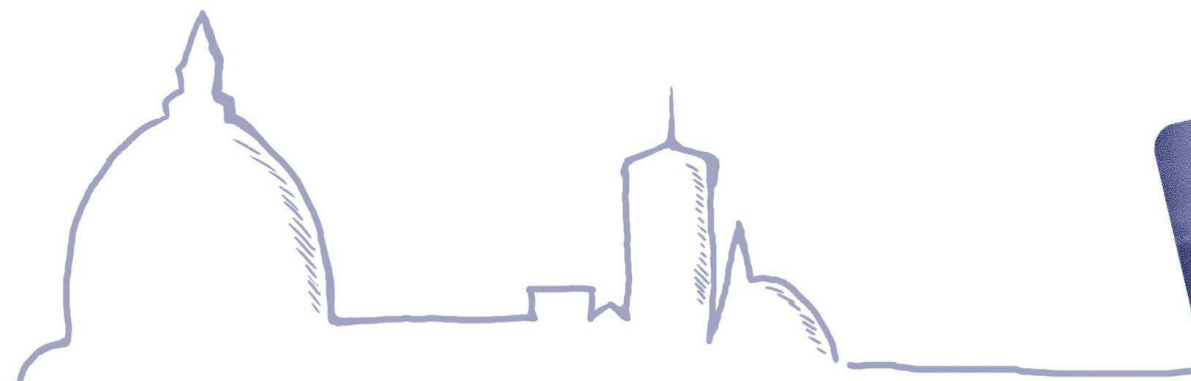
The target audience was, as an International Scientific Congress, 1.200 people (psychotherapists, psychologists, paediatricians, social assistants, educators and teachers); simultaneous events reached 30.000 people in the whole city.



Campaign - Explain the actual campaign with the use of visuals and text, include samples of collateral used, communication mix (advertising, public relations, direct sales, promotional items), timing of campaign components and actual costs.

Period of implementation of the marketing campaign started on the 27th of May 2007 (at the Florence soccer stadium), until the 17th of June 2007, the day the Congress ended.

The event has been promoted through: advertisement on several web sites for doctors, psychologists, paediatrics, educators, family therapists; dedicated web site (www.humourintherapy.com); articles and advertising on daily and monthly magazines; scientific programme sending; postcards; t-shirts and obviously....violet clown noses! These simultaneous events reached a larger target: the Florentine citizens first of all, the supporters and the national and international medias.



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The scientific sessions have been supported by the usual light and video devices, with plasma TV in all rooms, connected with the Auditorium. Being the Emotional Crisis one of the Congress themes, Beethoven and Schubert music has been spread, during both the break and the opening/closing daily sessions, in stereophony. At the Soccer Stadium, the local microphone system has been used, with a speaker announcing the raising of funds for the "Meyer Foundation".

Different locations have been chosen in order to involve the whole city: so, apart from the Congress Palace, large and institutional venues, easy to reach, have been selected.

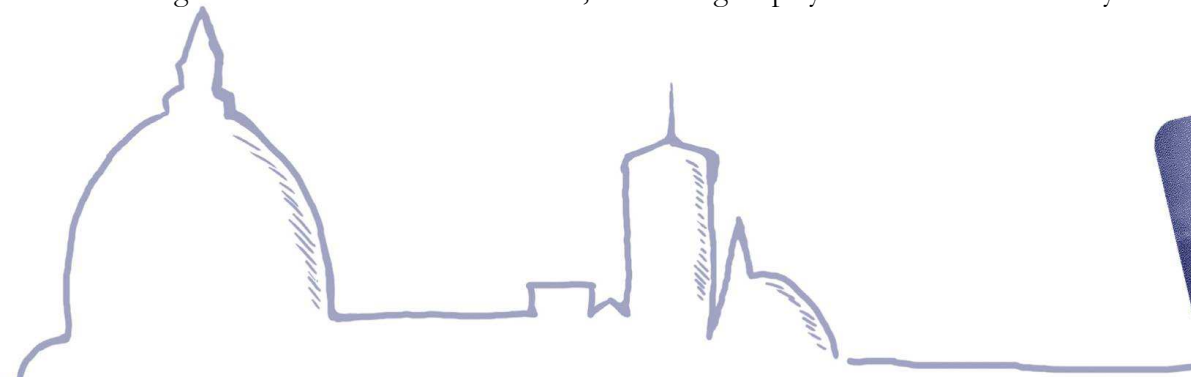
Selected locations in Florence were:

- "Artemio Franchi" Soccer Stadium
- Congress Palace
- "Limonaia" of Medici Riccardi Palace
- Repubblica Square
- Budini Gattai Palace
- Grand Hotel Baglioni



Unique Features - What did your programme include that was new, innovative, surprising or totally unique.

