



# Laboratorio delle Idee

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## Overview

Laboratorio delle Idee is an agency communication and strategic consultancy a bit special : since 1996 they produce contents and events, services and communication tools with particular attention to returning to visibility by equipping each activity with a cultural and positioning value for the customer to the audience of interest. Each event, exhibition and festival becomes the occasion to create relationships and develop activities promotional and co-marketing. They are a strategic partner for institutions and private individuals because they always identify new creative and effective formats growth opportunities.

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## Category

PCO

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## Address

Via Santo Stefano, 32 — Bologna

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## Agency foundation year

1996

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## Number of employees or collaborators

7

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## Volum Billing

€ 600.000,00

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## Contacts

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### Services offered

- Abstract/strategic content elaboration and management
- Organizing Secretariat
- Management and coordination of the event venues and hotel (s)
- Management and development of the event budget
- Negotiation and management of sponsorships
- Speaker Coordination Services
- Management of registrations and on-site supervision
- Staff management (hostess / steward)
- Marketing and promotion
- Strategic communication management
- Transport and logistics management
- Social programs and pre/post event and accompanying tours
- Event format design
- Research and selection of speakers
- Creation of a detailed event direction
- Involvement and coordination of suppliers (such as photographers, video makers, catering and graphics and typography etc.)

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### Affiliations

Cedascom Spa, Federeventi, Aidda (Associazione Imprenditrici e Donne Dirigenti di Azienda).

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### References

Pollution RefleAction, Graduation Day Bologna Business School, Varignana Music Festival, Bologna Children's Book Fair, ArteFiera, Cosmoprof Party, Human Relations Night Cosmofarma, RE-Creation Energy Break (Climate KIC Italy), Gani Marble Tiles, Grand Tour Emil Banca.