

Ponchia targets 'sustainable innovation' in new role at AIM Group



Annalisa Ponchia

AIM Group International has appointed association high-flyer Annalisa Ponchia as director of innovation and customer experience – a new role that reflects the changing nature of meetings.

Gianluca Buongiorno, president of the professional congress organiser and association management company, said the appointment marked a 'profound evolution' in the 'company's culture'.

Ponchia, tasked to drive innovation and 'raise the added value' offered to clients, joins AIM from the European Society of Organ Transplantation where she was CEO for more than 12 years.

Buongiorno said: "The ultimate goal of innovation, at AIM Group, is to enhance the delegates' emotional, learning and sensorial experience. We are sure that Annalisa, with her outstanding track record and highly-skilled professional profile, is the right person to lead this process".

With her team, Ponchia organised all ESOT's scientific and education events, including the biennial Congress (which regularly attracts over 4,000 attendees), created innovative new formats, and took advantage of emerging technologies and learning techniques. Previously she had 10 years' experience running her own PCO company specialised in medical meetings.

She said: "Innovation is not simply about new tools or technologies, it is also about embracing a mind-set. In particular, I think that finding new ways to engage participants and promoting a sustainable development agenda, to make a positive contribution and legacy, are the most crucial developments to concentrate on. At AIM Group, we are steadily investing resources, time and research into this important area. We make available the results of these efforts to all clients, even those who cannot afford to invest in such initiatives. I'm eager to collaborate with all the AIM Group's amazing staff and clients to bring these initiatives to fruition."

Published Date: 10/05/2019

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