



YOUR INTERNATIONAL PARTNER  
FOR CONGRESS, EVENT & COMMUNICATION

# CORPORATE ANNUAL REPORT **2020**



CORPORATE  
ANNUAL  
REPORT  
**2020**

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# IMAGING OUR FUTURE



Just like a black swan event, Covid-19 suddenly spread out and took the world completely by storm. Countries found themselves unprepared to limit the **rapid and highly impactful health emergency** and the consequent social and economic crisis. With gatherings promptly forbidden by local and national authorities as well as international travel, **the meetings industry became one of the most disrupted sectors**. This had an inevitable, heavy impact on the core business of our Group.

As a consequence, the event industry was almost completely shut down at both national and international level as well as airlines, hotels and the travel and hospitality sectors, creating **a situation no one could have ever imagined**.

At first, as event professionals **we supported and consulted our clients about the upcoming and planned events**. Faced with a very changeable and unpredictable situation, we had to monitor the evolution of the pandemic and national restrictions, and understand if it was better to **postpone or cancel** events. It required

a substantial re-organisation, in the way of working, since all the AIM Group staff were required to work remotely.

As a **major gamer changer** the pandemic demanded event agencies to react and find new ways to stay relevant on the market.

We had to ask ourselves several times, **which space and role should we as event professionals play during the crisis?** The answer was in the ability to react, to rapidly adjust and **transform**, to forget the past and be focused on the new ways to achieve clients' goals. Only the organisations and event professionals that were able to find the right solutions, providers and partners were **in a position to review the procedures and work habits**, to discover the best digital and technological tools that would help them stay relevant in the 2020 event market. We were fortunate because we were able to rely on a **well-structured, financially solid company**, which was defined by a long-term strategy pursued over the last few years. This meant we could **survive and thrive** through

the unprecedented and unimaginable crisis.

Thanks to a **highly skilled and flexible team** with strong **problem-solving** abilities and **vast event experience**, we were able to move forward and embrace a new phase and evolution of our business.

We rapidly **implemented major changes** to our organisation, procedures and objectives and pivoted to new solutions that could deliver our client's objectives to reach their target, interact, collaborate and meet. Our approach proved to be successful, as testified by the **number of international awards that we received in 2020** for our innovative projects.

But it wasn't enough. We also wanted to take this opportunity **to rebuild our company in a more innovative and advanced way**, rethinking our mission, our positioning and the value proposition that we offered the market. We **enlarged our vision** and looked ahead to **design and build our future profile** in the new landscape, marked by technology, digital communication and augmented experiences.

Only the brave and forward-thinking people can not only survive such a big storm but be **re-born and project themselves to a better future**.

*"The best way to predict your future is to create it" (Abraham Lincoln).*

**Gianluca Buongiorno,**  
President AIM Group International



# ON THE WAY TO GROW AGAIN



Efficiency reigns in a stable world but **the key to managing unpredictable challenges is resilience**, the ability to survive and thrive through uncertain, changing and adverse events. Until the pandemic hit, **our Group continued to grow and consolidate**, recording a positive three-year period, with events scheduled until 2025 coupled with an ambitious and significant development plan.

Since the outbreak of the pandemic, the entire management team has been working tirelessly to monitor the situation, to take the necessary measures to protect the health of AIM's teams and clients, to ensure the stability and financial continuity of our Group and to innovate our products and services.

Given the importance of cash flow in uncertain times, an in-depth analysis of the impact of the crisis on the financial health of our company was carried out and **an immediate plan for cash management** was put in place as part of the overall **business risk and continuity plan**.

We created a task force, a sort of **"war room" involving all managers**, which was constantly in contact to share **how to deal** with the emergency **on a daily basis** and continually assess and define **a recovery strategy**, evaluating the impact of the crisis both in the short and long term.

Thanks to our **research & development** activity, the strategic **forward-looking investments** put in place, such as the establishment of a new company dedicated to the digital world, and to our **strong relationships** with providers, institutions, industry associations, clients and partners, we were able to elaborate an accurate and effective response, both in term of organisational efficiency, cost containment, service and product innovation.

This enabled our Group to **maintain our leadership** in the market, **acquire new clients** and contracts and preserve our talented teams. Now, that events are coming back with significant in-person attendance and association and corporate clients are planning more events and projects, we see an intense activity for the last part of 2021. **Consequently we forecast stable growth** and expect to be able to reach the economic performances similar to the pre-pandemic period in a shorter time frame than we could have imagined a year ago.

On that basis, we **will build our new ambitious Industry Plan 2022-24** which will lead AIM Group to its new goals and to better results.

**Gianluca Scavo**  
CEO AIM Group International



# PERFORMANCE **AND OUTLOOK**





# THE DIGITAL EVOLUTION

When it was clear that the pandemic would last a long time, and **social distancing** was a reality for the mid to long term, we rapidly **moved forward to find alternative solutions** to meet, train and communicate. This meant that **digital virtual meetings** were the new reality which marked our journey to a **real digital evolution**.

At AIM Group **we regularly organised hybrid events with online audience**. For example, for the European Society of Hypertension (ESH) meeting in **2017**, we connected 5.000 Chinese physicians online to 2.500 delegates gathered in person in Barcelona. From March 2020, the virtual format was not a choice or an extra activity, but the only option on the table to organise events.

As set out in our White Paper Six Steps to plan successful Virtual Events, in a very short time frame Professional Congress Organisers (PCOs) **became Digital Congress Organisers (DCOs)**. **Digital platforms and communication technologies** were leveraged to guarantee a smooth online event experience marked by **lively interaction** among participants, remote education, **engaging networking activities**, spontaneity similar to that experienced at in person events, brand visibility and sponsorship opportunities.

**Transforming a complex several-day event** with a series of parallel-sessions, hundreds of participants from several countries and different time zones **into one seamless digital event** is not like organising a Zoom Meeting. **It requires the skills and know-how that event professionals** usually develop for in person events. So, despite the brake on in person events which lasted almost all of the remaining part of 2020, as event organisers we could **offer our professionalism to assist our clients** in this difficult time as they looked for effective solutions to meet their needs. We helped them to make the right decision about holding or **cancelling their communications and events so they could reach their target audiences**.

We took some major steps forward the **Digital Transformation**.

**We invested in research and development** and employed the "suspended" time of the pandemic to **develop a new, innovative and proprietary platform**, used to realise **personalised digital events** where people could interact, brands could communicate, scientific associations could educate and the public could be engaged and informed. The digital platforms meant that meetings and virtual events could be facilitated and integrated into corporate or event websites.



Another major milestone was the **establishment in 2020 of a new specialised company, AIM Communication**, the open innovation network. The new "hub company" operates as **a start-up incubator fostering innovation in communication and technology**. We helped companies and associations, all our existing and prospective clients, to grow by enabling them to craft the best possible experiences for their business, **leveraging disruptive technologies** and offering marketing and digital services. This new company enlarged our mission and enhanced our capability to design and produce the best solutions which best fit the needs of our clients and prospects, today and tomorrow.

