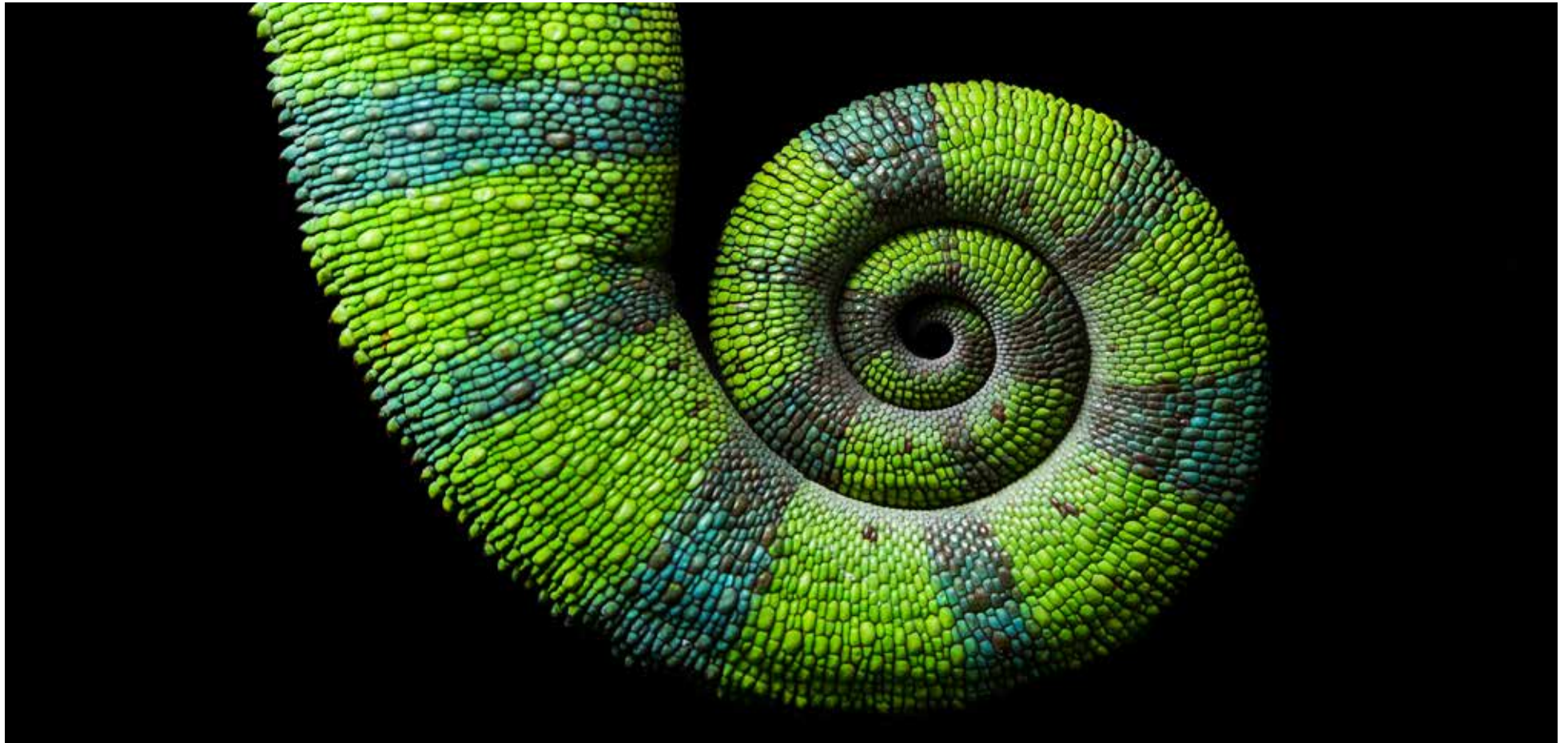


we link people and places

OUR VISION YOUR FUTURE



COMPANY PROFILE





USELESS TO
PRINT JUST
CALL US

A WORD ABOUT US

UNCOMMON ENTREPRENEURS WHO BELIEVE IN BREAKING THE RULES TO CREATE NEW ONES

The first time we met Cedric we knew that we could build great things together. We all believe that

THE VALUE OF OUR BRAND IS STRONGLY IMPACTED BY OUR RELATIONAL CAPITAL AND THE QUALITY OF THE RELATIONSHIPS WE BUILD WITH ALL OF OUR AUDIENCES.

1883

days of success after our debut



1414 followers



150 projects



10.378 cups



We are Apple lovers and we work only on our Macbooks



Our sister company is a Tour Operator Online, TL Voyages



Our server is never big enough

Our value proposition

Every event we organize should be more than a collection of services operated with success.

Our mission is not only to match clients' expectations but to perform to exceed them.

DELIVER SUCCESS

SMOOTH, SIMPLE BUT MAGICAL

We value our clients

IMMENSELY GRATEFUL TO THE AGENCIES THAT ALLOWED US TO GROW FROM 2019. TODAY WE WALK ALONE

THE FOUNDER

Paola proud to vision this journey



40

over 40 years experience

YEARS OF HARD WORK

Years of love for our families and job

EXPERTISE AND ENTHUSIAM



Cedric Chaussoy
CEO WR MICE Srl

DYNAMIC DESTINATION MANAGEMENT COMPANY FOR ITALY

WE WANT TO MAINTAIN OUR DISTINCTIVE VALUES THAT DIFFERENTIATE WI.RE FROM OUR FELLOW COMPETITORS IN ITALY

OUR VISION YOUR FUTURE

the first product we sell is our own brand, and all the set of values we believe in.

We aim to keep high the reputation power of our brand in the industry .

We are financially solid and reliable, and provide exemplary service to build a sustainable business with a loyal client base





“

**WE ARE NOT DIFFERENT, WE THINK
DIFFERENT AND WE BENEFIT EACH
OTHER THROUGH OUR DIFFERENCES
CREATING A HEALTHY ECOSYSTEM
AROUND US.**

the right passion and creativity to inspire your
business, to convey empathy, “because we
know that people make the difference”.

OUR PHILOSOPHY

We believe we are the exclusive WI.RE, the one that flows and connects goals and creativity, the one you can pull to go straight to the point. The one that carries the energy to spark and link people and places, to create a unique experience

**You may belong to places and places
may belong to you, our aim is to
energize this connection.**

We hold one side of the WI.RE, always looking and searching for a brave companion. Be that one, let us stretch the WI.RE to give power to your events..



EMPATHY

We will show that
we care and that we
will take care



TRUST

We value relation-
ships that survive
even hard times



SIMPLICITY

Clear, simple and
transparent com-
munications

we share simple and common beliefs

WE NEVER FORGET THE VALUES BEHIND OUR BRAND



**We don't want to break the
rules, we create new ones**

WI.RE can provide services in
Italy and abroad with the passion
of those who know the rules well
enough to be able to break them.

Well enough to create their own.



**We work as partners and not
interested in power games**

we work as partners both with each
other and with the customer, we are
not interested in power games.

Each and every member of the team
is accountable for his work and will
never feel lost.



