



**TerraEVENTS**

ITALY | SPAIN | PORTUGAL | FRANCE



## WHO WE ARE

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*“ We are a growing network of **wholly owned** Destination Management Companies in prime MICE destination countries and cities in Europe, principally around the Mediterranean ”*



# BEST PRACTICES

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[Click here  
to see our brochure](#)

## 01 **Vetting process** - Under Observation

*A considered approach of in-depth, robust due diligence with independent qualification of suppliers for their financial solidity, performance and service standards*

## 02 **Health & Safety Standards** - In Safe Hands

*Claiming responsibility through design & ownership of H&S protocol; advancing from local-specific guidelines to create a personalized agenda, directly addressing our clients' priorities and needs.*

## 03 **Flexibility** - Agile sustainability

*Agility and flexibility, our concept for continuous movement and direction - a dynamic fast flowing mindset, responsive to the changing perspectives and demands of our clients through the creation of new customer value propositions*

## 04 **Technology** - A changing landscape

*Rethinking our customer journey through the development of tailored digital solutions through every phase of the event / program development and management.*

## 05 **Risk Assessment** – Protected Status

*Accountability, a keyword for our business; built around recognition, understanding and respect of our customers' needs and supported by effective processes and governance.*

## 06 **Financial Services** – Peace of Mind

*Bespoke solutions developed and adopted to mitigate financial risks for all involved stakeholders.*

# VALUES

## Trust

is the cornerstone of our identity

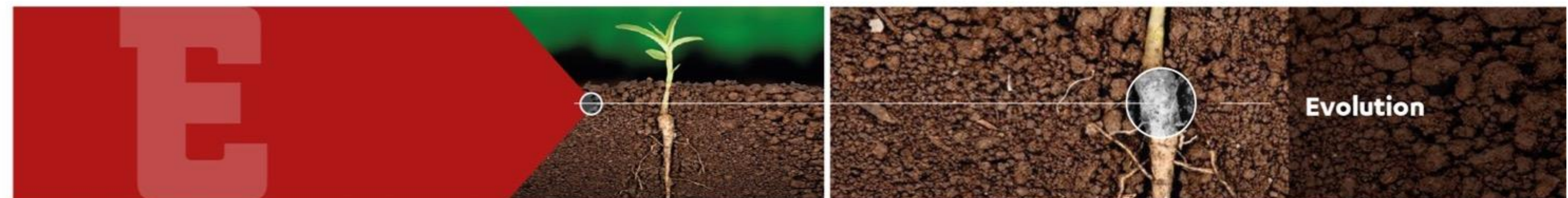
We believe mutual trust should be at the heart of our relationships with our people, our partner-suppliers and our clients.



## Evolution

is what allows us to stay ahead of the game

We believe the business events Industry is a dynamic, constantly changing environment and we must actively evolve in terms of what it means to be professional destination management consultants.



## Responsiveness

is the art of business courtesy

We believe the ultimate business courtesy is to provide prompt responses to our clients and suppliers-partners. We challenge ourselves, to respond swiftly, proactively, creatively to new impulses and ideas.



## Responsibility

is a multifaceted effort that we embrace thoroughly

We believe we have responsibilities towards people and the planet in the pursuit of profit. We sign up to the triple bottom line - people, planet, profit - and believe we are accountable to our clients but also our supplier - partners and our people.