AIM Communication's motto briefly explains its mission: "We craft the experience for your business growth". The new arm of our company helped clients **define, implement and execute communication strategies** that are relevant to the changing market. The suite of strategy, marketing and technology services offered by AIM Communication also helped support our Group in achieving innovative, compelling solutions for clients. As **a hub group, we were in a position to gather the excellence in the market**, integrating the best companies in the field of digital and non-digital communication. AIM Communication leverages the highly-specialized skills of **Vangogh**, creative communication agency - already a part of AIM Group, **Gas Communication**, a communications

agency specialised in digital PR and media relations in the healthcare sector and, thanks to a structured partnership agreement with **Nautes**, an innovative university spin-off, we can offer cutting edge digital design. To make the project stronger and solid, **AIM Communication took the majority stake** in Vangogh and Gas Communication. The aim is to further expand the company with new strategic partnerships with other companies and professionals that can help us be more effective and to make our mark in a changing market. The integrated service offering also means we can meet and exceed client demands and explore new business opportunities.

**vangogh**  
ELASTIC THINKERS

**GAS**  
communication

# A COLLECTIVE RESPONSE: A COLLABORATIVE TEAM EFFORT

As it became clear that the pandemic would be global and last for a long time, we involved the whole company, all the teams and all the business divisions to develop an effective response, to face this unpredictable, highly impactful disruption of our business.

**We tasked everyone to be in “re-invention mode”**, not simply staying in survival mode but **re-thinking our organization, re-understanding our clients and re-building our operations**. Pivoting and experimenting new solutions was our way to respond to the crisis whilst fostering new value creation. We changed our ecosystem and established new, non-traditional collaborations with partners, such as communication professionals, digital technologies, tech platforms providers, webcast providers and augmented reality platforms, to name but a few.

We developed a **supportive human resources evolution and response**, with the main objective of keeping our employees safe and healthy, taking all necessary precautions, but also **investing in education to foster an accurate and updated service** that responded to our clients’ changing needs.

We promptly put in place some organisational measures, introducing **remote work** for all the offices and teams, while dealing with a massive work load supporting clients with conference and event postponements across every business segment and type of client.

As required, we updated information about the rules and restrictions in every country. We **multiplied our internal communications activities**. **We updated our teams on new solutions** and we organised a series of virtual meetings to share information among colleagues and discuss possible solutions. We also provided **guidelines** on how to organize digital, hybrid and safe in-person events, which we kept updated, and we promoted webinar and **education opportunities**, from the industry associations or organized by our Group or some partner/provider.

As we moved to digital events, we strengthened the collaboration with technology partners to find solutions and we **educated our teams with dedicated online events**. Our **AIM Communication** agency, in particular, with its network of partners served the Group, and is still serving it, to assist **the digital evolution of our service offering**.



**We reorganised our offices**, promoting **greater synergies between the various business divisions**, breaking down those barriers between sectors typical of larger and more structured organizations, to offer updated solutions that better **integrates digital with live communication**.

All of these innovations, all the education that was consumed, the new procedures and organisation that were put in place has generated **value for the Group** that will stay with us **post pandemic**. **The evolution the entire Group has embraced** - as a response to the crisis - has **resulted in a positive legacy** and will mark the future profile and role of the group in the market.





## TRAVELLING WITH ICARE TOUR

GOING TO THE AUDIENCE RATHER  
THAN THE OTHER WAY ROUND

### The Challenge

During the summer 2020, SIAARTI (Italian Society of Anaesthesia, Analgesia, Intensive care and Resuscitation) understood that the scientific society members, who were heavily committed at the forefront of the ongoing health emergency, **needed to feel closeness to their colleagues, discuss the critical issues** they had to face, **exchange best practices** and solutions, and put in place collaboration with local sanitary and institutional bodies. So, it was necessary **to organise some education events** in the Autumn, in view of the annual conference to be held virtually at the end of November. However, it was necessary to find a solution to **facilitate education and involve all stakeholders despite the limitations** to gatherings and events, and the lack of time and availability of the association members, hectically busy at hospitals.

### The Solution

SIAARTI, together with AIM Group, broke the mould **and re-invented the concept of a scientific education meeting**. With the “Travelling with ICARE” tour, anaesthesiologists and intensivists were greeted around the country by a travelling knowledge exchange **event which went to the audience, rather than the other way around**.

**A travelling meeting area:** for the first time a travelling association event left a unique physical location to reach major hospitals in several Italian cities, with **a big, branded truck** equipped with **a pop-up meeting outdoor area** and a **recording studio** inside. “If you are unable to participate in ICare, ICare will come to you: this was the motto”.

The SIAARTI truck went on tour, **visiting hospitals in 8 Italian cities** - Turin, Milan, Brescia, Padua, Bologna, Rome, Naples and Bari - strictly **following preventative measures** and social distancing.

Thanks to this solution, anaesthesiologists and resuscitators had the opportunity to participate in **the live events, held close to where they work** rather than travelling to a congress, and could meet experts, health managers, local administrators and sponsors, attending dozens of round tables, seminars, interviews and “meet the expert” education sessions.

Inside the truck there was **a TV studio** where the **speakers had their speeches during the 8-hour daily education program**, which were recorded by a TV production team and **broadcast outside** on big screens and then **uploaded on the annual virtual congress website**. The outdoor pop-up covered area also included some tables where sponsors could meet the attendees.

### The Outcomes

Despite the pandemic and the social distancing, the association was able to **overcome difficulties** and reach out to members’ needs, realising an in-**person** education **event which combined safety, knowledge exchange, innovation and ability to react**. The feedback was very positive.

**Over 8 different stages, 800 people were involved**, including doctors, speakers and institutions, and **48 hours of training sessions was offered**, to the great satisfaction of the scientific society, which was able to offer an innovative format and to effectively communicate with its members. **Physicians really enjoyed this initiative** because they participated in discussions, conferences and round tables which were needed in their daily work. They also felt the closeness of the scientific association, meeting other colleagues face to face, in a more direct and spontaneous way, whilst still respecting the preventive measures.

## PERFORMANCE AND OUTLOOK



### TRAVELLING WITH ICARE IN NUMBERS

1.800  
KM TRAVELLED

800  
PARTICIPANTS

48  
EDUCATION  
HOURS

8  
EVENT DAYS

8  
CITIES  
COVERED





## AIM VIRTUAL CHRISTMAS PARTY

HOW A REMOTE COMPANY PARTY  
CAN BE ENGAGING

### The Challenge

**Meeting and greeting for Christmas is an important event in a company's life.** Every year, we love meeting colleagues for Christmas greetings. AIM Group usually organises Christmas parties in all its offices. Due to the pandemic limitations in 2020, it wasn't possible to maintain the physical contact among employees working from home and also to motivate them. It was decided to realise something completely new: **one, unique party for all Group employees, on a dedicated virtual platform** which allowed spontaneous interaction and engagement.

In this way, our staff could not only maintain the annual tradition for Christmas but it also offered an opportunity to enrich it by creating a unique event for all employees from the 11 offices to interact and network all together. For those who attended AIM Group's Christmas Virtual Party it was a good opportunity to test at first-hand the features of this platform which we then proposed to clients.