**We don't want to be good at
many things, but just one**

our customer's satisfaction and
friendship.

We never forget the values behind
our brand.

OUR SERVICES

This dynamic destination and event management company, born from the unconventional expertise of our founder William Reynaert, and from 2021 with the support of our new CEO Cédric Chaussoy, ---is a natural diversification of our sister's company portfolio of travel packages and services: a professional and innovative response to the needs of our corporate buyers and meeting planners.

OUR BEST AT THE SERVICE OF OUR CLIENTS



Our first love CORPORATE EVENTS

We can provide the full package to design, create and tailor the finest and most exclusive events in Italy, France and worldwide.

Today with the support of the expertise of our sister compant TL Voyages, you can experience your event in any faraway land together with our experts on site in all destinations



Our added value INCENTIVES

We turn our client's needs into unforgettable emotions in unimaginable destinations.



Our common roots DMC

The deep knowledge of our destinations and our important background in events allows us to become a local extension of our clients' team providing highly specialized services required to produce the most complex events

We provide the event industry with a wide range of highly specialized logistic services to produce the most complex events.

Great events, exclusive events, special events... with WI.RE they will be smooth and supple, fitting as gloves. Your goals, your objectives, your budget will benefit from our knowledge of local products, service quality, and strong buying power.



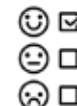
QUALITY

meet high standards complying with budget



EXPERTISE

there are no standard offers, every brief is well thought-out



SATISFACTION

Exemplary services are a must for lasting relationships

we work to exceed your expectations



“

WE DON'T WANT TO BE GOOD AT MANY THINGS, WE WANT TO BE GREAT AT ONE, OUR CUSTOMERS SATISFACTION AND FRIENDSHIP.

Our highly trained, extremely flexible, challenge-loving team members are ready to transform just about any destination to meet your desires.



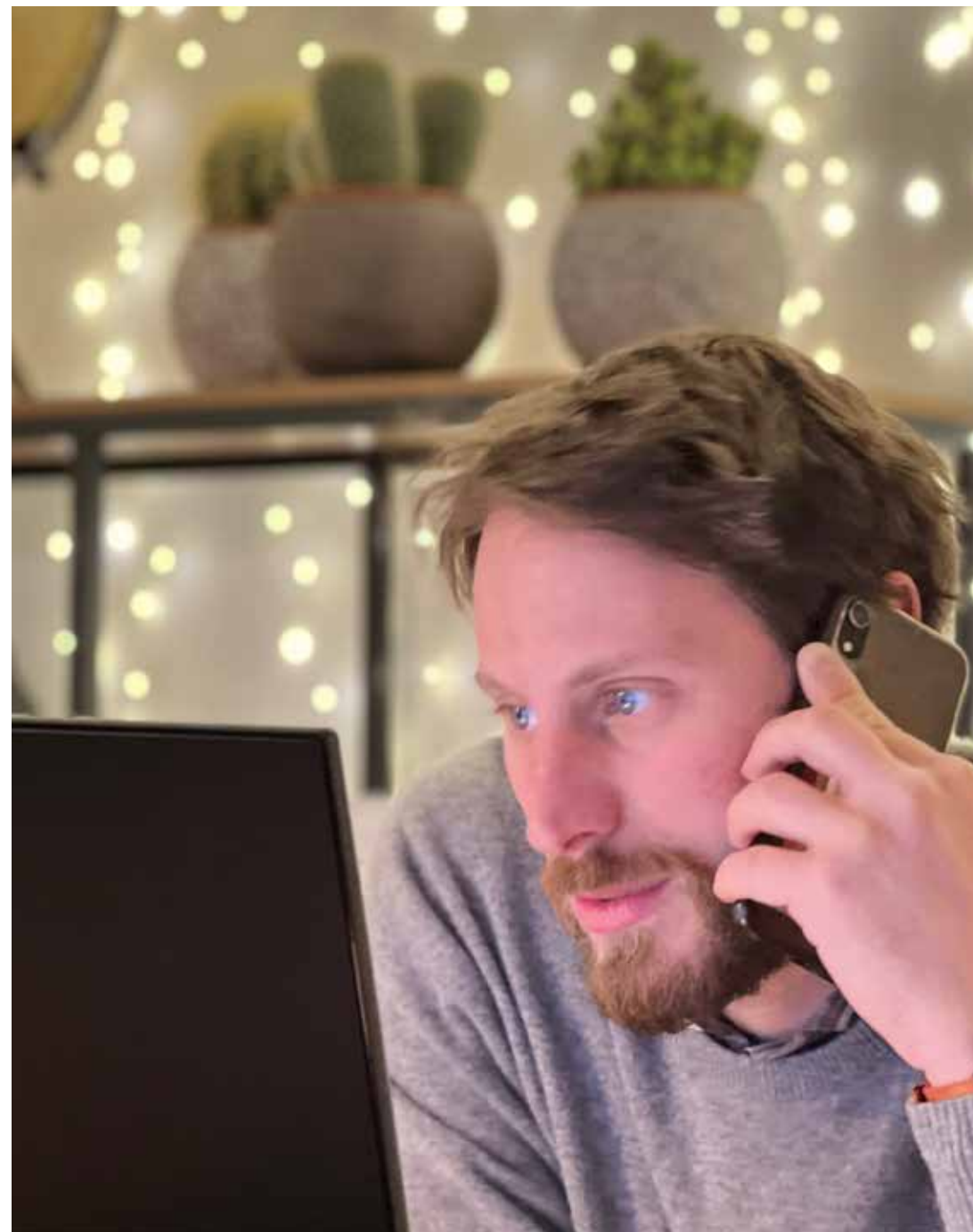
OUR NEW HOME

As for all Italian Event Agencies in 2020 and most of 2021, our staff was working in remote and all our live events were cancelled or postponed. We kept strong through the COVID 19 pandemic and the difficult times. Then came August 2021 and the year became glorious!

We worked night and day to keep up with all the events that were confirmed last minute for September, October and November 2021 in Milano, Napoli, Costiera Amalfitana, Firenze, Torino and Venezia.

We decided that the Team deserved a new and cozy home where we could finally meet again every morning. So we have moved to a beautiful and trendy area in Milano: Quartiere Isola.

Our new address is: Via Pietro Borsieri 41 - 20159 Milano





MOST OF THE INDUSTRY SEEKS FOR EXPERTISE, WE LOOK FOR POTENTIAL

Young team members with fresh and innovative minds, eager to grow, perform and shine.

2026

A TEAM UNITED BY THE SAME VISION AND PASSION

COMMITTED, UNSTOPPABLE, UNBREAKABLE AND RELENTLESS. WE ARE PROUD OF OUR TEAM MEMBERS ALL DRIVEN BY RESULTS

We believe it's not the how or the what but the Who. High potentials show deep personal humility and invest in getting better at everything they do. A motivation that drives results for the client and for our team.

