



CONVENTION
BUREAU
ITALIA

www.conventionbureauitalia.com

ICCA
BEST MARKETING AWARD
2019

ITALY AT HAND

Italy at Hand is Convention Bureau Italia's project aimed at involving the entire Italian Meeting Industry in order to fill a gap in initiatives that were penalising our offers on the market.

Our innovative and creative concept combines elements of strong and active sharing in the Network and in integrated territorial marketing strategies.

Beginning in May 2017 and despite the small initial budget, the project has generated an excellent return on investments, creating widespread interest in the sector and recognition with our target audience. Let us retrace our **dream** which is now a beautiful and tangible reality.

KEYWORDS



INNOVATION



IDEAS



PEOPLE



VALUE FOR MONEY



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Italy at Hand was born out of a story, the story of CBItalia's dream that became a reality.

Exactly 5 years ago Convention Bureau Italia was conceived to give a practical solution to an urgent request by a group composed of some of the most important Italian Destinations, a few congress centres and trade associations, all expressions of the Italian Meeting Industry and the tourist sector. We were resolute and determined and we were united by a simple but at the same time powerful concept:

Hand in hand wins!



CBItalia's numbers

	Affiliated companies	Companies represented*	Staff	Revenue	Public funding
2014	■ 20	■ 700	■ 2	■ 60K €	0 €
2019	■ 130	■ 3500	■ 8	■ 560K €	0 €
	+ 550%	+ 400%	+ 300%	+ 833%	

* The group of Member companies together with their associates



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Italy had never had a communication campaign dedicated exclusively to the Meeting Industry ... So it was only right to bridge the gap!

CBItalia strongly desired to enhance the values of all those companies that believed and invested in our project. But how to go about it? Creating a communication campaign is an expensive activity but we soon realised that the answer was in the enhancement of our own Network and in particular of the agencies.

We decided then to launch a competition, a real contest which we called “CBI - Capture Buyers’ Imagination”, with the clear and shared aim of **identifying a new and coordinated image for Destination Italy**. So it was that the CBItalia Member agencies were asked to propose ideas for promoting Destination Italy. CBItalia’s Technical Committee, in expanded form, was involved in evaluating the projects received. From an international point of view, Patrick Delaney was invited to contribute.

CALL TO ACTION

Creating a campaign that meets the criteria of:

EFFICIENCY

VERSATILITY

INNOVATION

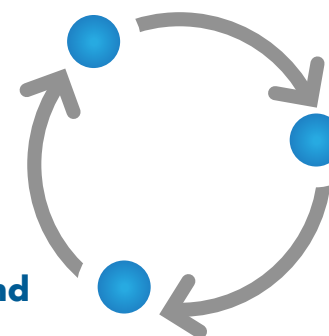
ORIGINALITY

ITALIANNES

CBItalia survives thanks to the support of its Members

Members contribute to the growth and development of the network

CBItalia reciprocates by enhancing the value of their creative and economic resources



So in 2016 we made the decision to create the first Italian communication campaign entirely dedicated to the MICE sector; seeing as how we love to share and involve others according to our motto:

Hand in hand wins!

Thus "Italy at Hand" saw the light of day. From a creative idea of the TerraEvents agency, Italy at Hand desired to **represent Italy through a set of 15 images** reflecting the core values of Italianness and enhancing those virtues which make the Bel Paese the ideal set for staging events. Values that are **represented through** a universal symbol and identified as the best expression of Italianness: **the hands**.

KEYWORDS

- ART
- ENTERTAINMENT
- EXCELLENCE
- FASHION
- HARMONY
- HOSPITALITY
- INNOVATION
- INSPIRATION
- LOVE
- PASSION
- PLAY
- RITUALITY
- STYLE
- TASTE
- **EVERYTHING**



In the collective imagination, hands are a symbol of humanity, cooperation, craftsmanship, authenticity and hospitality... and Made in Italy.

Those hands that we Italians love to use to explain, to create and to emphasize with! Hands are indeed wonderful tools that we are eloquent with, so much so that our Italian art of gesticulating has become universally recognised. Hands that hold, hands that clasp, hands that catch hold of, hands that accompany, caress, touch and create. Hands communicate and because of this, they are the protagonists in our new portrayal of Italy for the Meeting Industry. An Italy to live through each single gesture that makes the daily experience unique.