### The Solution

The event was planned on **a virtual platform with a high level of personalisation** and interaction. It allowed each participant to make his/her own unique experience, moving freely among the different spaces and choosing which activities to make and when. The main distinctive features developed to boost the engagement were:

- **Use of personal Avatar.** Guests could create their own avatar by choosing its physical characteristics, clothing and name. The avatar could express itself through different gestures (applause, show of hands, thumbs up, etc.) and could easily walk, run, or talk.
- **Ability to chat in a spontaneous way.** When you meet another avatar by chance you can start a conversation, like in the real world. When you approach other people you hear their conversations and can freely join in.
- **A rich 3D event location.** The platform was set with a variety of spaces (Lobby, Workshop area, Party area, Expo area, Networking area, Gala and awards area). All of these areas were personalised with branded roll-up, maxi screens and pictures of AIM Group teams or past events.

- **Networking activities.** Each space offered the possibility to actively participate. Guests could compete in an obstacle course race, gaining points (according to the time spent and penalties) and position themselves in the public ranking. When chatting and walking around with colleagues they could also take selfies near dedicated virtual photobooths. After attending a plenary session in the auditorium, where they listened to the President's message and watched a video, they all moved to the dance floor where they danced, choosing from several dancing styles, listening to a special Christmas playlist and greeting or chatting with other guests.

### The Outcomes

The event recorded **a high rate of participation**: +230 guests attended the live virtual event, which was vibrant and exciting. **Each moment of the virtual party was full of fun.** The avatars allowed participants to be represented by a personalised lookalike and spontaneously interact, say hello and chat with colleagues met by chance like in real events.

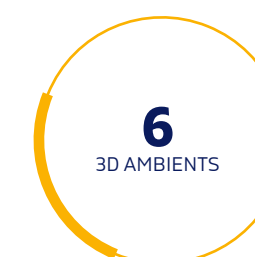
The variety of the proposed activities, the gamification and the pace of the event made the participation active, fun and easy.

The novelty of the environment sparked curiosity and **gave new ideas to event organisers** for future virtual events.

## PERFORMANCE AND OUTLOOK



### AIM VIRTUAL CHRISTMAS PARTY IN NUMBERS





## FIMP HOUSE

A WELCOMING VIRTUAL HOUSE  
FOR THE PAEDIATRICIAN  
COMMUNITY

### The Challenge

The Italian Federation of Paediatricians (FIMP) needed **to transform their annual congress into a digital format**, due to the pandemic restrictions. After a fruitful collaboration for many years, the AIM Group team designed and organized the entire project together with FIMP **converting this necessity into an opportunity** to meet in a new way, keeping both participation and involvement high. The objectives of the event were to:

- Re-design the XIV National Scientific Congress of the Italian Federation of Paediatricians (FIMP), which should have been held live on Lake Maggiore (Italy).

- **Make the most of the opportunities offered by the virtual environment** in terms of imagination, participant interaction and multimedia.

- Even if it is not possible to meet physically, **to not lose the human touch and spontaneity** typical of the live conference experience shared by paediatrician community.

- Offer varied and current scientific content that can be enjoyed in a simple and personalized way.

### The Solution

The solution is **a creative project conceived from scratch**, forgetting the format and methods typical of the traditional physical event, to give life to an original event, tailor made for the community of family paediatricians. From the title to the choice of the platform and to the development of the 3D image, from the setting to the content organisation, everything has been designed to facilitate education and knowledge sharing in a simple, direct and effective way.

**A beautiful house in 3D welcomed paediatricians** for their annual congress, redesigned into virtual version.

The living room was the heart of the house, from where you could make a tour of the house and find the different rooms which were allocated different sessions and topics of interest.

**Each participant could move freely among the rooms** and the garden, looking around and staying according to their interests and their time. **Each visit was personal and unique.**

The Dining Room was the setting for the plenary sessions, held every morning and accredited for CME. The Kitchen was dedicated to issues such as proper nutrition, vegetarian cuisine or diabetes. In the Bedroom, topics related to neuroscience and sleep disorders were addressed. The Study gave space to infantile neurodevelopment, hypotonic children, gastroenterology, the appropriateness of antibiotics. In the garden, you could find sessions dedicated to child neuropsychiatry and dermatology.

All the sessions were **available on demand for six months**, so that everyone could attend each of the parallel sessions in their own time.

The **discreet presence of sponsors** accompanied the doctors' visit and was harmoniously integrated into the visit. In the living room, some paintings depicted Sponsors who supported the Congress and who were available to meet in the **external exhibition area**. At the **virtual stands**, you could, for example, consult pdf brochures, watch promotional videos, click on external company links and start a direct contact form or, in some cases, a video chat with company staff.

### The Outcomes

The **results were excellent**, particularly considering the intense daily work of Paediatricians, who were very busy at the forefront of assisting young patients during Covid-19, It was an absolute debut.

**Satisfaction from the Scientific Society** was undoubtedly high. As Dr. Paolo Biasci, President of FIMP states: "The title of the event, *"with open*



*arms"* at FIMP House, was particularly apt to describe the experience we would like to offer to our members. **We welcomed many participants into our virtual home and there was active participation and great interaction**, with many questions and discussions even among the speakers. It was a good congress and we received great appreciation for the content.

This year, thanks and congratulations are particularly warranted, because **everything was new and everything went well**. A big thank you to the wonderful team of AIM Group, a great team that has been assisting us for some time and will continue to assist us in the events to come".

### FIMP HOUSE IN NUMBERS

**850**  
SINGLE VISITS  
TO THE EXPO AREA

**7.450**  
ACCESSES  
TO SESSIONS  
DURING  
THREE DAY

**1.000**  
REGISTERED  
PARTICIPANTS

OVER  
**200**  
CHATS  
MANAGED





“SUCCESS  
STORIES”  
THE CHAMPIONS  
A SELECTION OF  
AWARD-WINNING  
PROJECTS IN 2020.

## SIR RUN 2020

EVEN A MARATHON  
CAN BECOME DIGITAL

### The Challenge

The purpose of SIR (Italian Society of Rheumatology) is **to educate and communicate the existence of rheumatic diseases** to the general population and to rheumatologists. SIR also promotes research aimed at improving the care of the patient. One way to prevent these diseases is by **doing physical activity**, preferably an aerobic one. Running is one of the most suitable.

In 2019, during the annual congress of SIR, **we organized for the first time the SIR Run**, a charity marathon held at the beginning of one of the congress days. With pandemic constraints and the need for social distancing, we **needed to find an alternative and innovative solution** combining a safe sporting event with a communications campaign aimed at promoting a culture of well-being and awareness about rheumatic diseases.

### The Solution

We had the idea **to organize a hybrid marathon**. The SIR Run 2020 was **a virtual marathon held individually** throughout Italy under the same banner: “Let’s run together against rheumatological diseases”. Each participant was invited **to run in their own city and to make 4 short videos**, 30 seconds long, with their mobile phone which feature part of their journey. In each video the participant had to tell who they were,

why they love to run, their favourite place to run and their favourite place in their city. Among all the collected videos, the jury **selected the best videos to be used to make a short film about the beauty of Italy and the wellbeing** experiences from running.