THE DESTINY OF A TEAM MEANT TO BE

PAOLA	URSINO	More than 35 years of experience in the MICE Industry holding various positions of responsibility in the travel and event management and organizational coordination for the most qualified Event Companies in Italy. A career dedicated to the Event Industry.
EDOARDO	TACCHETTO	Born in Venice, Edoardo has worked for the most important incoming operators in charge of major events for multinational companies. He moved to Milan to consolidate his experience in MICE and embodies the perfect balance between curiosity and dedication to work.
VIRGINIA	DI GIROLAMO	Virginia graduated from the European Institute of Design in Milan with a specialization in event set design. She is passionate about every aspect of the production and the staging of events, with a great desire to grow and to see the realization of her creative ideas
NICCOLO'	BROGI	Niccolò is a Tuscan native, and naturally a food & wine lover. He joined our team bringing a breath of fresh air and enthusiasm to our office. His background and knowledge have guaranteed an added value to all the projects and clients managed by WI.RE Events. His goal is to imagine a become an expert in Incentive Industry.
ARIANNA	LIUZZI	Creative, energetic and highly motivated Event Project and Production Director with more than 25 years of experience of working in fast-paced high-pressure environments. Combined knowledge of big live events, entertainment and event operations, project management, concert touring, event promotions with an excellent approach to executing special events and complex management task.

PROUD OF THIS INCREDIBLE JOURNEY TOGETHER

WHAT OUR CUSTOMERS SAY ABOUT US



We value our clients opinions about each experience they have with our brand. This is the reason why we don't want to be big but good at what we do. We limit our client base in order to always adjust our business to match our clients' needs and exceed their expectations.

HELEN GEORGIOU

JAN MARIUS NALEPA

DIRK AUER

MANUEL HARBICH

STEPHANIE ZEHNDER

ALE TZIOTIS

KRISTINA SNAJDER

LENA SCHLIEPER

Today's marketing is heavily based on experiences people have with products, services and brands. We demand the most from ourselves as we believe that every event should be more than a set of services operated with success. We expect that, above all, every event awarded to us should be smooth, simple but magical and memorable.

Listed are some of our friends and partners with whom we have worked in 2019, 2020, 2021 and in the past years. Wherever they go, or wherever we are, they know that they can always count on our support for their top events in Italy, France and eventually worldwide

IN 2024 WE CELEBRATE FIVE YEARS OF AMAZING SUCCESSES

WORKDAY RISING 2019 CAP PARTY IN MILANO, AWARDED TO WI.RE THE FULL PRODUCTION

Trust, reliability, empathy and a long lasting relationship has allowed WI.RE to start its first year of operations with a bang.

Palazzo delle Scintille, strongly pursued by WI.RE with the Municipality of Milan, was the preferred location of our end client for the final party.

Only our persistence allowed us to satisfy our client. We never gave up despite the thousand obstacles of Italian bureaucracy and the closed doors

Palazzo delle Scintille, located in the new Milanese District City Life



2024

A TEAM UNITED BY THE SAME VISION AND PASSION

SOME OF OUR MAJOR EVENTS IN 2024

MILANO	JANUARY 2024	BOOLEBOX SRL - ONWARD & UPWARD - BOOLEBOX PARTNER AWARD 100 Guests - THE CLOUD - meeting, awards ceremony, lunch and entertainment
VENICE	MARCH 2024	ROLAND BERGER GMBH (AGENCY: CE+CO) - WINTER PLC 2023-2034 400 Guests - SUPERSTUDIO PIU - PRODUCTION GALA DINNER SPIRIT DE MILAN
MILANO	MAY 2024	FLOSSBACH VON STORCH AG - 25 ANNIVERSARY FVS 2024 350 Guests - Complete Event Organizaton & Guest management, Starhotel Rosa Grand, NH President, Productionm for events at: TERRAZZA APEROL, Dinner Event at SPAZIO ANTOLOGICO, afternoon event at BAGNI MISTERIOSI, Gala Dinner at HANGAR BICOCCA, morning event Lunch at VILLA NECCHI, management of permits, tours, transfers and assistance
MILANO	MAY 2024	SAF HOLLAND SRL (ITALIA) - FIERA TRANSPOTEC 2024 Stand management, catering, hostesses and evening events with entertainment
VENICE	AUGUST 2024	MAZDA AUTOMOTIVE (CAPACITY& CAPABLE - GERMANY) - HOMO FABER 30 INFLUENCERS - JW MARRIOTT RESORY & SPA - Hotel Management, Car Transport on water logistics and car transportation, dinners and ground services
MILAN	OCTOBER 2024	MOLKEM CHEMICAL PVT LTD - IN MOMENTUN - 10 YEAR ANNIVERSARY 120 Guests - THE MANZONI MILANO - Evening Dinner and after party with live entertainment
SIRACUSA	OCTOBER 2024	HEINEKEN - (AGENCY: CREATIVE TRAVEL & EVENT MANAGEMENT) - INCENTIVE GROUP 25 Guests - GRAND HOTEL MINARETO - Hotel, dinners, tours ground services
ROME	OCTOBER 2024	HEINEKEN - (AGENCY: CREATIVE TRAVEL & EVENT MANAGEMENT) - INCENTIVE GROUP 25 Guests - STARHOTEL METROPOLE - Hotel, dinners, Private visit of the Vatican Museums, tours
MILANO	DECEMBER 2024	WORKDAY ITALIA SRL - WORKDAY RISING FOR YOU 80 Guests -TERRAZZA A'RICCIONE - Meeting, Xmas Dinner Party & Celebtation, Live entertainment

PROUD OF OUR TEAM

2023

A TEAM UNITED BY THE SAME VISION AND PASSION

MAJOR EVENTS ORGANIZED IN 2023

VENICE	MARCH 2023	VIATRIS INC. (AGENCY: GROWTH GREECE) - EUROPE LEADERSHIP TEAM MEETING 250 Guests - JW MARRIOTT RESORT & SPA - AWARD CEREMONY CHIESA DI SANTA CHIARA
VENICE	MARCH 2023	DACHSER (AGENCY: ONLIVELINE GERMANY) - GLC/DFC 2023 300 Guests - JW MARRIOTT RESORT & SPA - Production of AWARD CEREMONY SCUOLA GRANDE DELLA MISERICORDIA
ROME	APRIL 2023	KALMAR (AGENCY: LATAAMO GROUP FINLAND) - KICKOFF CONVENTION 2023 200 Guests - HOTEL VILLA PAMPHILI ROMA
RIMINI	APRIL 2023	MARY KAY (SWEDEN) - DIRECTORS EVENT - ANYTHING IS POSSIBLE 90 Guests - GRAND HOTEL RIMINI
MILANO	APRIL 2023	KIA AUTOMOTIVE (JOKE AG - GERMANY) - SALONE DEL MOBILE 25 Guests - ME MELIA MILANO IL DUCA - Hotel Management, dinners and ground services
COMO	MAY 2023	BMW AUTOMOTIVE (JOKE AG - GERMANY) - CONCORSO D'ELEGANZA & PRELUDE TOUR 46 Guests - L'ALBERETA RELAIS 6 CHAETAUX - Hotel, dinners, ground services, Artist management
COMO	JUNE 2023	ZURICH GRUPPE (MANUSCRIPT - GERMANY) - ZURICH TOP CLUB - COMER SEE 2023 170 Guests - HILTON LAKE COMO - AWARDS CEREMONY TEATRO SOCIALE DI COMO
MILANO	SEPTEMBER 2023	MECA GROUP (6SANS - OSLO) - GRAN PREMIO FORMULA 1 MONZA 25 Guests - STARHOTEL ECHO MILANO - Hotel, dinners, ground services, tickets to GP Monza
ROME	NOVEMBER 2023	GWM WEY 03 TEST DRIVE (fischerAPPLET - GERMANY) - TEST DRIVE ROME 25 Guests BACK TO BACK 15 days- QC TERME ROMA & SANTA LUCIA MACCARESE