The communication campaign was only the beginning...

Thanks to the favourable feedback to the Italy at Hand communication campaign which the Network and more in general, the sector's operators received, we decided to grasp the opportunity to think bigger following the **dream** that has always sustained and characterised our work. We wanted to **create a coordinated communication on the national level**, which would highlight all the intrinsic values of Italian culture and traditions, values that characterise our country all over the world.

The rallying cry becomes **involvement** with every single Italian object of beauty.

The objective is to **convey a multiplicity of messages through a single voice**.

1 NETWORK

130 MEMBERS

3500 OPPORTUNITIES

This is...

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THE MOVIE

This approach begins with the deep conviction, as a convention bureau, of putting the Members of our Network at the centre, making them the real protagonists of our work.

We thus found ourselves facing a new challenge:

how do we allow members to make the most of the CBIItalia communication campaign? Once more, the answer in this case was to be found in the concept:

Hand in hand wins!



The images become film.

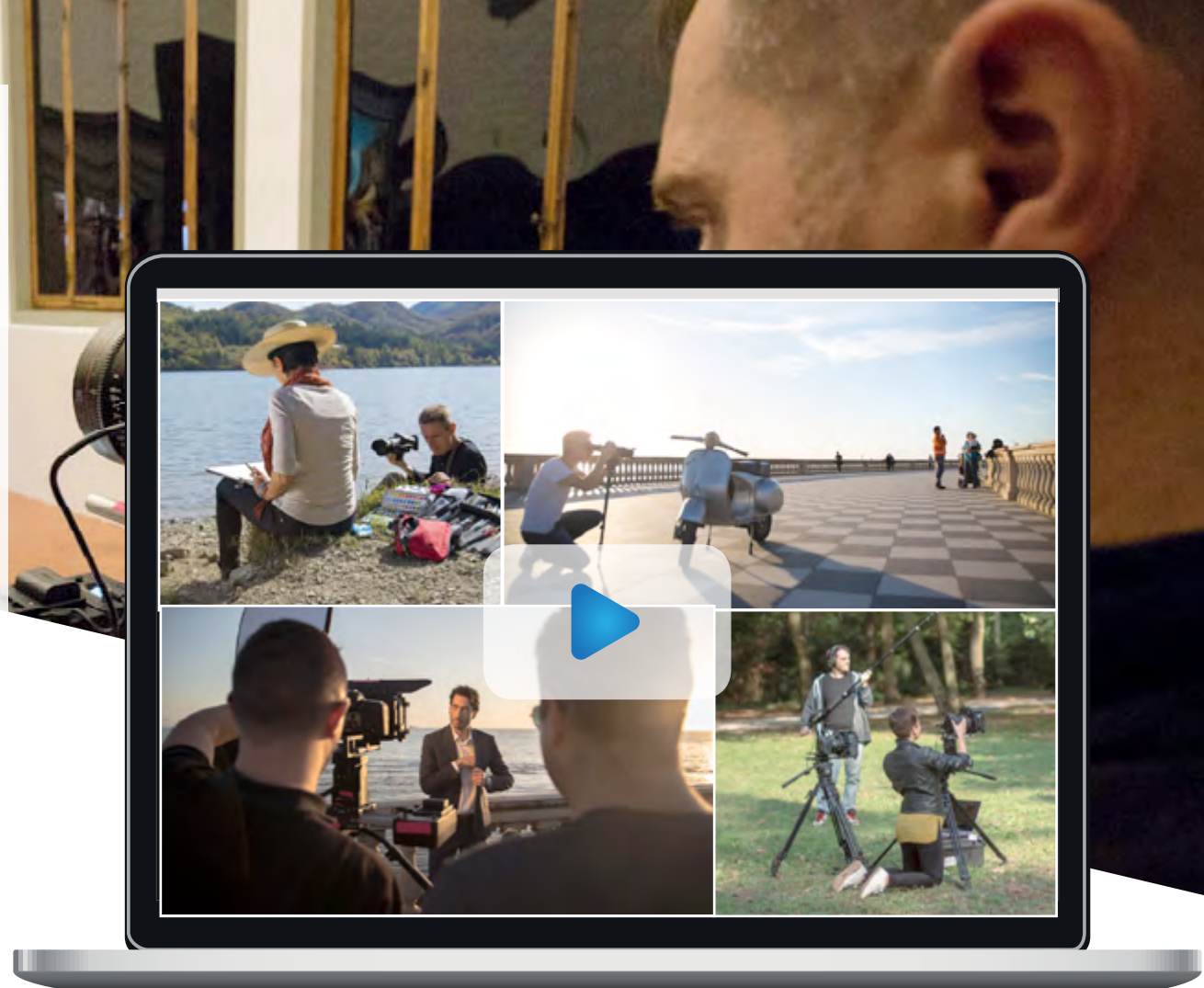
Another piece of the **dream** becomes reality. We imagined giving life to all those images by turning them into 15 micro-stories, so that together they would create **the first movie, representing the national identity of the Italian meeting industry.** We also looked to the result that the Film might have if, in addition to recounting the values of Italianness, it could also narrate every single Destination, enhancing it from the viewpoint of those who live and love the Destination itself. We then involved our Network, giving the local Convention Bureaus the chance to create their own "at Hand Movie", the contents of which would then contribute to create the second Italy at Hand The Movie release, with all the participating Italian Destinations included.