To involve young people, **it was decided to strengthen a collaboration with the famous Giffoni Film Festival (GFF)**, dedicated to children, teenagers and young people, where for the first time a scientific society was present. The project was launched at the Summer edition of GFF, with a live master class and a press release. Then it was promoted thorough a communications campaign on social media, scheduled for the following months, when the digital run was open.

### The Outcomes

**The project recorded a good appreciation from the media, from the participants and from the young people.** Many participants ran individually in their own city and sent their videos. The best selected videos were used to produce a short film about the run and the beauty of Italy, which testify a vivid interest from young people in sports, wellbeing and their link with local destinations. A preview of the video has been presented during the 57th SIR National Congress held in Rimini from 25 to 28 November 2020, enriching the congress experience, and at the conclusion of the project, the final video has been presented at an award ceremony during the Winter edition of the Giffoni Film Festival.



### SIR RUN IN NUMBERS Social Media Campaign

22.000  
VISUALISATIONS

1.660  
INTERACTIONS





# THE HIGHLIGHTS SOME OF THE MOST IMPACTFUL PROJECTS OF 2020

## IASP Virtual Congress 2020

The global community of IASP innovators (International Association of Science Parks and Areas of Innovation) completely innovated their annual conference, pivoting to a brand-new way to meet during a virtual congress full of first-time initiatives such as a 3D virtual setting, completely customised, a Master of Ceremonies, quickfire double interviews, and the planting of a IASP Forest, as a legacy.

## SIR 2020 Virtual Annual Congress

The National Congress of the Italian Society of Rheumatology (SIR) moved online due to COVID restrictions and succeeded to offer +1,200 participants unexpected ways to engage and learn, with engaging virtual networking games, a 3D personalised platform reproducing the real event location, hands-on sessions and a virtual sponsor booth.

## Virtual SIOT 2020

The Virtual SIOT 2020 was an innovative and completely virtual scientific event organized by the the Italian Society of Orthopaedics and Traumatology (SIOT), which welcomed +1.000 delegates. A fully immersive visual setting reproduced as a mirror of the meeting location, coupled with a personalised scientific content experience and engaged sponsors made this virtual meeting a success.

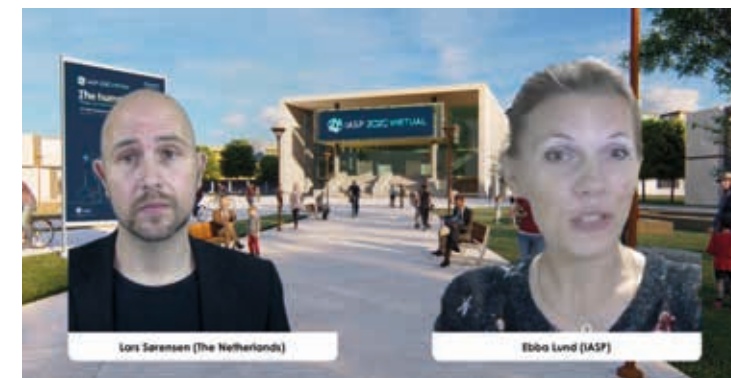
## SIAARTI ICare 2020 – Digital Weeks

ICare 2020 – Digital Weeks is the title of the annual congress of the Italian Society of Anaesthesia, Analgesia, Intensive Care and Resuscitation (SIAARTI). The scientific program of a virtual congress followed a vastly different structure from the physical one: it went live each afternoon and offered content over three weekends, allowing the anaesthesiologists-resuscitators to reconcile the education activity with their intense work. All the pre-recorded sessions were available on-demand from the first day of the congress, further expanding the range of topics covered and giving everyone the opportunity to have time to consult them for one year.

## CYTO Virtual 2020 the first-ever digital edition

When the pandemic forced the International Society for Advancement of Cytometry (ISAC) to cancel their live meeting in Philadelphia, Cytometrists quickly made the decision to pivot to some sort of virtual offering. Thanks to a tremendous team effort that included AIM building an exhibit hall with nearly 90 separate companies, the ISAC membership came together to contribute to a two-day meeting that was attended by over 1.100 people. With enthusiastic support from the vendors and the community, they offered a chance for scientists worldwide to come together for a few days to renew their excitement for the field of Cytometry.

## PERFORMANCE AND OUTLOOK



IASP Virtual Congress 2020

SIAARTI ICare 2020  
Digital Weeks



SIR 2020 Virtual Annual Congress



Virtual  
SIOT 2020



CYTO Virtual 2020  
the first-ever digital edition

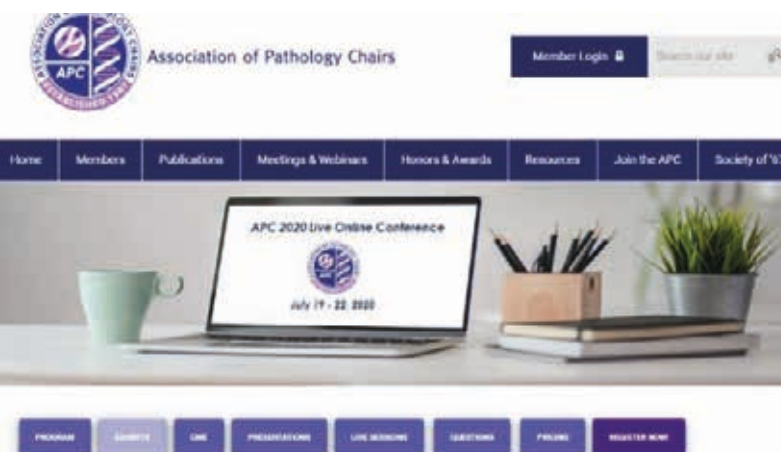






## CORPORATE ANNUAL REPORT 2020

**MPS Multiconnection** award-winning project.



**U.S. Association of Pathology Chairs** pivoted the virtual environment



**AIOP Mediterranean Congress**



**Mundipharma Hybrid Advisory Board**



**6th World Scleroderma Congress**



**LEAN Virtual Meetings** to facilitate discussions among hospital ophthalmologists.



**European Robotics Forum 2020**

## PERFORMANCE AND OUTLOOK

### 6th World Scleroderma Congress

Originally planned to take place in Prague March 2020, the 6th World Systemic Sclerosis Congress was quickly transformed in a virtual congress with a rich scientific program, interactive sessions, appealing space for sponsors and contributions from patients. The virtual congress was smoothly realised with positive numbers: 1.367 healthcare participants, with a +15% on previous edition; 5.802 clicks on the sponsors booths, 2.500 live attendees at corporate symposia, 9.600 visits to e-posters area.