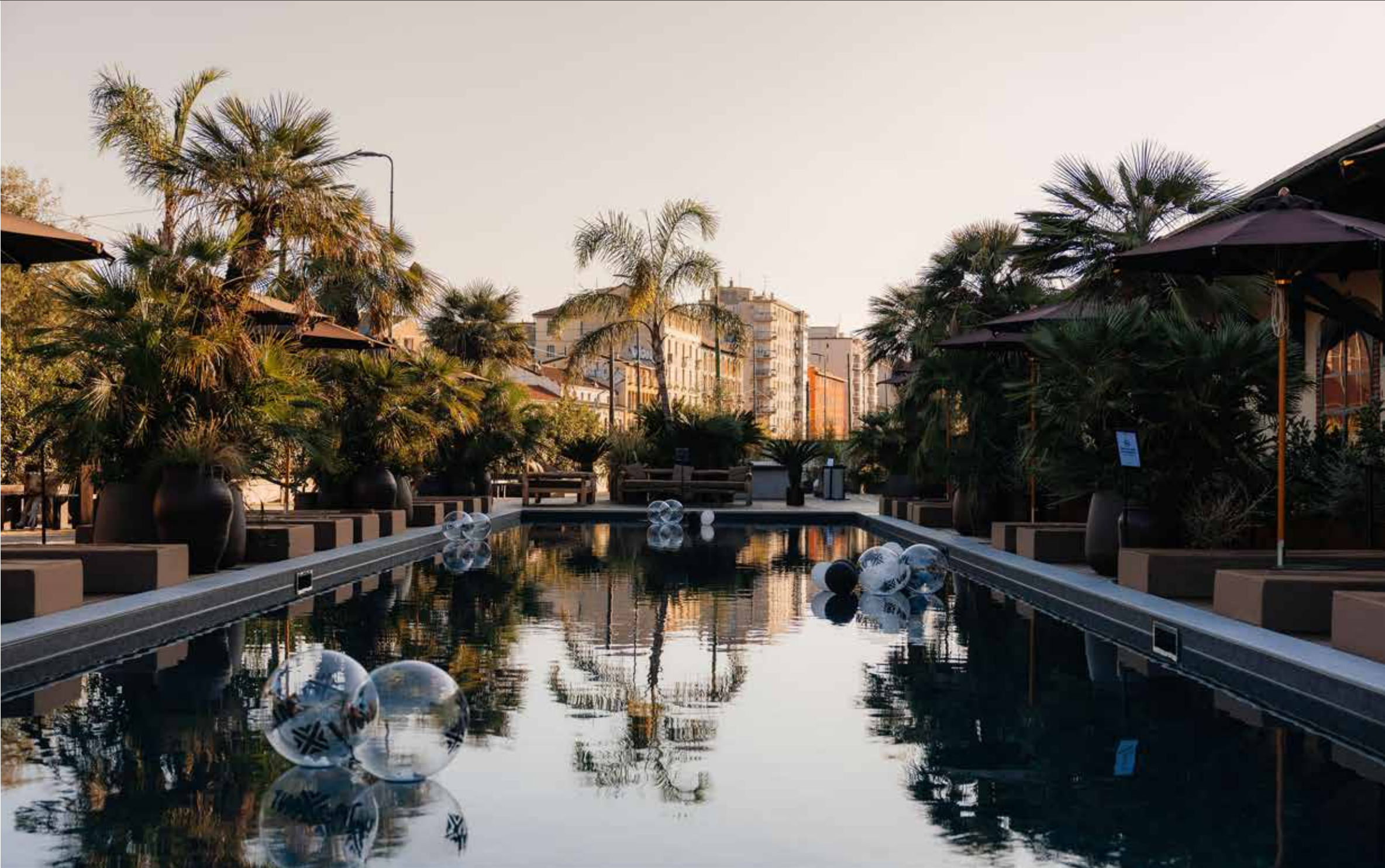
PROUD OF THIS AMAZING & SUCCESFUL 2023

VML BURNING SOUL FESTIVAL 2025

WI.RE Events brought the Summer Party to life — curating every detail from concept to execution. Set in The Sanctuary Milano, a unique urban retreat blending nature, art, and contemporary design, the event offered an immersive summer experience. From creative direction and venue management to production, artists, logistics, guest relations, and AV coordination, every aspect was flawlessly executed to create a truly memorable celebration.



Prepared for:	VML
Company Name:	VML
Date:	07.2025
Location:	THE SANCTUARY MILAN



WORKDAY HORIZON 2025

WI.RE events was entrusted with the full organization of the convention including venue management, creativity, production, logistics, guest management, logistics, AV Equipment, catering, transfers and Health & Safety Protocols



Prepared for:	WORKDAY ITALY
Company Name:	WORKDAY ITALY
Date:	05.2025
Location:	IBM STUDIOS MILANO



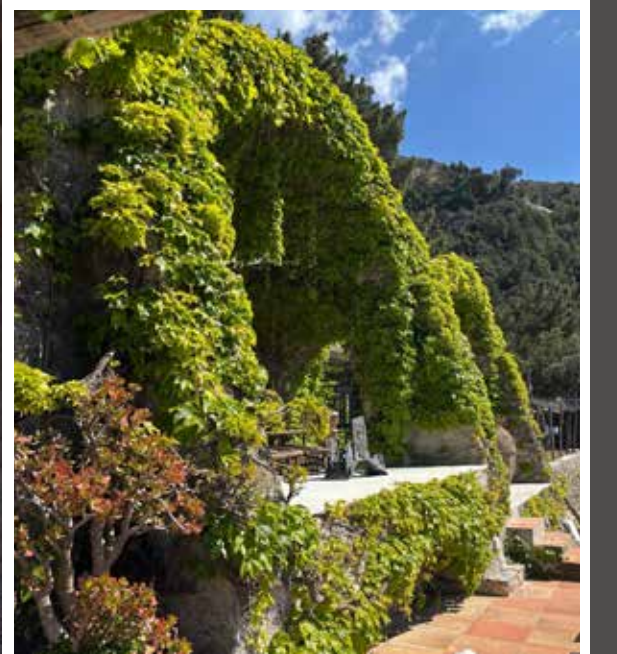
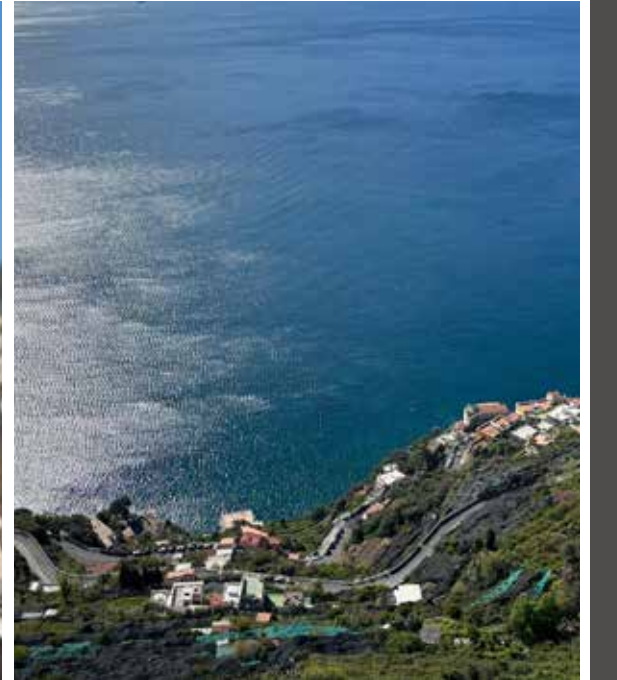


