



COMPANY PROFILE



events, conference & exhibition management

// THE COMPANY

General Overview

Established in 1980, the Company has been constantly growing, adapting its own structure to the evolving market, without ever losing its original identity.

Our agency aims at the quality of results, carefully seeking the right means to achieve them.

The Group

MARBEN is the creative and operative core of the group; thanks to its travel agency, it acts in the touristic and congress field, strengthening and enriching a know-how environment gained in many years of collaboration with Italian and multinational leading firms.

As IATA Agents, we directly release the airline tickets.

We are also authorized to release domestic and international railway tickets.

All our services are computerized and our work is backed up by a continuously updating program that guarantees a realtime management of the services.

Internal Agency Procedures

Our internal agency procedures are always aimed at the achievement of the goals set by our clients; over the years we have developed a strong operative expertise based on the keystone guidelines of our work:

- > **multi-dimensional and multitasking expertise**
- > **rational task planning and organizational skills**
- > **budgetary planning and daily control**
- > **problem solving and critical thinking**

Above all, we commit to a strict accuracy in the coordination of all the single components of the global project.

//MANAGEMENT

Organizing a Congress...

... means combining different services, planning precisely and accurately each of the details that will then blend into each other creating the "meeting". This could be easily compared to a play in which a good actor, in the same way as a good event planner, has to be technically prepared and able to perform the scene thanks to his personal creativity: he has to work hard for months and, only in the moment he gets on the stage, his commitment and devotion will be paid off.

When you have worked hard behind the curtain, being on stage turns out to be the most natural thing you have ever done and inevitably the clapping starts.

Our Strategy...

We use the resources at our disposal in the best possible way to obtain the highest quality in Congress organization mainly in the Health Care, but also in other different fields. The Congress remains one of our preferential fields since it certainly has a strong positive effect on the city where it is held: it gives voice to great people, presents innovations and, it links every economic aspect of a city: Hotels, Restaurants, Museums, Shops...

A "fair and valuable" tourism though, capable to satisfy and incentivize... We are willing to promote Italy as the ideal venue for international Conventions.

Our Vision...

... We organize events all over the world: Australia, South Africa, Argentina, China, United States, Brazil and everywhere we are asked to. Working in an international environment is certainly very inspiring and it gives us an all-round vision of the congress world. Although we are effectively international, we are also keen to focus on Europe and, especially, on Italy remaining at the service of our prestigious Country.

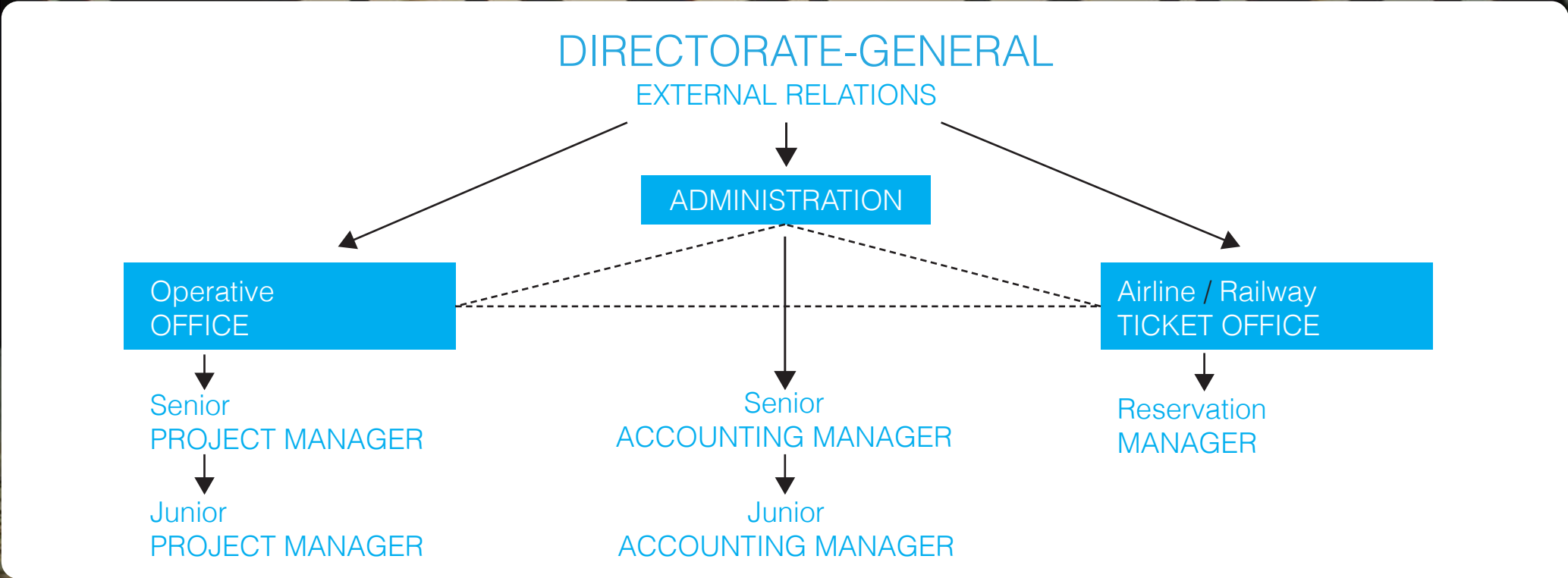
A real challenge, just as we like it. A huge satisfaction.