### U.S. Association of Pathology Chairs pivoted the virtual environment

AIM has collaborated to organise, in a very short time frame, the first-ever virtual edition of the important scientific meeting of the U.S. Association of Pathology Chairs (APC), delivering an impactful and effective digital experience for exhibitors, attendees and sponsors. The discussions were supported by traditional presentations with narration recorded by speakers, which were made available as “homework” two weeks in advance of the conference. Exhibitors were able to post pre-event Video Promos on their pages as well as open private chat rooms during the event days which enabled visibility and one on one engagement that is so essential to offer at these virtual events.

### AIOP Mediterranean Congress

Scheduled to take place in Riccione (Italy) at the beginning of March, with the outbreak of Covid-19 the Italian Academy of Prosthetic Odontology (AIOP) embarked on an ambitious plan to rapidly transform its annual congress to a fully online event, as the first Italian scientific society to experiment with this kind of solution. The online format gave some benefits: the association could attract a new, larger audience, who otherwise would not have been able to attend the physical meeting, and attendees could follow all the content (available on demand for one year) rather than being restricted to attend one of the parallel sessions.

### Mundipharma Hybrid Advisory Board

The Pharma Company Mundipharma asked AIM to run their National Advisory Board (Czech Republic and Slovakia) for top Key Opinion Leaders choosing the hybrid format, according to what was allowed at that time. We set up two venues, one in Prague and one Bratislava, then built two AV studios and created a virtual meeting room managing the live streaming of all the event, connecting all participants together. Prof. Ivan Rychlik, Head of the 1st Department of Medicine of Charles University said: “The fact that we weren’t all at the same table didn’t interrupt our professional discussion at all”.

### European Robotics Forum 2020

At the very beginning of March, the Trade Fair and Congress Centre of Malaga (FYCMA) hosted the European Robotics Forum 2020, attracting around 800 entrepreneurs and experts. This three-day event is the largest and most influential of the robotics and artificial intelligence community in Europe. The recent Coronavirus outbreak was, for sure, a big concern, which everybody took seriously, so in order to guarantee a smooth realisation of the forum, specific precautionary measures were taken and communicated and the congress was celebrated as planned.

### CME - Continuing Medical Education

Virtual learning, web platforms and apps, edu-games, distance education projects, webinars and hybrid formats have been part of the Continuing Medical Education projects for several years. AIM Education was able to realise, despite the pandemic, similar educational projects, in collaboration with major hospitals, research centres and scientific associations.

### LEAN Virtual Meetings to facilitate discussions among hospital ophthalmologists.

AIM Education supported the organisation of a virtual task force involving ophthalmologists from forty Retina Hospital Centers from different cities in Italy. They worked on defining a new diagnostic and therapeutic journey to ensure the safety of ophthalmological patients in hospitals. These meetings realised on virtual platforms facilitated the participation and interaction and overcoming travel and distancing issues.

### MPS Multiconnection award-winning project.

AIM Education realised an awareness campaign to train physicians in Italian hospitals on the rare mucopolysaccharidosis (MPS) disease and its “warning signs”, developed with unconditioned support from Sanofi Genzyme. This on the job training involved meetings with a multidisciplinary team, led by an expert doctor of MPS, at the hospital centers. The results of the project were promising thanks to an effective education format, with a substantial increase in the knowledge of MPS among various specialists. The project was awarded the Excellence in Scientific Information and Patient Centrality Award, in the Special Rare Diseases/Orphan Medicines Category.

## THE HIGHLIGHTS SOME OF THE MOST IMPACTFUL PROJECTS OF 2020



# THE AWARDS

DESPITE  
THE VERY CHALLENGING CONTEXT  
AIM GROUP'S EXCELLENCE  
WAS RECOGNISED  
IN 2020 WITH SEVERAL  
INTERNATIONAL AWARDS,  
FOR CREATIVE AND EFFECTIVE  
PROJECTS, FOR INNOVATION  
IN THE WAY WE MEET  
AND EDUCATE AND FOR FINDING  
NEW SOLUTIONS  
AND FORMATS.



**Eventex Awards - Gold Prize**  
Association Meeting:  
**TRAVELLING WITH ICARE**



**Eventex Awards - Gold Prize**  
Virtual Networking Event:  
**AIM CHRISTMAS PARTY**



**Eventex Awards - Gold Prize**  
Virtual Tournament:  
**SIR Run VIRTUAL MARATHON**



**Eventex Awards - Silver Prize**  
Educational Event:  
**TRAVELLING WITH ICARE.**



**Eventex Awards - Silver Prize**  
Virtual Association meeting:  
**WITH OPEN ARMS... AT FIMP HOUSE**



**Eventex Awards - Bronze Prize**  
Virtual Gamified Experience:  
**AIM CHRISTMAS PARTY**



**IAPCO Driving Innovation Awards**  
ESH Meeting WEB TV



**Conventa Best Event Awards**  
Crossover Category - Second Prize  
**SIAARTI TRAVELLING WITH ICARE TOUR**



**Conventa Best Event Awards**  
Best B2C Event - First Prize  
**FIMP HOUSE**



**Conventa Best Event Awards**  
Special Prize Creativity  
**FIMP HOUSE**



**Excellence in Scientific Information and Patient Centrality Award** - Special Rare Diseases/Orphan Medicines Category - **AIM Education.**



**PCMA Wayfinder Awards**  
**Patrizia Semprebene Buongiorno**  
Vice President AIM Group  
selected among the three Finalists



"We are really proud of these awards because they all concern **projects carried out in new areas**, with **hybrid or fully virtual events**, which demonstrate the **ability to react** to the serious crisis that the events industry had to face in 2020. Our **deep knowledge** of the dynamics of events coupled with our creative flair meant that we designed **original and effective solutions for our clients.**

We are grateful, first of all, to **all the AIM teams** involved in these projects, who have demonstrated even **greater determination and generosity** to overcome many difficulties. We are also glad to be side by side with **the clients** who were brave and decided to turn limits into an opportunity **to experiment with new ways** of interacting and engaging their audiences, venturing with courage and trust during a challenging time for all organizations"

**Patrizia Semprebene Buongiorno**  
Vice President International AIM Group





# ABOUT **AIM GROUP** **INTERNATIONAL**

# WHAT WE DO

AIM GROUP INTERNATIONAL IS A LEADING COMPANY IN CONGRESSES, EVENTS AND COMMUNICATION WITH MORE THAN 60 YEARS EXPERIENCE.

## OUR PURPOSE

Our AIM is to re-imagine and create innovative solutions that help **association and corporate clients meet, engage and interact** with their communities and target groups, whatever the platform, environment or touchpoints. We **foster knowledge sharing and business growth**, by creating strong and strategic collaborations and partnerships with in-person, hybrid or fully digital solutions. We **craft inspiring and engaging meetings, events and communication projects** and make them more impactful and effective. **We act as a real incubator and open new opportunities** thanks to digital transformation and tailored solutions backed by in-depth, **specialized knowledge** and longstanding experience. We partner with our clients and work **with them to define their specific needs and objectives** and then identify the most effective way to achieve **higher returns on investment (ROI)** and growth. For every project, we strive to get better results by consulting with our clients, with a focus **on evolving and innovating** processes, tools, formats and channels.



## OUR STRATEGY

We explore and predict new opportunities, we always **go beyond the state of the art, break the rules and define the most effective solutions** for each project.