APRIL 2025

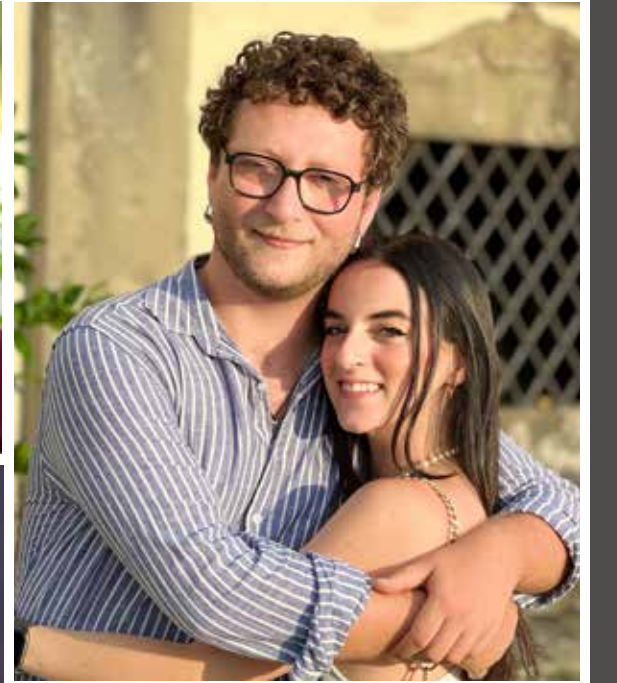
AN UNEXPECTED SITE INSPECTION

A five day long site inspection on the Costiera Amalfitana with the amazing team from Mary Kay US for one of their most important events confirmed to us for May 2026.. beautiful weather, lots of work and fun!

MARY KAY



2024 A YEAR OF US AND LOTS OF MEMORIES!



WORKDAY RISING TO YOU 2024

The Terrazza a’Riccione in the city center of Milan was the perfect venue for the organization of the Workday Rising to You Christmas Party. 80 guests were invited to participate to the event organized in this amazing venue overlooking the skyline of Milano, the perfect setting for a brief meeting to update all the participants on the news from major event Workday Rising previously held in Amsterdam.

A lively party was organized including branding, Christmas decorations and accessories, food, lots of polaroid snapshots, djs and open bar.

WI.RE Events was in charge of the full organization of both the meeting and the after party.



Prepared for:	WORKDAY ITALY
Company Name:	WORKDAY ITALY
Date:	12.2024
Location:	MILANO





“IN MOMENTUM” 10 YEAR ANNIVERSARY

Celebrating the 10th Anniversary of MOLKEM
CHEMICALS Pvt with 120 guests invited to attend an
evening party and dinner at the MANZONI Restaurant
in the city center of Milano close to Piazza la Scala
on the occasion of the CPHI Festival of Pharma held
at Fiera Milano Rho in October 2024

WI.RE events was entrusted with the full organization of the
party including creativity, live entertainment, guest management,
logistics, catering, transfers, Health & Safety Protocols, location
and AV equipment (other than the ground services during the fair)



Prepared for:	MOLKEM CHEMICALS
Company Name:	MOLKEM CHEMICALS
Date:	10.2024
Location:	Milano



HOMO FABER MAZDA MOTORS

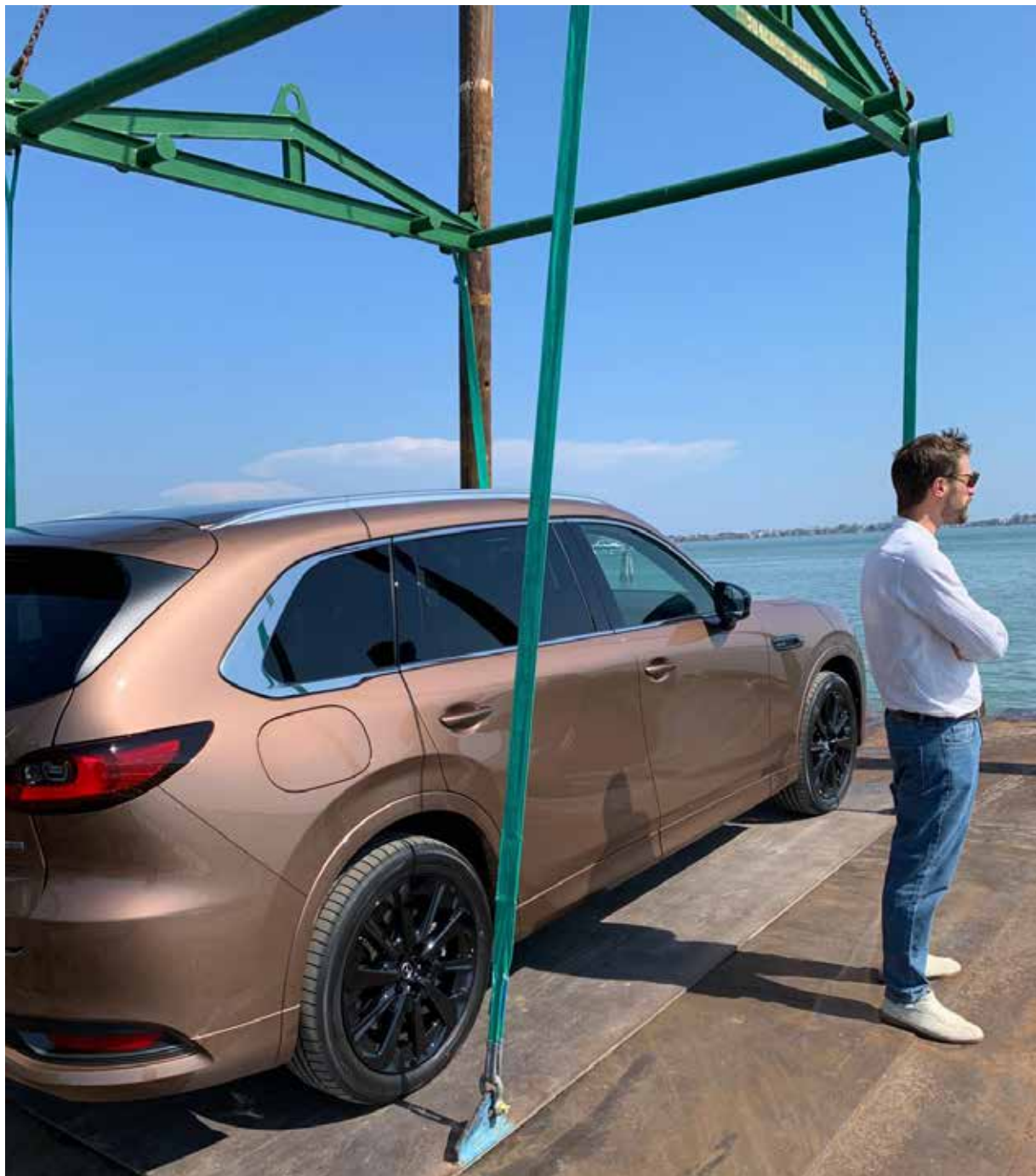
On the occasion of the Homo Faber held in Venice, an event celebrating contemporary craftsmanship, Mazda invited over 30 international influencers to Isola delle Rose at the JW Marriott Resort to present the CX-80, while allowing them to enjoy the beautiful gardens of the property with a regal chic-nik and the amazing views of the venetian skyline with a dinner organized on the Terrazza Marco

