

FLORENCE. FROM NOVEMBER 7TH TO 11TH

48th ICCA Congress: Florence is Ready!

All the destinations have a dream in the drawer: to host, sooner or later, the ICCA (International Congress & Convention Association) Congress & Exhibition: proposing to host the meeting means to be totally self confident of the destination, means that you are sure to offer an unforgettable experience to the delegates, that the local Institutions have fully understood the importance of such an event: it means, in few words, that you feel ready.

And Florence feels ready to host, from the 7th to the 11th of November, the 48th Congress of ICCA that will take place at the Congress Palace and Business Center at the presence of ICCA partners belonging to the five categories: Destination marketing (tourist office, convention bu-

reaux), Meetings Management (pco, DMC, communication agencies), Meeting Support (press, audiovisuals, catering) Transportation (airlines, train, rent a car), Venues (congress centers, hotels with meeting facilities, historical palaces).

The choice of Florence has been decided by a committee composed by the most important Italian destinations, that have recognized in the Italian Committee of ICCA, headed by Leonardo Sorelli, the organism able to prepare the candidacy of Florence, and to coordinate the machine of the realization of the congress.

Among the themes discussed at the congress, there is the better understanding of clients needs, and the future of the mice



Palazzo dei Congressi e Business Center

industry, beside talking of new possible marketing strategies to win the competition which is more and more strong.

Education and networking are the key words, with a lot of opportunities to exchange information related to the congresses within special business leads exchange sections, and possibility to increase personal knowledge on the tools offered by ICCA to acquire the associative

congresses. The unique scenery of the city of Florence will be the frame to all this with a social program rich in emotions.

Villa Vittoria, which hosts the Congress Palace and the Business Center, with their strategic position in the center of the city within the relaxing garden, will reveal the charm of the environments rich in history, but able to perform services of the highest quality. ■

BAVENO. IL 1° PARCO AVVENTURA DEL VERBANO-CUSIO-OSSOLA

Sul Lago Maggiore, team building e incentive all'Adventure Park

Motivare e incentivare le risorse aziendali è condizione importante per la riuscita di qualsiasi progetto aziendale.



Il Parco Avventura di Baveno, nella splendida cornice della sponda piemontese del Lago Maggiore, può creare un vero e proprio programma formativo, organizzando esperienze di Team Building (=costruzione del gruppo), incentive aziendali, giornate a tema, in cui attività ludico-sportive rafforzano il legame di gruppo, e sviluppano la capacità di concentrazione e di fiducia in sé.

Gli individui sono coinvolti in ambienti e situazioni uniche, diverse dal quotidiano, utili a stimolare emozioni e riflessioni, presentando una serie di attività che li costringe ad agire fuori dai loro normali schemi mentali e comportamentali. ■



BAVENO. THE 1ST ADVENTURE PARK OF VERBANO-CUSIO-OSSOLA

On Lake Maggiore, team building and incentives at Adventure Park

Motivating and encouraging the company's resources are important conditions for the success of any business project. Baveno's Adventure Park, in the magnificent setting of the Piedmont shore of Lake Maggiore, can create an educational program, organizing Team Building experiences, business incentives,

theme days, where sporting activities strengthen group bonding and one's own abilities of concentration and boldness.

Individuals are involved in unique environments and situations, so to stimulate emotions and thoughts, proposing activities requiring them to act outside their usual mental and behavioral patterns. ■