### #Solid Reliability

The **vast experience and proven skills** of our teams, with a problem-solving attitude and flexibility, help our clients face challenges and overcome all kinds of obstacles.

The **solidity of our Group** is a guarantee in uncertain times.

### #Augmented Experiences

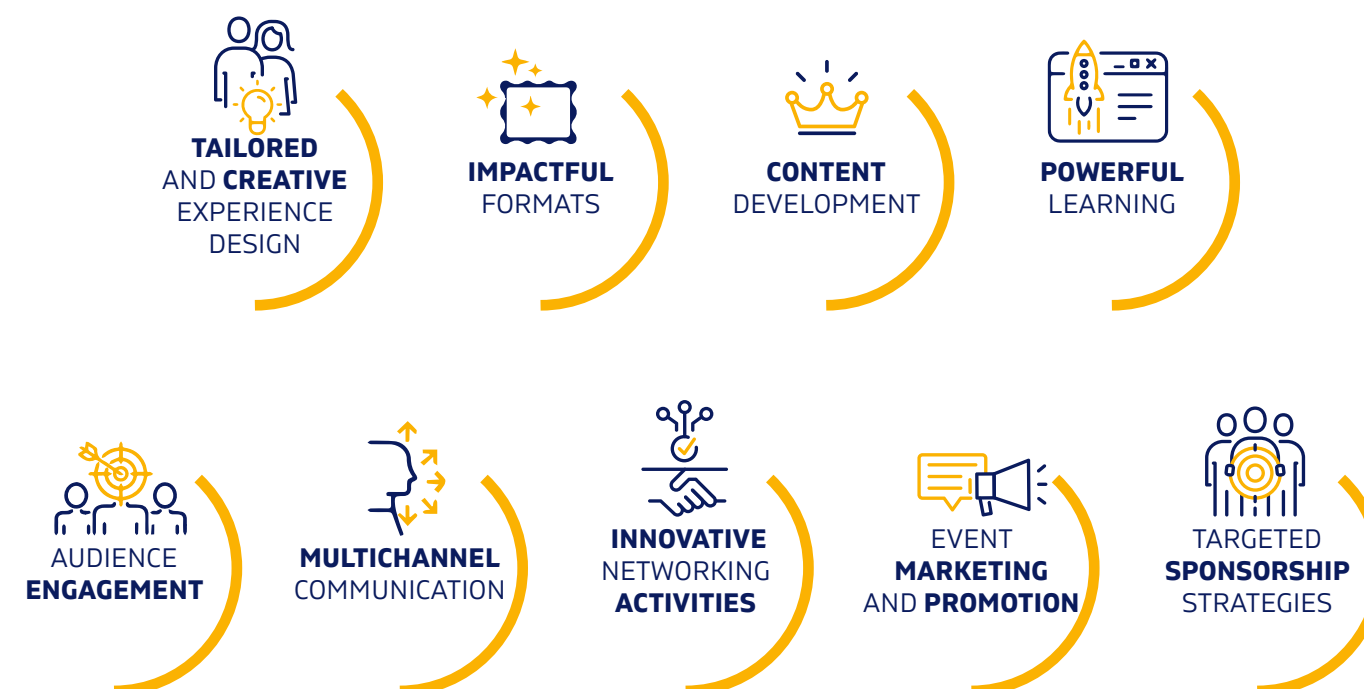
Leveraging the latest trends, techniques and technologies **we design a new way to meet, interact, collaborate and learn**, combining the advantages of in-person events with the new opportunities offered by digital tools and formats.

### #International Vision

We can rely on an **international network of offices**. Our highly responsive, creative and talented local teams share ideas and best practice together to deliver the **most updated industry knowhow**, guaranteeing strong **local delivery and knowledge**.

## ABOUT AIM GROUP INTERNATIONAL

### WE ARE EXPERTS IN



## BEYOND MEETING & COMMUNICATION SERVICES

### Solutions that meet your business goals.

Our long experience helps ensure the smooth running of your event. We pay great attention to every stage of the project: from strategic planning through to coordination, operations, on-site management, evaluation and subsequent follow-up.

### Virtual, Digital & Hybrid Events

Digital events are a new, effective tool to boost interaction with stakeholders and achieve business goals. **Your community deserves a digital evolution** and we can help you design your digital journey. We have created dedicated **Digital Event Teams** who have the right balance of skills to provide tailored solutions to achieve your goals.

There are many digital formats to choose from: **Fully virtual events** with 3D, immersive, realistic layouts; **Hybrid solutions**, which combines in-person events with virtual sessions; **Multi-hub & Digital events** with in-person events based in different cities, linked to live broadcasting and full accessibility online. Attendees can dive into a fully virtual conference with plenary sessions, e-posters and breakout rooms, while **exhibitors and sponsors** can find new, appealing opportunities to reach their audience.

### Communication Agency

Through our company **AIM Communication** and its **Open Innovation Network**, we have access to specialist teams who **define, implement and execute communication strategies** and put in place the right **digital tools** to achieve client goals. The suite of services provided by AIM Communication encompasses four steps:

1. **Research and Design** - format creation to technology analysis and **design of the customer journey**.
2. **Define and Develop** - **community management; social media**; digital production (+UX/UI); **content curation and distribution**; tech and cloud applications; AI opportunities; platform development, etc.
3. **Deliver and Reach** - **advertising and communication plans; web marketing**; live experience execution; **PR & media relations**; reputation and crisis management.
4. **Measure and Optimise** - **data analysis, business intelligence**, insight generation, performance tracking and reporting.



#### Conference & Event Management

Thanks to their extensive experience, our teams are able to provide a strategic approach which guarantees a higher event ROI for all our associations and corporate clients. **Innovative, dedicated, highly-skilled and creative teams** are the keys to our success.

#### Healthcare Meetings

AIM Group has worked closely with the medical and scientific arena from the outset. Our staff has experience planning a wide range of programmes, helping pharmaceutical companies and scientific associations manage their events through a **streamlined planning processes** and by **mitigating risks**.

#### CME - Continuing Medical Education

We work together with scientific societies and associations to identify the best topics and tools for congresses and ensure that healthcare professionals access the most relevant opportunities for their professional development, education and training. We strive to provide effective learning by leveraging **the most up-to-date technologies and education formats**.

#### Association Management Services

AIM Group also supports associations by helping them achieve multi-dimensional growth, **enhancing their visibility** and improving their membership value. Our Association Management experts, operate as part of the internal association team. We have extensive experience and are able to implement innovative techniques to **improve member satisfaction and retention**.