WI.RE events was requested to manage the full organization and services at the resort, other than the logistics, permits for the water transportation of the Mazda CX-80 from land directly to the gardens of the resort



Prepared for:	CAPACITY GMBH
Company Name:	MAZDA MOTORS
Date:	08.2024
Location:	VENEZIA





Prepared for:	CAPACITY GMBH
Company Name:	MAZDA MOTORS
Date:	08.24
Location:	VENICE



GWM LAUNCHES WEY 03 WITH TEST DRIVE IN ROME - NOVEMBER 2023

GWM introduces the GWM WEY 03, showcasing its commitment to European expansion.

Great Wall Motor (GWM), a leading international automotive manufacturer, introduced the GWM WEY 03 to the European market. The vehicle, formerly known as the WEY COFFEE 02, officially debuted in Rome with an exclusive test drive event, offering automotive journalists the opportunity to experience the plug-in hybrid SUV firsthand.

WI.RE Events managed the full production of the test drive held at the Hotel QC TERME in Rome Fiumicino with stop on route at Santa Lucia Maccarese Restaurant. among the services provided: research and management of 5* star hotel for guests and crew hotel, Route suggestions for test drive and support, Research and management of restaurant on route, Management of local authorities, permits and eventual public soil occupation if necessary, relationship with Rome FCO authorities for Parking space : reserved outdoor spaces at the airport, for shuttle service for guests, Charging possibility for electric vehicles at the airport or at the hotel, Garage station for cars reparation and tire change, Washing/cleaning facilities for cars, Provision of Pre-paid Fuel Cards, Provision of Telepass/Via Cards for highway tolls on each car, Provision of Mobile Phones on each car for guests to follow the routes, Hostesses to escort and guide the group at airport upon arrival and at hotel, Expert drivers for guest briefing before departure of test drive, Brandings production for the event/ ADV permits if required, Video-photographer during even, Technical equipement required for presentation/meeting room, etc, Support onsite for site inspections, set-up, event and dismatling



Prepared for:	fischerAPPLET
Company Name:	GWM WEY
Date:	11.2023
Location:	ROMA FIUMICINO

KALMAR KICK-OFF 2023 IN ROME

Rome was the perfect stage for the organization of the Kick-off Meeting of Kalmar. 150 International guests were invited to participate to the event organized at the Hotel Villa Pamphili in Rome, the perfect setting for plenary sessions, breakout rooms for workshops and F&B functions including a Gala Dinner with a great and engaging Award Ceremony.

A lively party was organized on the lovely terrace with a view of Rome by night with djs and open bar.

WI.RE Events was in charge of the full organization including a very creative give away present: a 3 cup Bialetti Moka personalized with the KALMAR logo



Prepared for:	LATAAMO GROUP
Company Name:	KALMAR FINLAND
Date:	04.2023
Location:	ROME



VIATRIS EUROPE LEADERSHIP TEAM MEETING

Celebrating in Venice with Viatris their European Leadership team meeting for the Success Club. 5 amazing days at JW Marriott Hotel & Resort in Venice where WI.RE Events was in charge of the full organization including all private transfers with taxiboats, hotel, meeting rooms and all technical equipment, gifts, tours and a beautiful Gala Dinner with Awards Ceremony at the Chiesa di Santa Chiara in Murano



Prepared for:	GROWTH GREECE
Company Name:	VIATRIS INC
Date:	03.2023
Location:	VENICE





ORAL B - LAUNCHES IO10 WITH IOSENSE IN MILANO

Influencer event at the Excelsior Hotel Gallia
and concert in Piazza Duca D'Aosta a Milno.

Oral-B celebrated the launch of iO10 with iOsense, in Milano at the Excelsior Gallia Hotel with the participation of Michelle Huzinker and Alex Braga.

Journalists, influencers, dentists and hygienists had the pleasure of meeting Oral B testimonial Michelle Huzinker, Alex Braga, creator of A-Mint, Denise Calzolari - Dental hygienist, and Riccardo Dessi, Oral B R&D. Live from Milan Central Station, the screenings accompanied by the creations of Alex Braga and A-Mint were followed by the music of the Philharmonic Orchestra and DJ Aladyn.

WI.RE Events managed the full production of the event both at the Excelsior Gallia and the concert in Piazza Duca D'aosta



Prepared for:	EAST END COMMUNICATIONS
Company Name:	ORAL B
Date:	10.2022
Location:	MILANO



PARTNER MEETING 2022

Celebrating Medtron's 30th Anniversary



International sales partners met in Rome to celebrate MEDTRON's 30th anniversary together. Two days full of impressions, exchange, and networking. Many enthusiastic and amazed faces while visiting beautiful places in the eternal city. A very special partner meeting and will be remembered by all. The event was held at the A.Roma Lifestlye Hotel, highlight a private evening visit of the Vatican Museum & Palazzo Colonna and a stunning Gala Dinner at the Galleria del Cardinale.

Prepared for:	MEDTRON AG
Company Name:	MEDTRON AG
Date:	09.2022
Location:	ROME





EINHELL SUCCESS CLUB

Celebrating with Einhell their yearly incentive for the Success Club. 4 incredible days at the Mandarin Oriental hotel in Milano and top end activities in Como. WI.RE Events was in charge of the full organization both pre-onsite. Our creative team was also required to design the graphic line for all thee printed materials



Prepared for:	EINHELL AG
Company Name:	EINHELL AG
Date:	09.2022
Location:	Milano - Lake Como





CORDLESS EXCELLENCE.

