

QUARTA GIORNATA NAZIONALE DELLE PICCOLE E MEDIE IMPRESE

15 NOVEMBRE 2013

MARIO LIGUORI

New Business Manager & CdA – www.ega.it

ega

La creazione e l'organizzazione di eventi

attività

ega





creare



organizzare



comunicare





per chi?

lusso

sportivo

ega

religioso

no profit

associativo

scientifico

medico

istituzionale

pharma

musicale

corporate

culturale

cosa?

ega

summit

competizione

congresso

meeting

concerto

festival

exhibition

**product
launch**

incentive

conferenza

**fund
raising**

convention

diversità

ega



corporate/medico/associativo/sportivo/istituzionale/religioso

budget



location



hotel



catering



trasporti



servizi



comunicazione



professionalità

ega



imprenditore

ega

Chief of Executive Office/Chief of Financial Office

operativo

project leader
project manager
registration/booking/
scientific programme
manager
registration/booking/
scientific programme
assistant
project assistant
secretariat
registrar
Hostess/Steward

mar-comm

marketing manager
bid/tender officer

sales manager
sales representative

communication
manager
social media manager
web manager

back-office

financial manager
accountant/
controller

IT manager
It assistant

architect
creative designer







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