The Network becomes the protagonist of the film.

Each Destination could then **create its own Spin-off Movie**, adopting the Italy at Hand values as well as other more generic ones which it most identifies with. They would draw inspiration from the Brand Identity of the project: same directors, same style, same soundtrack ... but each with its own unique identity to communicate.

Each destination would be able to make its own promotional video, at a very discounted rate, with the guarantee that this would be inserted in a nationally coordinated communication path, creating a virtuous circle powered by the concept:

Hand in hand wins!



ITALY AT HAND
THE MOVIE

1

CBITALIA'S MOVIE

on "Italian"
identity

+

6

SPIN-OFF MOVIES

on individual
Destinations

And the dream of a lifetime comes true: to bring buyers to our home. Today the project has a new life: Italy at Hand, The Event.

The pledge we made with Italy at Hand, the Event was among the most challenging. We were not organising a B2B event but the celebration of the

Italian Meeting Industry, which would allow international buyers and participating suppliers to immerse themselves in all those values that are at the basis of the communication campaign.

Obviously, we cannot forget that we are in Italy, so we will mess our hands, enjoying and creating and of course eating and drinking in the excellent Italian manner. We will surely enjoy ourselves greatly! Italy at Hand is a travelling event to let the most qualified international buyers experience the best of Italy at their fingertips.



SAVE THE DATE
1-3 NOVEMBER
2018 BOLOGNA

THE EVENT
7-9 NOVEMBER
2019 ROMA
www.italyathand.com



1

DIFFERENT HOST CITY EACH YEAR

“The purpose of our event is in fact to cover the essence of Italianness and is the basis of the communication campaign for the overall project of Italy at Hand.”

Carlotta Ferrari

3

DAY-EVENT

45

INTERNATIONAL BUYERS

35

ITALIAN SUPPLIERS

4

**INTERACTIVE ACTIVITIES
INSPIRED BY THE ITALY
AT HAND CONCEPT**



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There were many channels for the overall promotion of the Italy at Hand project. Italy at Hand was conceived as an integrated marketing campaign, which would cover all areas of the marketing mix, developed and designed however with a limited budget. So we began by concentrating on the riches we already possessed: our Members, by maximising their involvement and their participation in the project, explaining to them our objectives clearly, seriously and passionately.

Through a call to action to all our Members, we encouraged them to send their contributions concerning their distinctive Italian features, to enhance the whole of Italy, in each of the 15 values.

The aim was to fill our channels with authentic quality content and effectively strengthening their promotion on national and international levels.

The images and texts employed were promoted mainly on two channels: social media and the CBIItalia website. Advertising or dedicated articles in the specialist press were out of our economic reach. We did however try to involve the press in

a more original way, by proposing a collaborative arrangement where we made ourselves constantly available in the eventual interest of being able to relate the world of MICE in Italy.

We created the hashtag #ItalyatHand on CBIItalia's social media, so as to reinforce Member participation and to track all the contents in an influential holder.

We released the 15 images and then the 15 micro-stories of the Movie bit by bit. For every Italy at Hand value, CBIItalia Members were asked to indicate what, in their opinion and experience, was the best interpretation of that value. We

invited them to comment their point of view at length.