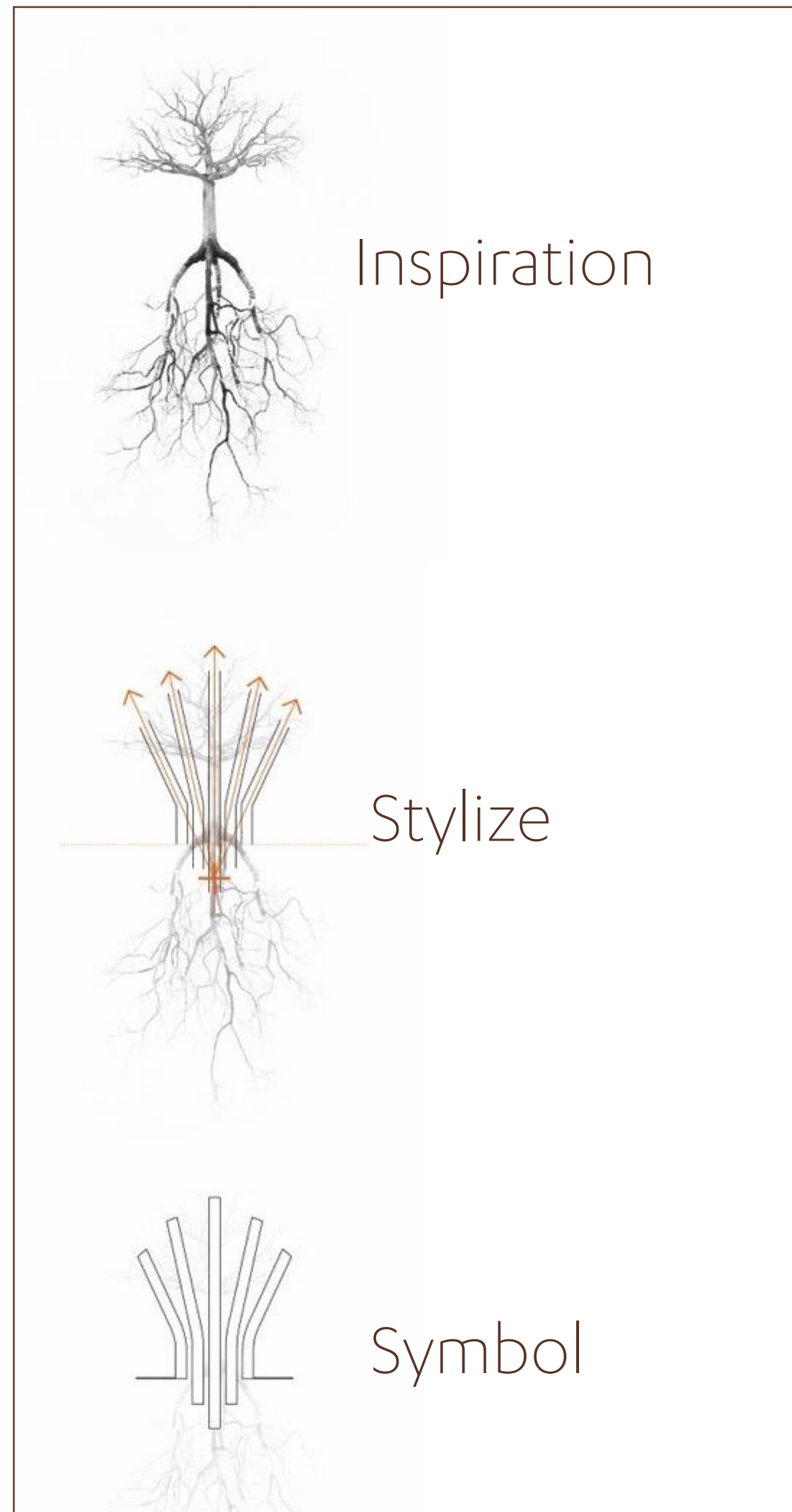
## Adaptability

is the portal into the wide world of creativity

We believe in being agile, nimble, adaptable in pursuit of creative solutions.



# MISSION



## OUR MISSION

TERRAEVENTS crafts event solutions turning ideas and concepts into awesome attendee experiences

## OUR ESSENCE

Our roots are deep in the ground of our core values: **T**rust, **E**volution, **R**esponsiveness, **R**esponsibility and **A**daptability

## OUR PROMISE

We approach every project with passion and enthusiasm striving to deliver the most creative and cost effective solution

## OUR VIBE

At TERRAEVENTS fostering relationships with our clients and with our partners suppliers is a priority to achieve our results