What is an event for us?

Finding the suitable venue, the adequate meeting rooms or the adapt technical equipment it is not enough: we do our work by continuously implementing creativity and innovative ideas which allow us to give each event its own unique identity.

We have been in the field for over 30 years but the best way to celebrate our success is to pursue new goals: the future is our greater challenge yet, and what we can offer you is our biggest goal. We like to set sail together towards new horizons, driven by our philosophy: Just one more idea and ... *impossible is nothing*.

//OUR TEAM



// EXPERTISE

Our Services:

MARBEN GROUP is a reliable and efficient partner for Universities, Scientific Associations and Pharmaceutical Firm thanks to its professional expertise in each of the different phases of the event planning. It offers all the necessary means to organize:

- > Conventions
- > Congresses and Conferences
- > Seminars
- > Workshops
- > Symposium
- > Open Houses
- > Logistic Services
- > Congress Services
- > Mailing
- > Database Management

CME (Continuing Medicine Education)

With the support of licensed Providers, we organize CME courses all over the country, such as:

Ad Hoc residential courses, a solo sponsorship of single editions or regularly scheduled series.

Annual update courses in collaboration with Università degli Studi di Milano

We offer consultancy to different Hospitals and Local Health Districts throughout our country, whether as direct providers or as operative agency by taking care of the practical realization of the course, the registration of the participants, the overall evaluation, the final awarding of the credits and the searching of sponsorships.

"Drama is about the nostalgia to be human."

Edward Bond,
Bond Festival, Toronto,
June 2012.

Convention

The real occasion to feel surprisingly satisfied with the planned event. We hold tight on our rigorous commitment and on the key ideas of our job:

- expressive communication forms
- new technological means
- wise attention to details
- hint of fantasy that allows us to follow our procedures
- multi-dimensional and multitasking expertise
- rational task planning and organizational skills
- continuous monitoring of the budget
- problem solving and critical thinking

Meeting

We accurately select conveniently equipped venues all over the European territory. We make sure that the standard of the topics presented by the scientific committee is enhanced as well by the quality of the offered services.

Over the years we have developed a broad expertise in the coordination of domestic and international projects.

// CLIENTS

Incentives

We do believe that a sailing boat, a Caribbean beach, a tent in the desert, New York Skyline, a historical city centre in Europe, an estate in Tuscany or the Far North glaciers represent very attractive, desired and exciting destinations, a cultural baggage of expertise and emotions that last throughout years.

We plan and project the incentive travel as a journey towards far away destinations, an inner dream that, when it comes true, it closes in on a joyful victory awareness.

Who chose us

For domestic and international Congresses, Global Conventions Services and Teleconferences:

Abbott / Amgen / Amplifon / Astellas / AstraZeneca / Bayer / Bioresearch / Coopervision Excerpta / GSK / IBSA / IDI Farmaceutici / Giuliani / Janssen Cilag / Lundbeck Lusofarmaco / Medi Pragma / Mediolanum / Merck Sharp & Dohme / Nordion / Norgine Novartis / Novonordisk / Nycomed / Pfizer / Pharmacia / Pierre Fabre / Recordati Sanofi-Aventis / Takeda Schering Plough / Simesa / Verigen / Wyeth Lederle

For Conventions, incentive travels, contests, product line presentations:

Aprilia / Autogrill / Birra Tuborg / Galbani / Nestlè / Fotalito Italiane Associate / Osimo Star / Hitachi / Hoover / I.C.L. / Panasonic / Sony Italia / Banca Commerciale Banco di Roma / Gruppo Duomo

Management and sponsorships:

Agfa Gevaert / Crossfield / Dai Nippon Screen / Du Pont De Nemours Fuji Gruppo Poretti / Hell / Konica / Scitex

//OUR KEY STRENGTH

Specialization

We offer specific and dedicated services, which meet the best needs of each of the clients.

We follow a consolidated method, well-structured and professional.

Innovation

We constantly update our methodologies.

We think about new solutions to improve the effectiveness of each event.

Quality

Organizational skills, precision, intuition and kindness

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