Einhell



WELCOME

EINHELL SUCCESS CLUB 2021 | MILANO

OUR DESIGN FOR THE EVENT

CONTACTS

You can contact your event team here:

Einhell (Franziska Damböck): +49 172 83 25 917
Local event partner (Djuna Lombardi): +39 392 39 18 554
Taxi: +39 024040

YOUR HOTEL

MANDARIN ORIENTAL
Via Andegari, 9, 20121 Milano MI
+39 02 8731 8888



MILANO

EINHELL SUCCESS CLUB 2021 | POCKET GUIDE



THE
MANZONI
MILANO



CONCORSO D'ELEGANZA VILLA D'ESTE PRELUDE TOUR 2022

WI.RE Events managed for all necessary services required for this event including resarch of public spaces in the the city center of Milan, Finally otained and confirmed the use of the public soil of the amazing Piazza della Scala for the exhibition of the historical cars. Insititutions as Municipalty of Milano, Fondazione Teatro alla Scala have been officially involved in the organization as also the Police department for Car Parade from Milano to Como, including all permits, highway tolls and police escort on motorbikes.

Naturally WI.RE Events covered all remaining logistic services as, catering in Piazza della Scala during exhibition fro refreshments to public, Restaurant Cracco for special dinner, and many more exclusive services.

Prepared for:	JOKE AG
Company Name:	BMW GERMANY
Date:	05.2022
Location:	Milano - Lake Como



20 YEARS ON THE ROAD TO SUCCESS

Celebrating the 20th Anniversary of SAF HOLLAND Italy with 130 guests invited to attend an evening on the beautiful Terrazza 12 in the city center of Milano.

WI.RE events was entrusted with the full organization of the party including creativity, guest management, logistics, catering, transfers, Health & Safety Protocols, location and AV equipment.



Prepared for:	SAF Holland Italia
Company Name:	SAF Holland Italia
Date:	05.2022
Location:	Milano





SAF Holland
Group





LYNK & CO. ON TOUR ROADSHOW ITALIANO 2021

Don't call it a test drive and don't imagine an automotive-style marketing activation, the operation looks like an out-of-the-box experience that will lead you to the discovery of an authentic revolution in urban mobility.

For this reason, Lynk & Co has created a 'mobile stage' for its tour, consisting of containers that form an architecture halfway between a motorhome and a club, a stage and a playground for dreamers of a better future.

Three different Italian cities and locations were chosen for the Lynk & Co. tour: City Life in Milano, Rotonda Diaz in Napoli and Piazza Solferino in Torino

WI.RE Events managed for over 60 days (September and October 2021) in all 3 cities involved, the organization of the temporary construction sites for mantling and dismantling, public soil occupation, permits and authorizations from the Municipalities, temporary staff during the open days, drivers and all test drives other than the Health and Security Protocols required for the COVID restrictions.



MOBILITY MADE EASY. MOBILITY FOR A NEW GENERATION. GET AS MUCH CAR AS YOU NEED.

Prepared for:	Avantgarde
Company Name:	Lynk & Co
Date:	Sept-Oct 2021
Location:	Milano, Napoli, Torino



INFINEON PSS LEADERSHIP CON- FERENCE 2021

The Welcome dinner for 180 international guests was set on the beautiful Isola delle Rose, an island nestled in the Venetian Lagoon

WI.RE events was entrusted with the organizations of all land arrangements, logistics, boat transfers, Health & Safety Protocols, meeting space and AV equipment for the conference within the JW Marriott Hotel located on the Isola delle Rose.

Due to the ongoing COVID restrictions and the social distancing required, a crystal tent for the Welcome dinner was set up next to the connecting desacreted Church, creating a magic atmosphere for all the guests that attended te event.

Prepared for:	Infineon
Company Name:	Infineon
Date:	10.2021
Location:	Venice





EMEA LEADERSHIP TEAM MEETING

Lake Garda, May 2021

First Live Event post pandemic comprising meetings, activities outdoor complying with all the Italian COVID Protocols.

A breath of fresh air for everyone and a return to normality after over a year of digital events.. and a complete success for everyone!

Prepared for:	Hirschfeld
Company Name:	SAF HOLLAND
Date:	05.2021
Location:	Lake Garda





SAF Holland
Group



ROAD TO MODENA

MMXX Time to be audacious
From Innsbruck, across Lake Garda to Modena,
for the presentation of the new Maserati MC20

From Innsbruck, across Lake Garda to Modena - for the presentation of the new Maserati MC20 we designed a road trip lasting several days! Maserati invited selected guests for a picturesque route with a summer feeling, old town flair and alpine landscapes. In addition to a lot of information and a detailed presentation of the new sports car in addition to a livestream to get to know the new Maserati highlight..

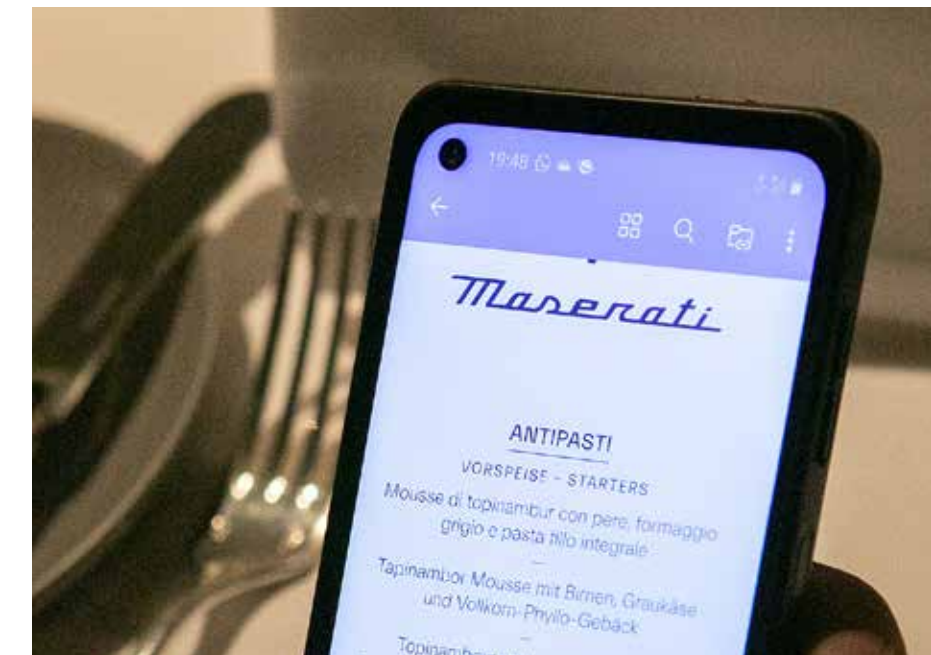
Prepared for:	Jazzunique
Company Name:	Maserati DE
Date:	09.2020
Location:	Dolomiti-Modena





SUMMER FEELINGS. INNSBRUCK. DOLOMITI. LAKE GARDA. A ROUTE TO MODENA THROUGH ALPINE LANDSCAPES

Postponed from March to September due to the pandemic in 2020, the Road trip to Modena was a true luxurious adventure where the Maserati brand was staged and made tangible - through authentic interaction and valuable moments full of emotions that were memorable. A route to Modena through the Dolomites, an adventure that took the guests to the Alpina Dolomites, located on the Alpe di Siusi, Europe's most beautiful and largest high-altitude plateau, surrounded by a unique natural setting and by a spectacular view of the Dolomites, and to the shores of Lake Garda in Sirmione, to the Tancredi restaurant – suspended between the lake and the sky – a pleasure for the palate and the mind of all the invited guests.