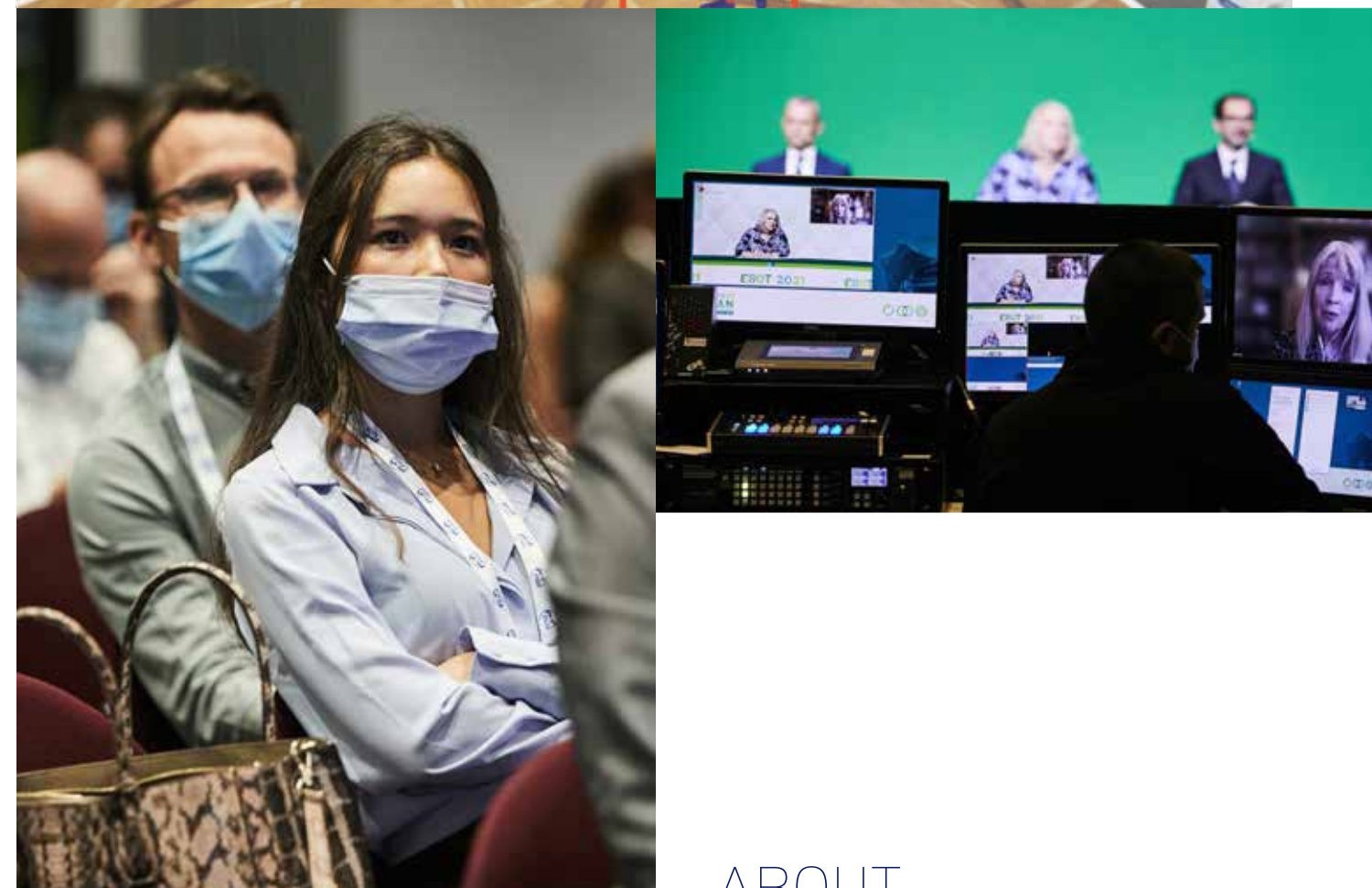
#### DMC Services

We have a **deep knowledge of destinations** and strong long-lasting collaborations with local providers which enable us to identify bespoke and cost-effective solutions. Our teams of **creative and professional consultants** are **at your disposal on-site** to involve delegates in unique, engaging activities and create personalised experiences.

We offer our clients **customised consultancy** focused on strategic planning, growth and innovation, business development, outsourcing solutions and technology optimisation.

#### Sport Event Management

Sport is a unique way for any brand to **establish a share in the hearts and minds of consumers**. AIM Group uses its detailed knowledge of the sector to ensure that client investment is leveraged to the full. We are perfectly placed to **align sports with the event and hospitality industries**





# OUR STORY

FOR ALMOST  
SIX DECADES  
WE HAVE BEEN  
CONTRIBUTING  
TO THE HISTORY OF THE  
MEETINGS INDUSTRY.

## 1973 - Meeting quality: IAPCO members.

The company becomes one of the first members of IAPCO, the International Association of Professional Congress Organisers, the most respected PCO association, which imposes high quality standards on all its members.

## 1991 - Acquisition - new markets, new business.

AISC acquires MGR - another major events organiser based in Milan - and the business expands to new areas including incentive travel, corporate conventions and medical education.

## 1997 - A new name for a European vocation.

The company takes on its current name, AIM Group International, and sets out its European expansion strategy.

## 1999 - A new office in Brussels.

AIM Group goes international with the opening of an office

## 1960 - Enzo Buongiorno, the pioneer.

The company, AISC is founded in Rome by Enzo Buongiorno, a pioneer of the conference sector in Italy. The firm quickly becomes the preferred partner of scientific associations and pharmaceutical companies.

in Brussels, the headquarters of the European Union.

## 2002 - Focus on Continuing Medical Education.

At the early stages of the CME program, AIM Group acquires Method & Focus which specialises in medical education strengthening our capability in this area, managed also by the Group companies IOS and ICAP CME.

## 2007 - A new office in Paris.

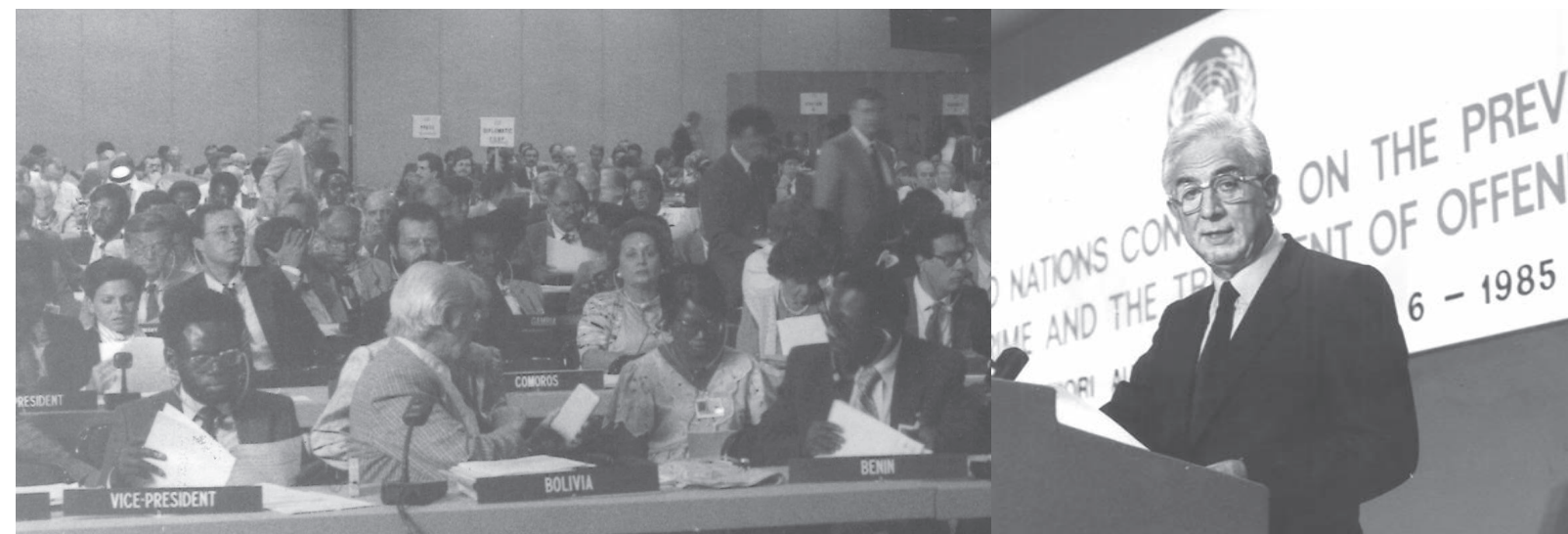
AIM Group continues to expand its presence with a new office in the French capital.