The same approach was used for the website. A page was dedicated to each value, together with the most beautiful images contributed by the Members. These images were selected and brought up weekly on the social network. This was favourably received by our public, with a far greater exposure than it would have with the many individual realities. This virtuous circle has generated a lot of engagement and viral activity, bringing an ever greater participation to the network day by day.



ENIT

For ITALY at HAND The Event 2018

"In the last year, ENIT has relaunched a vigorous promotion campaign on a global level identifying the most qualified B2B events on offer. Italy at Hand is without doubt one of these events. We are pleased to support and see it grow."

Giorgio Palmucci, President

CONVENTION BUREAU GENOVA

On ITALY at HAND The Movie:

"The feedback we have on the video GENOVA AT HAND is absolutely positive. Together with the municipality of Genova we arranged to share the Movie on the various channels of communication and the response was enthusiastic! (1200 likes, 1300 shares and more than 108,000 views on Facebook while there were 606 views on YouTube). Our Members and partners also appreciated the initiative and made good use of it to publicise their own enterprises."

*Beatrice Ferraioli
Organisational secretariat*

TERRAEVENTS

Creator of the concept:

"Winning the Capture Buyers' Imagination contest has been incredibly rewarding for me and all the team at TERRAEVENTS as we were really excited to have the opportunity to contribute - with such a prestigious partner like the Italian Convention Bureau - to the promotion of our destination in the MICE industry globally. We were even more excited when, as a development of the initial communication campaign, we started working with CBI's team on the event ITALY AT HAND that has immediately become a "must attend" workshop for international meeting planners interested in getting to know the key players of the Italian MICE industry.

The cooperation between CVB and DMCs has proven to be extremely effective and we hope this example will be followed by others in the near future."

Lorenzo Pignatti, DMCP - President

AIM INTERNATIONAL

On the ITALY at HAND Communication campaign:

"The way CBItalia defined its new communication campaign was already in itself a great innovation to which I participated with enthusiasm. I understood immediately the potential of the strong and versatile message in Italy at Hand, the basis of which CBItalia and its entire network could build on and grow.

Three years on, we may say that Italy at Hand was a great intuition where the results are plain to see."

Patrizia Semprebene Buongiorno, Vice President

PARAGON GROUP

Buyer at Italy at HAND The Event 2018:

"I would like to congratulate you on a fantastic project and fantastic execution of one of the better events I have attended. It is well known that Italy as a country has a lot to offer however such organisation was missing for many years. So beside the fact you managed to have all united and as one team, you also did it in a typical Italian way, very positive, charming, very good combination of knowledge and fun, and sufficient social events. Your attention to details, service, personal touch - were noted in every single part of the event. Well done and I was proud to take part of the event..."

Eyal Halevy, Co-Managing Director

HEADQUARTERS MAGAZINE

Media Partner at Italy at HAND

The Event 2018:

"I can assure our readers that at the end of the meeting, many people shook hands with each other, which was the original intention of the conference (and the ultimate objective of the meetings industry): to extend hands."

Marcel A.M. Vissers, Owner



ABOUT ITALY at HAND

COMMENTS on social networks

GF ITALIAN COMMUNICATION EXPERT

“Chapeau. Un’idea molto carina!”

LDP ITALIAN EVENT ORGANISER

“Bellissimooooo”

WG DESTINATION WEDDING PLANNER

“Brilliant!!!”

V MN UK REP.

“I agree brilliant!”

PRESS RELEASE

More than
60

ARTICLES - HAVE BEEN PUBLISHED ON NATIONAL AND INTERNATIONAL PRESS



SOCIAL NETWORKS

6204

LIKE

86500

VIEWS

SOCIAL NETWORKS
FACEBOOK
LINKEDIN

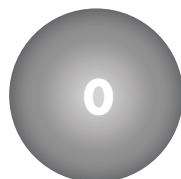
INSTAGRAM
YOUTUBE
TWITTER

Hand in hand wins!

COMMUNICATION CAMPAIGN

ITALY at HAND

Costs €



Benefits €



Costs that we should have faced, for the creativity of the project, if we hadn't involved our Network.

THE MOVIE



Costs €



Benefits €



Savings for the Destinations when creating spin-offs, due to the involvement of the same creative partner, and consequently the coverage of the costs of creativity and direction for CBIItalia.

THE EVENT



Costs €



Benefits €



Many expenses were reduced thanks to connecting with strategic partnerships.