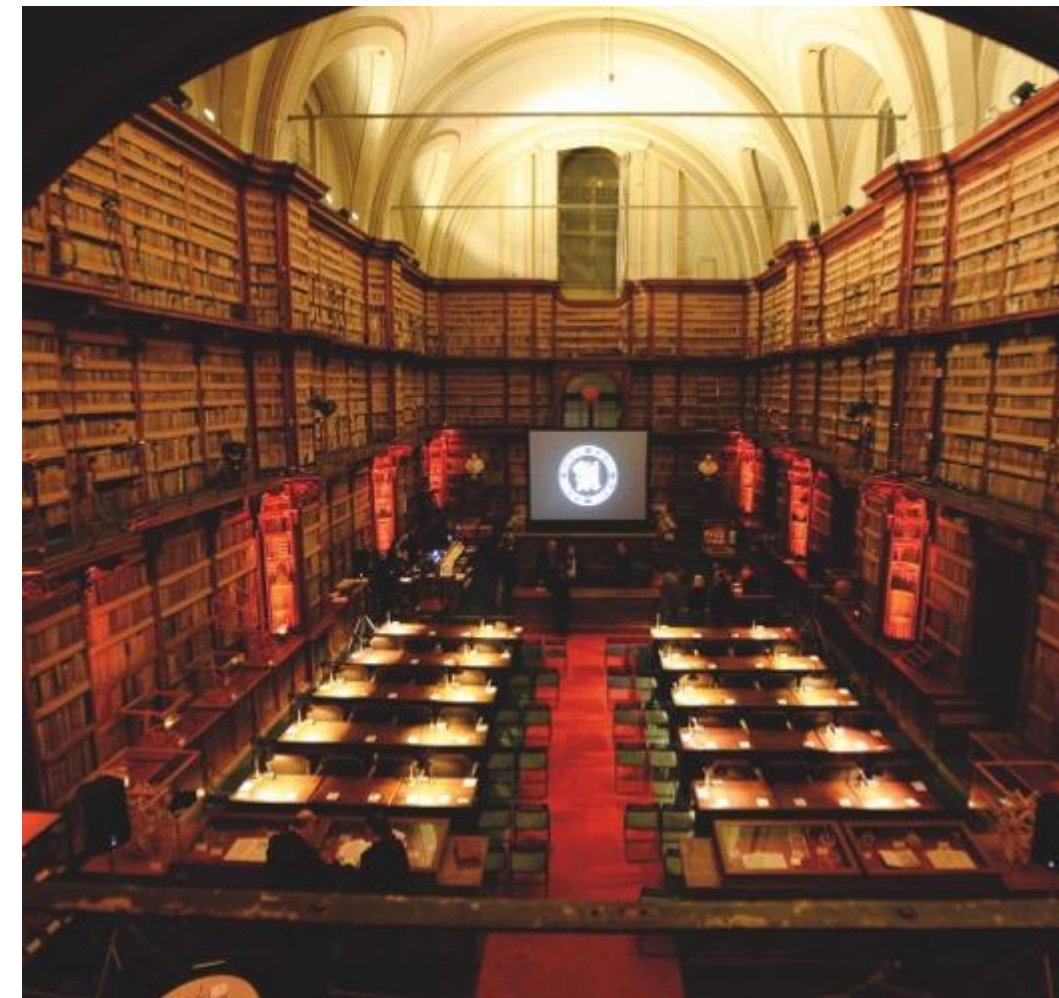


# SERVICES



## INCENTIVES

We will help you discover the best solutions to match your objectives, with tireless dedication and exceptional attention to those little details that make all the difference.



## MEETINGS & CONFERENCES

By providing cutting edge technical solutions, modern creativity and impeccable delivery we allow our clients to fully focus on the meeting contents and the need of their attendees.



## CORPORATE EVENTS

Our creativity, local knowledge and abundant variety of resources will result in a superior guest experience and a measurable ROI of the event.



## HOSPITALITY PROGRAMS

Our countries host some of the most sought after sporting and cultural events for which we can provide red carpet access, corporate hospitality packages as well as regular ticketing.