The Congress has been characterized, apart from scientific activities, by two main moments. The first one with the handing out of "violet clowns noses" into the "Artemio Franchi" Soccer Stadium, on May 27th: this initiative, to support the "Meyer" Pediatric Hospital Foundation, colored the last Fiorentina Championship match, involving the whole terraces with the hymn of both teams (Fiorentina and Sampdoria), sung by the "Melograno" Little Chorus of Florence, and letting all players take the field strictly wearing a "violet nose".



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The second topic moment took place at the presence of Patch Adams (the American doctor who invented the clowntherapy): he attended a round table, on Saturday June 16th, and held a successful and attractive (for both media and citizens) *lectio magistralis*, on Sunday 17th. Finally, he was the guest star at the "Meyer Foundation" Charity Dinner.



Results - Explain the outcome of your campaign, why it was a success and how your company has benefited from the promotion. Please provide quantifiable results to demonstrate your success.

A "cheerful" atmosphere spread all around from the very entrance of the Congress venues, at the secretary desk, where famous quotations on humour and psychotherapy themes were drawn up. Violet was the main colour of the staging: flowers, bags, badge collars, pens. The staff members put on violet noses during all the event, nicely welcoming all the participants – who have been on good terms with the Meyer Paediatric Hospital Clowns, too.

1.200 delegates (an amount four times as large as the last years); 350 participants to dinners and social events; 1.150 gadgets; 32.300 violet noses handed up – at the Stadium (26.300) and at the stand in Repubblica Square (6.000). Funds raised from violet noses, for the new Paediatric Hospital of Florence: more than 55.000 euros. The Congress President, Prof. Rodolfo de Bernart, thanks to the success of the event, obtained the future EAP Presidency. Besides the joyful atmosphere in the air of our offices, our Company, obviously, gained lot of media promotion and hundreds of newspaper articles.

Luigi Cammi

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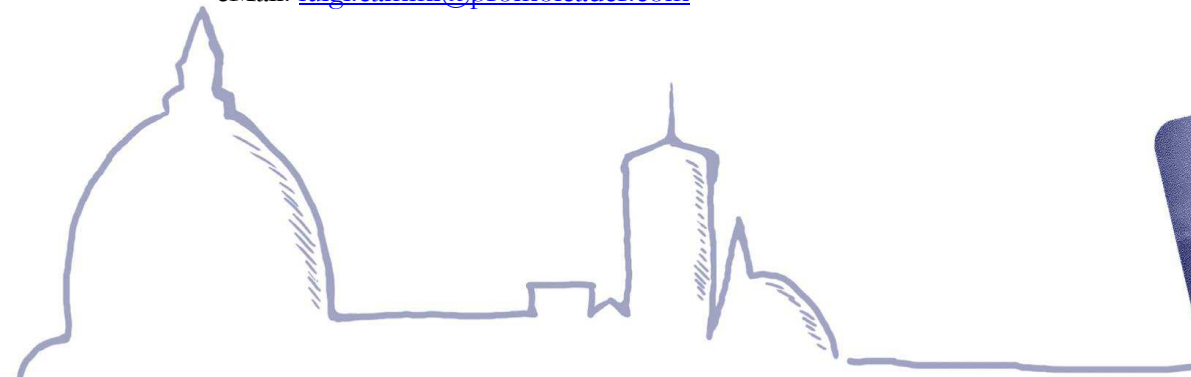
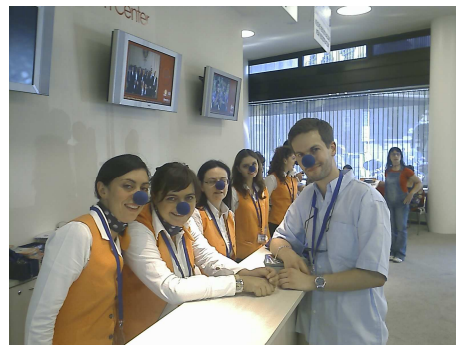
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