## 2008 - A new office in Madrid.

Due to the importance of the Spanish market as a destination for major international congresses, AIM Group acquires an office in Madrid.

## 2009 - New acquisition in Europe.

AIM Group gains a significant international presence, through the purchase of AIMS, acquiring new offices in Brussels, Budapest, Lisbon, Prague and Vienna. The group expands its business to include Destination Management Company (DMC) services.







➤ **2013 – Entering the United States.** AIM Group opens an office in **Manhattan, New York**, and further develops the business two years later with the acquisition of the Herlitz Company, a long- standing U.S. medical meetings organiser.

➤ **2014 - A new phase in communication strategy.** AIM Group acquires a significant share of the communications company Vangogh, which specialises in innovation and digital technology.

➤ **2015 – MiCo DMC, a new entrepreneurial venture.** AIM Group International and Fiera Milano Congressi set up the joint venture - MiCo DMC. It is an investment project (AIM Group owns 49% of the shares) to promote Milan as a congress destination worldwide. MiCo DMC represents a reliable key partner for all the events taking place in the city and enables the two companies to broaden their range of services.

➤ **2016 - The Affiliate Partner Network.** AIM Group signs new Affiliate Partnership deals with the German specialised company live2communication and QT/THE EVENT STUDIO, resulting in **new offices in Berlin, Hamburg and Munich.**

➤ **2018 – A new office in Barcelona.** While celebrating the **10<sup>th</sup> anniversary of the Madrid Office**, AIM group strengthens its presence in the important Spanish market with a new office in the vibrant destination of Barcelona.

➤ **2019 – Further investments in communication.** AIM Group acquires the **majority stake in Vangogh creative communication agency**, specialised in digital, brand and strategy, and takes over the management and operations, establishing a new governance structure. Continuing the international expansion, **AIM Group opens a new office in Dubai** through the Affiliate Partner agreement with Challenge Network.

➤ **2020 – Major investments towards the evolution of the Group.** AIM Group establishes **AIM Communication**, the open innovation network dedicated to developing communication strategies and digital tools, which includes the integration of the specialised companies **Vangogh and Gas Communication**. Further, AIM Communication **acquired the majority stake in Gas Communication**, fully integrating its specialised skills and client portfolio into the Group.

OUR  
STORY



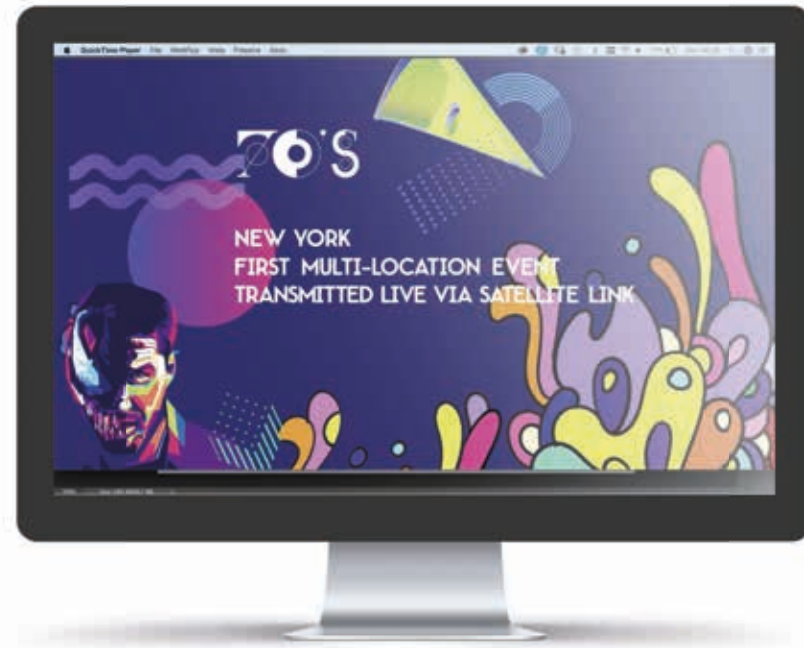


# 2020: WE ARE 60 YEARS YOUNG!

In 2020, **AIM Group International** celebrated **60 years in business**, an important milestone in a **long corporate life**.

AIM Group was **born in 1960 from the pioneering vision** of Enzo Buongiorno, an eclectic entrepreneur and man of profound human values. His example has motivated us to **pursue excellence, go further, think big and continuously evolve**.

AIM Group is **a market leader**, one of the only original professional conference organisation companies **still in operation today since then**. In collaboration with other industry operators, AIM Group have contributed over these 60 years to seeing the role of event organisers recognized, at an institutional and market level, and to **enhancing the quality standards of the sector**.



ENDLESS EVOLUTION

**Creativity, quality and innovation** have always inspired AIM teams and led to interpret our role as consultants for association and corporate clients, in an increasingly integrated and complete way. We love to experiment with new solutions, anticipate new needs, make our consolidated know-how available with a strategic approach **to create fresh, meaningful and memorable experiences and effective and innovative communication projects**.

Thanks to our **extensive and diversified experience**, matured over so many years, with **thousands of events and projects realised, for hundreds of clients**, we have navigated and overcome even storming seas, and we are ready to **further evolve, push the industry forward and answer to the present clients needs**.





# OUR MEMBERSHIPS AND PARTNERSHIPS

AIM GROUP HAS BEEN AT THE FOREFRONT OF THE EVENTS INDUSTRY FOR MANY YEARS. WE ARE ACTIVE MEMBERS OF A NUMBER OF SECTOR ASSOCIATIONS AND ORGANISATIONS, OFTEN AT BOARD LEVEL. OUR DYNAMIC ENGAGEMENT HELPS EDUCATE AND INFORM ASSOCIATION MEMBERS AND RAISE STANDARDS THROUGHOUT THE SECTOR AS A WHOLE.

## MEMBERSHIPS



## PARTNERSHIPS



# SERVING OUR CLIENTS: OUR OFFICES

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