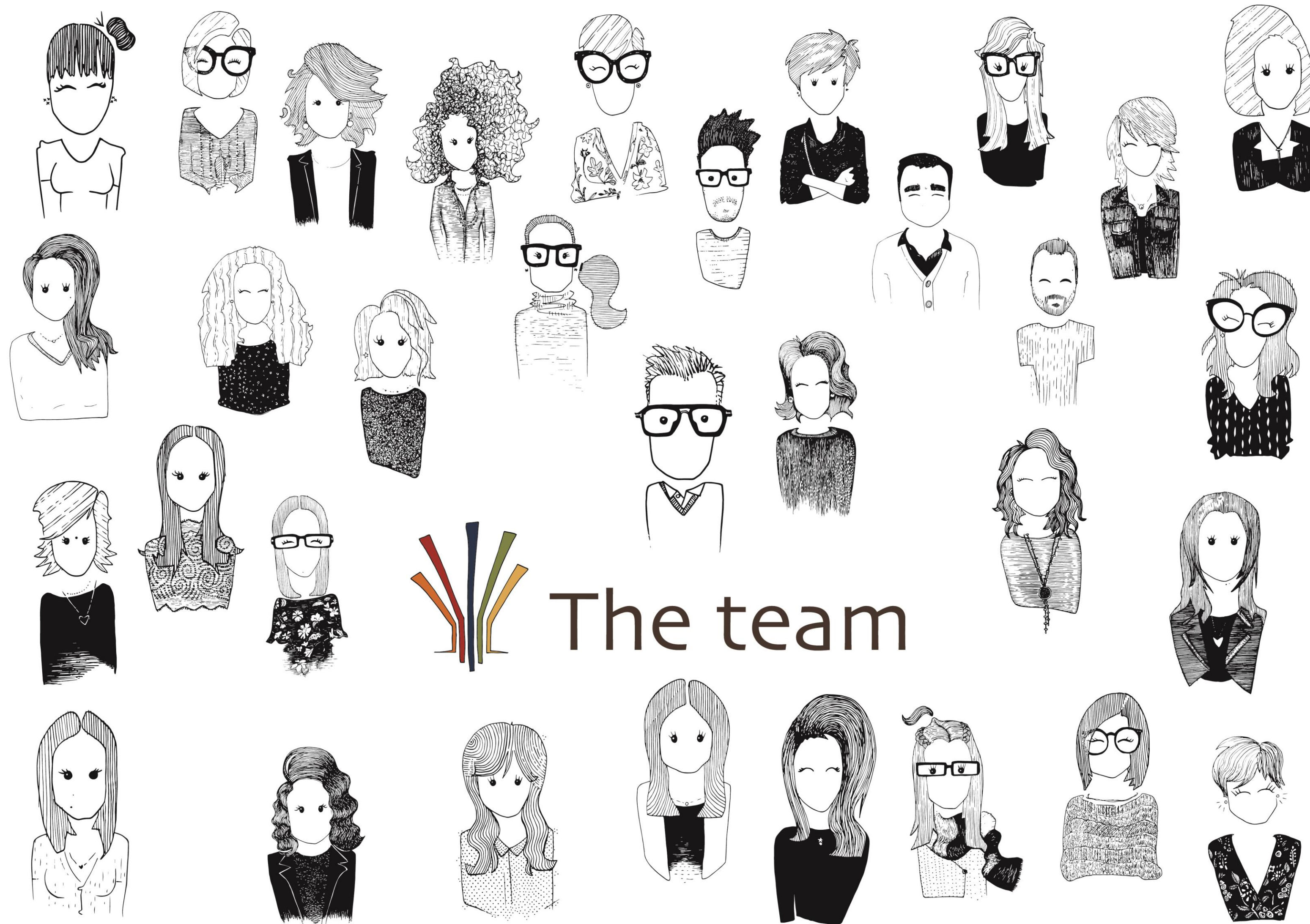


# THE GROWTH

<p><b>1</b> country, <b>1</b> office <b>2</b> staff members, <b>15</b> events</p>	<p><b>1</b> country, <b>2</b> offices <b>4</b> staff members, <b>35</b> events</p>	<p><b>1</b> country, <b>2</b> offices <b>6</b> staff members, <b>60</b> events</p>	<p><b>1</b> country, <b>3</b> offices <b>8</b> staff members, <b>80</b> events</p>	<p><b>1</b> country, <b>4</b> offices <b>11</b> staff members, <b>100</b> events</p>	<p><b>2</b> countries, <b>5</b> offices <b>17</b> staff members, <b>125</b> events</p>	<p><b>3</b> countries, <b>7</b> offices <b>24</b> staff members, <b>150</b> events</p>	<p><b>3</b> countries, <b>8</b> offices <b>28</b> staff members, <b>170</b> events</p>	<p><b>3</b> countries, <b>9</b> offices <b>33</b> staff members, <b>200</b> events</p>	<p><b>4</b> countries, <b>11</b> offices <b>38</b> staff members, <b>240</b> events</p>	<p><b>4</b> countries, <b>11</b> offices <b>38</b> staff members, <b>67</b> live + virtual events</p>
2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020/21
<p>Launch of <b>+39 ITALY</b></p> <p>Opening of <i>Milan office</i></p>	<p>Opening of <i>Rome office</i></p>		<p>Opening of <i>Venice office</i></p>	<p>Opening of <i>Florence office</i></p>	<p>Launch of <b>+34 SPAIN</b></p> <p>Opening of <i>Barcelona office</i></p>	<p>Launch of <b>+351 PORTUGAL</b></p> <p>Opening of <i>Lisbon office</i></p> <p>Opening of <i>Madrid office</i></p>	<p>Launch of <b>+39 LUX</b> and <b>+39 SPORT</b></p> <p>Opening of <i>Mallorca office</i></p>	<p>Rebranding to <b>TERRAEVENTS</b></p> <p>Opening of <i>Porto office</i></p>	<p>Launch of <b>TERRAEVENTS France</b></p> <p>Opening of <i>Paris and Lyon offices</i></p>	<p>Launch of <b>Visionary Virtuals &amp; The Transcendent Collections</b></p> <p>Restart of in-person events</p>



# TERRAEVENTS TEAM



## Numbers of our team:

- **300 years of experience** in the event management business
- We speak **more than 10 languages**
- More than **3000 events** operated
- Managed transportation for more than **2.000.000 people**
- Provided more than **3.000.000 meals**
- Transacted business for more than **80.000.000 euro**

... and they've done all this with an overwhelmingly positive feedback from clients whilst managing a regime of happiness for their respective husbands, wives, children, friends and pets!