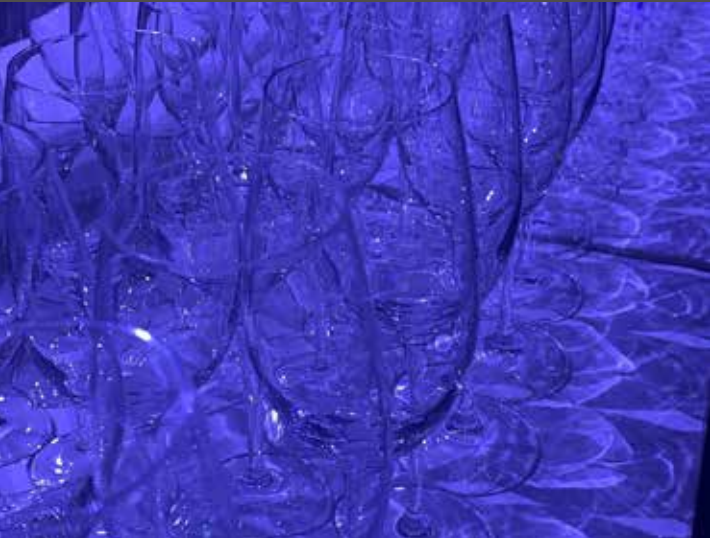


3000 GUESTS AT PALAZZO DELLE SCINTILLE FOR AN AMAZING PARTY THAT CELEBRATED THE END OF A 3 DAY CONVENTION IN MILANO

The brief was precise: an unforgettable party, an amazing location walking distance from the convention center, the best food, the best wine and naturally the entertainment needed to be one of a kind. A challenge that we faced with confidence and competence.

Management of this location obliged

us to proceed with the opening of a temporary construction site and the prepration of all the necessary permits and documentation required by the Municipality of Milan. We were finally handed over the keys to this beautiful unattainable historical building with no water nor electricity.. and a huge challenge in front of us!



Over 3000 glasses of wine were served during the evening. An exclusive Prosecco Bar was set up for bubble lovers.



Countless plates of pasta, salad bowls, and slices of pizza, made live by the best Italian Pizzaioli, were served in recyclable containers



A LIVE BAND ON AN IMMENSE STAGE, A THREE WAY SILENT DISCO, A PROSECCO BAR, A LIVE PIZZA MAKING STAND, AN ENOGASTROMIC BOOTH AND A FUNCTION-ING 17 METER FERRIS WHEEL WERE PLACED INSIDE THE VENUE TO ENTERTAIN THE GUESTS

An unattainable location and it's man-agement including all the bureaucracy behind it with the Municipality of Milan, public soil occupancy for over 30 buses, six generators set up outside to provide power, an immense heating system brought in to make sure our guests were comfortable, all the Catering, furniture, props, staging, AV equipment, 30 De Luxe toilets with regular water system, a Silent Disco system and Djs, a Glitter Make Up booth and so much more among the services that WI.RE events provided for the party. Last but not least, a 17 meter high Ferris Wheel was placed inside the venue.

Among the other services WI.RE provided throughout this 3 days event: an army of 100 english speaking hostesses per day located at the MICo Convention Center, over 200 individual transfers and over 30 buses were booked during the event

Prepared for:	GPJ UK
Company Name:	Workday
Date:	11.2019
Location:	Milano



EXTRAORDINARY ALPINE SCENERY OF VALLE D'AOSTA FOR BRIDGESTONE

Five different paths were set up to test the performance of the new winter tire.

The launch of the new Bridgestone winter tire Blizzak LM005 was held between Saint-Vincent and Cervinia, two exclusive destinations that hosted media, dealers and the top management of the company

The chosen set for the product launch was the Grand Hotel Billia with its extraordinary alpine scenery of Valle D'Aosta

WI.RE Events managed also the special delegation from Germany who extended their stay also in Turin



WINTER EMOTIONS. DRIVING.
PLEASURE. PASSION

Spectacular mountain landscapes create a unique setting thanks to the natural beauties of the Aosta Valley.

In February 2019 in Cervinia, Bridgestone presented its new Blizzak LM005 winter tire to the trade and the press. A test drive in nature that took place on a winding road in the woods, where at every bend the car lifts up the earth and snow, riding at the limits of control.

The setting proved to be the perfect to highlight to the strengths of the Blizzak LM005

Prepared for:	Jazzunique
Company Name:	Bridgestone
Date:	02.2019
Location:	Cervinia



TEST DRIVE. BOSS DRIVING JOURNEY.
OVERTAKE AND OBSTACLE AVOID-
ANCE. STEERING PAD. TECHINICAL
WORKSHOP. ROAD HANDLING



SYMPHONY OF ENGINES VILLA D'ESTE

A dedication of love to the sound of engines.
Celebrating beauty and heritage on the shores of
Lake Como

The Concorso d'Eleganza Villa d'Este owes its privileged status among the world's most prestigious heritage events for historic vehicles to a number of unique attributes. These include the elegance of the event, its long and illustrious tradition, the unrivalled flair experienced at the majestic Grand Hotel Villa d'Este on the shores of Lake Como.

Prepared for:	Brandscape
Company Name:	BMW Germany
Date:	05.2019
Location:	Lake Como





GLAMOROUS DAYS. MILANO AND COMO. BEAUTY. VINTAGE CARS. EXCLUSIVE. HERITAGE. THE ROARING 20'S

All was customized. All was private. All was exclusive. Unforgettable memories for the guests pampered and spoiled by BMW Germany, memories to cherish when back home. Every moment of this amazing journey was planned up to the smallest detail, from the luxurious transfers, the fine dining, the exclusive visit of the Duomo of Milano, to the original vintage clothing and accessories uncovered from incredible property masters for the final themed party "The Roaring 20's".





MARY KAY GERMANY. TOP DIRECTORS TRIP. VENICE. SARDINIA. BEAUTY. WHEN WOMEN ROCK

A ten day incentive that brought beauty to Venice and Sardinia celebrating the achievements of over 80 strong women. Beautiful pink paper roses were especially customized in Milano for the themed gala dinner in Venice and for the awards dinner in a lighthouse in Sardinia. Celebrating only women.



MARY KAY®



Celebrating the achievements of strong willed accomplished women who every day balance love, family and results



A professional photo shoot in a venetian palace to immortalize this magical gala dinner and the beauty of these amazing ladies



the team at our Italian headquarters

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