

Press Release - NICO Congressi

NICO Congressi is a company specialized in the organization, planning and management of Congresses and Events. It was founded in 2000 from Ms. **Nicla Pruneti** who is still the **Managing Director** of the Company. NICO is a PCO Italia associated and currently operates with three offices in Italy.

NICO Congressi has obtained the **Continuing Medical Education Accreditation** from the **Italian Ministry of Health**. NICO Congressi has managed various **national and international events** during the years. Enthusiasm

for our job always helped us in all our achievements, directly contributing to our clients success. The experience we acquired during the years in **designing meetings and events** allowed NICO to grow and develop its business even in different areas aimed at the launch, promotion or confirmation of a certain activity or product on the market. The production of an event implies the coming together of a various range of activities. The latter need on one hand the **implementation of different managing skills** and of particular and trained professional resources, while on the other hand they have to be integrated as to schedules, operating guidelines and management. We believe that the particular managing **“style” of each event**, and the deriving communicative message, have to fill the need of successfully **coordinating all activities** around the **specific strategic communication** choice the client is willing to mark the event with. **Our aim** is to **contribute to the success** of the event by managing all the stages of its production, from its **organization to logistics** and to **providing the services** and assistance, according to a suitable planning and programming and to the Client's needs. Our company's aim is based on the idea of best exploiting the investment's potential in every single stage of the production down till the post-meeting stage, through an exhaustive management from the inside, that allows us to lessen coordination problems and investments costs that would rise from turning to outside resources. Energy, creativity, organizational abilities and cooperation spirit: these are the qualities we use in order to successfully design and realize our initiatives with complete satisfaction of our Clients. We have a **direct connection with our Clients** and the **requested service is planned and performed** starting from their specific needs and aims, defining schedules and production procedures, numbering the services and evaluating the environmental location opportunities. The key stages of the project are managed with the monitoring of a **Production Manager** together with Executive Planning. The main task is to monitor and coordinate the different activities of administrative, organizational and logistic staff, while also taking care of auxiliary technical services (translation, interpreting, customer care etc.), press and information services. The arrangement of meetings and of groups of participants is an ever growing business, though there are various companies present on the market that do offer specialized “standard” quality services. Those services are part of what we can define as the traditional organization. Our concept, though, does not just include the traditional quality standard. Our job is aimed to ensure the client company an organizational innovation, the ability to take the most suitable opportunities to leave a possibly unique mark on participants from the meeting. Hence our proposal to best exploit the investment's “meeting” potential before, during and after the meeting itself.



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