# BRANDS

Along with the national declinations of the brand (Italy, Spain, Portugal and France) the development of TERRAEVENTS includes the creation of two sub-brands, each with a specific strategy and a dedicated team aimed at two fast growing market niches:



[Click here to discover our website](#)



[Click here to discover our website](#)



## TERRAEVENTS Lifestyle

Specialized in private celebrations, weddings and individual luxury experiences for discerning travelers.



## TERRAEVENTS Sport

Specialized in offering unique hospitality experiences at major sporting and cultural events.



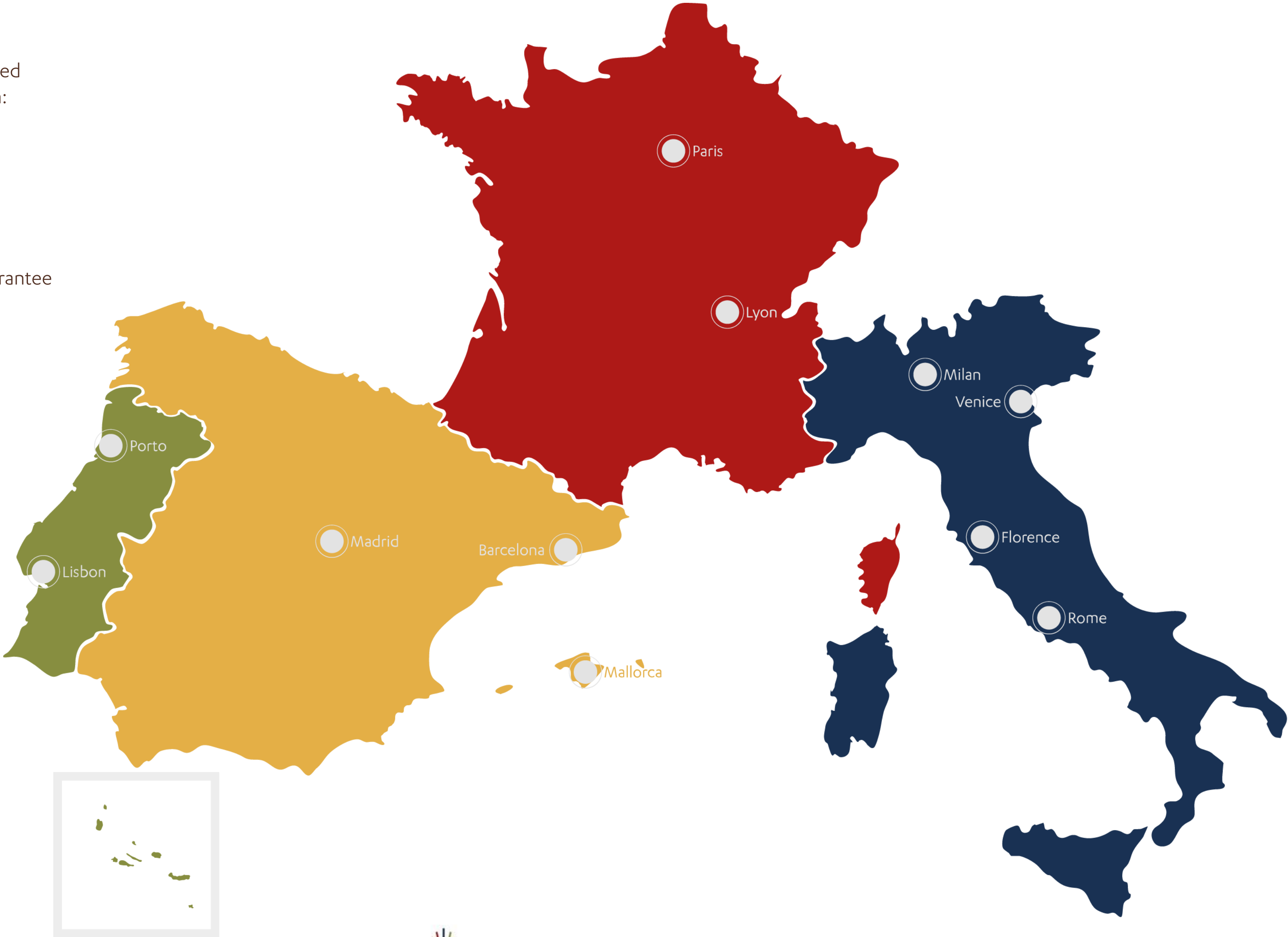
# DESTINATIONS

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**TERRAEVENTS** is a growing network of wholly owned Destination Management Companies with offices in:

- Italy** (Milan, Florence, Rome, Venice)
- Spain** (Barcelona, Madrid, Palma de Mallorca)
- Portugal** (Lisbon, Porto)
- France** (Paris, Lyon)

Our extensive coverage of each destination is a guarantee of responsiveness and effectiveness.



# AWARDS & RECOGNITIONS

2016	2017	2018	2019	2020	2021
<p><b>Admei Excellence Award</b></p> <p>Excellence in Incentive Travel Programming or Service: Luxe of Italy, a Reward of a Lifetime - TERRAEVENTS Italy</p>	<p><b>Admei Member's Choice Award</b></p> <p>Hello Bologna, Hello tomorrow – TERRAEVENTS Italy</p>	<p><b>Admei Excellence Award</b></p> <p>Excellence in Cultural and Tradition integration: International Truffle Exhibition AXA – TERRAEVENTS Italy</p>	<p><b>Admei Excellence Award Finalist</b></p> <p>Excellence in Technical production : The Greatest Show – TERRAEVENTS Portugal</p>	<p><b>Admei Member's Choice Award</b></p> <p>Under the Tuscan Sun – TERRAEVENTS Italy</p>	<p><b>President of ADMEI 2021</b></p> <p>TERRAEVENTS President Lorenzo Pignatti becomes 2021 ADMEI President</p>
<p><b>Federcongressi Excellence Award</b></p> <p>Federcongressi Excellence Award for the best event production : Hello Bologna, Hello tomorrow ! – TERRAEVENTS Italy</p>	<p><b>Admei Excellence Award</b></p> <p>Excellence in Site Inspection and Technical production : Kickoff event Olympus South Europe – TERRAEVENTS Italy</p>	<p><b>Admei Achievement Award</b></p> <p>Best Creative Activity – Best Corporate Social Responsibility Program: Circle of Excellence – GIG Rome – TERRAEVENTS Italy</p>	<p><b>Admei Excellence Award Shortlisted</b></p> <p>Excellence in Cultural and Tradition integration: The Running of the bulls &amp; Basque country – TERRAEVENTS Spain</p>	<p><b>Admei Achievement Award</b></p> <p>Best Teambuilding Activity: The record-breaking teambuilding – TERRAEVENTS Italy</p>	
<p><b>Admei Recognition Award</b></p> <p>Lorenzo Pignatti, President of TERRAEVENTS , voted Destination Management Professional of the year</p>				<p><b>Admei Excellence Award Finalist</b></p> <p>Excellence in Technical production : Emirates lands in Porto – TERRAEVENTS Portugal</p>	
				<p><b>One of the Top 25 DMCs worldwide nominated by Special Events Magazine</b></p>	



# MEMBERSHIPS

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MEETING ESCROW



# CERTIFICATIONS

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Some of our team members have achieved the **DMCP (Destination Management Certified Professional)** credential which demonstrates the highest knowledge of best practices in the Destination Management industry.



Some of our team members have achieved the **CMP (Certified Meeting Professional)** credential that is recognized globally as the badge of excellence in the events industry.



Our Country Directors in Italy, Spain, Portugal and France have completed the **Pandemic Compliance Advisor (PCA)** course for meetings and event professionals by Health Education Services.





# DESTINATIONS WE SERVE

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# WHAT'S NEW

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# NEW/RECENT HOTEL OPENINGS



## MILAN

- Torre Galfa Milano Luxury Apartments / 63 apartments / 2021
- NH CityLife 4\* / 185 rooms / 2021
- Radisson Collection Palazzo Touring Club 5\* / 89 rooms / 2021
- W Milan 5\* / 2022



## ROME

- W Rome 5\* / 159 rooms / September 2021
- Intercontinental Rome Ambasciatori Palace 5\* / 2021
- The Hoxton Rome 4\* / 192 rooms / Summer 2021
- Bulgari Hotel 5\* / 100 rooms / 2022
- Six Senses Hotel 5\* / 95 rooms / 2022
- Rosewood Hotel 5\* / 157 rooms / 2023



## OTHER DESTINATIONS

- Ca di Dio 5\* / 66 rooms / Summer 2021
- Repubblica Firenze Luxury Apartments / 4 apartments / 2021
- Baglioni Resort Sardegna 5\* / 78 rooms / June 2021
- San Domenico Palace Four Seasons Hotel – Taormina 5\* / 105 rooms / 2021
- Radisson Savoia Palace Cortina D’Ampezzo 4\* / 45 rooms / 2021





#TheTranscendentCollection

THE  
*Transcendent*  
COLLECTION

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to explore our brochure](#)





#secretgarden



#oneofakind





#GucciExperience





#Milanerooftop



#designtour







#fashion





#architecture



# OUR STORIES

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#showtime





#unconventional





#classy





#unexpected





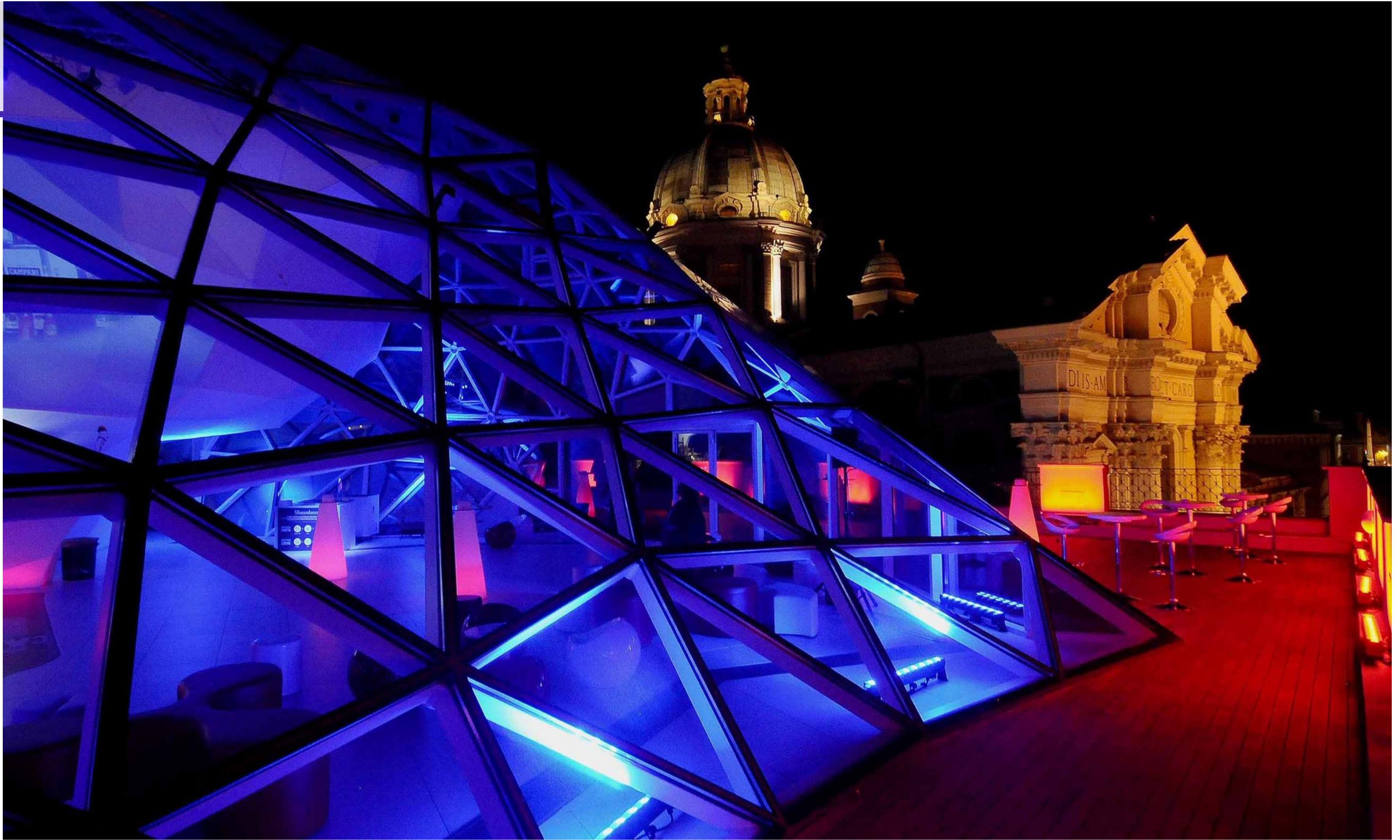
#hiddengems







#cuttingedge



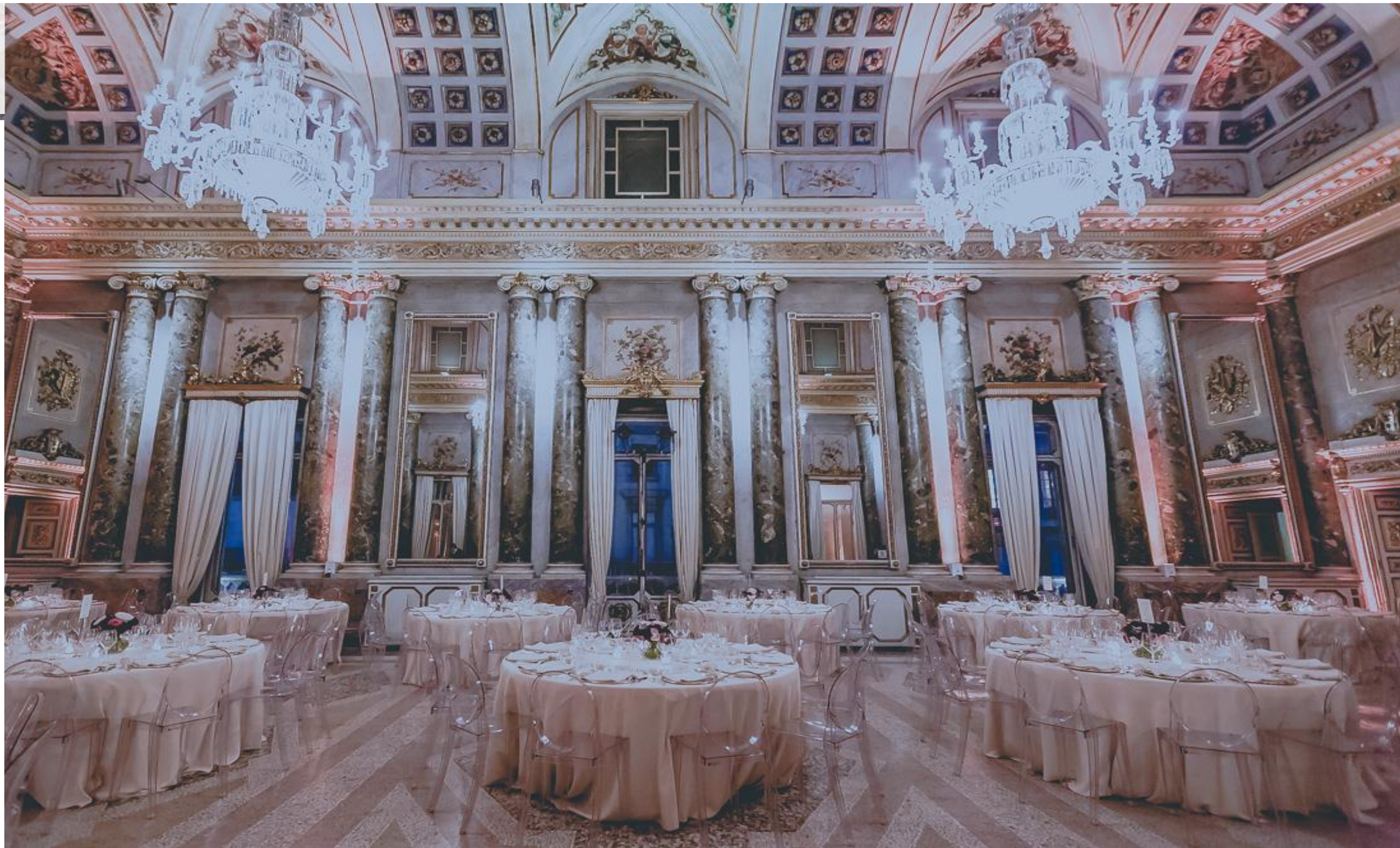


#underthetuscansun





#fashionlightsmynight





#lightmynightcollection





#Renaissance





#midsummernightdream





#breathtaking





#speed







#dolcevita





#meetthelocals





#handmade





#workshop





#handcraft





#perfumeworkshop





#challenge





#CSR







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