



YOUR INTERNATIONAL PARTNER FOR  
CONGRESSES, EVENTS & COMMUNICATION

 **2019**  
Corporate Annual Report

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# POSITIVE RESULTS PROVIDING A SOLID BASE FOR THE FUTURE



We know that we can count more than ever on our values and our strengths.

Gianluca Buongiorno,  
President AIM Group International

The intense and diverse activity that all our Group companies have accomplished in 2019 has meant that we have delivered **positive and significant results at different levels**, confirming AIM Group as a market leader. We have achieved a solid economic balance and have enlarged our scope of business and clients.

We continued our **development and growth**: we opened a **new affiliate Office in Dubai** and with the **acquisition of the majority stake of Vangogh** creative agency we began to build a **Communication Hub**. With the addition of the Communication Hub, we are now in a position to provide an **integrated, cutting edge and complete communication offer** to our clients, ultimately increasing our competitive advantage on the market.

In 2019, we organised **diverse projects and events** from virtual CME classes to mega gatherings of more than +20.000 participants as well as internationally recognised scientific congresses. We have confirmed our role as strategic thinkers, with the ability to support our clients achieve their goals in innovative ways and across a multitude of sectors.

The positive **economic results confirm the stability of our Group**. Our future outlook has been ensured by important new business acquisitions and a **pipeline of significant events envisaged for the 2021-2025 period**.

The good results achieved in 2019 are particularly important now as we **face the extraordinary market situation**. The global pandemic which spread suddenly and

completely disrupted our industry, forced us to review our business plans and to **focus on service innovation**, with a major shift to virtual and digital events, **cost reduction and internal reorganisation**.

Luckily the events planned for 2020 were not simply cancelled, instead we have collaborated with our clients to **postpone or pivot into a digital format**. The steady pipeline of events for 2021 gives us confidence in our path to recovery.

AIM Group International continues to monitor the evolution of the situation and we are confident, despite the magnitude of the situation of our ability to innovate and produce excellent results for our clients.

Our **talented teams** and our clients mean that the Group can **maintain its competitive and strategic positioning** on all markets in which it operates.

Although an unprecedented, unfavourable context, we look with confidence to the future, trusting our **expertise and solid organization**, to realise the national and international events envisaged right through to 2025. We know that **we can count more than ever on our values and our strengths**, in particular on our teams who commit themselves with passion and professionalism, our innovative mind-set, deep market knowledge and on our determination which has stood the test of time during our 60 year history.



**2019**  
**CONSOLIDATED**  
**BALANCE**

# A SOLID ORGANISATION WITH A BROAD VISION



The solid margins have been realised through a clear vision of the future and targeted investment.

Gianluca Scavo,  
CEO AIM Group International

The business plan we agreed in 2018 including our core objectives to achieve - **profitability, business diversification, service innovation with a focus on digitalisation, communication** and international expansion - has kept us focused throughout 2019. The carefully targeted investments made along the way have allowed us to reach all our goals and secured a solid base for the future.

Looking deeper into our economic results, our **2019 Consolidated Balance is positive**: the overall turnover marked an increase compared to the 2018 results and the EBITDA is positive. The **EBITDA** is almost **2.7 million euro**, the overall turnover is **106.6 million euro**, with a +7.7% of growth. The overall turnover is **120 million euro** when including companies not fully owned by the Group.

Despite a challenging macroeconomic context and a somewhat difficult market, the 2019 operating results highlight the Group's ability to **effectively manage our medium and long-term strategies**. Also, we can report that AIM Group International recorded above average market performances. We have managed to continue to post solid margins which have been realised through a clear vision of the future and targeted investment in technology, processes, products, infrastructures and resources.

Following the pandemic, **we have updated the Group's multi-year business plan 2020-2024** with cautious optimism, assuming the recovery of activities as early as 2021. Taking into account the future prospects of each company in the Group we are evaluating new opportunities and providing innovative solutions across the different sectors.

Despite the highly critical situation at international level, the Group, which **boasts a sixty-year history**, will continue its research and development path, investing with courage in diversification and in the most appropriate new business opportunities to accelerate the execution of the 2020-2024 business plan.

# 2019 CONSOLIDATED BALANCE

TURNOVER **+7.7%**

**106,643,000 €**

DIRECT COSTS

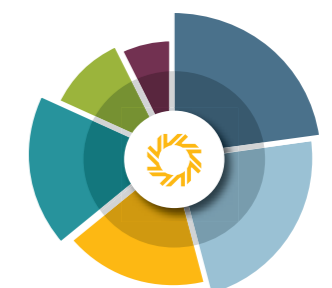
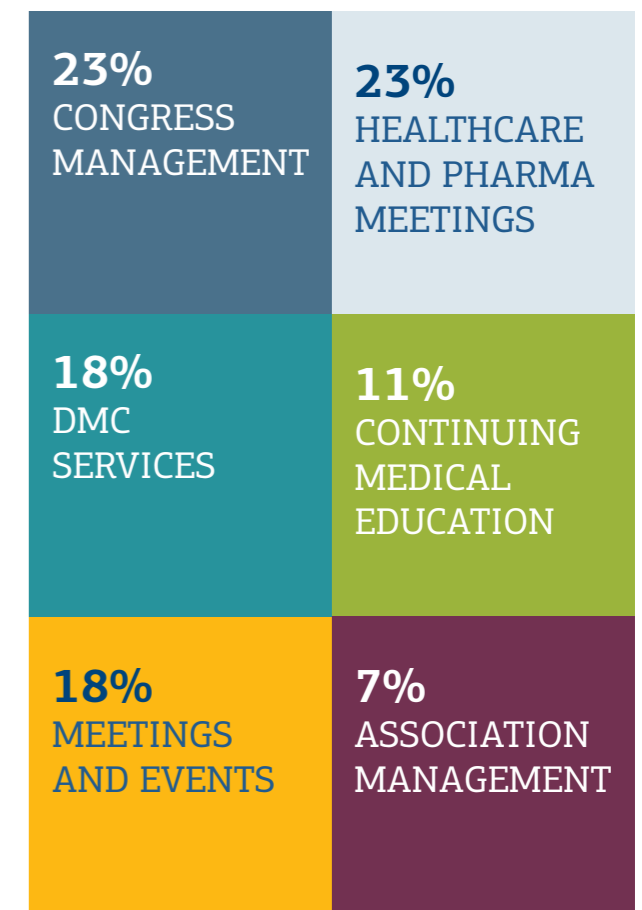
**88,463,000 €**

STAFF COSTS

**15,501,000 €**

EBITDA

**2,679,000 €**



# AIM GROUP INTERNATIONAL VISION STATEMENT



AIM Group International is a leading company in congresses, events and communication with 60 years experience.

## OUR PURPOSE

Our AIM is to re-imagine and create innovative solutions that help **associations and corporate clients meet, engage and interact** with their communities and target groups. We **foster knowledge sharing and business growth**, by creating strong and strategic collaborations and partnerships.

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 **go beyond the state of the art, break the rules and define the most effective solutions** for each project.

### #Creativity

We ensure full transparency in all our activities and a **real commitment to best practices**.

### #Transparency

We never stop **identifying the latest trends, techniques and technologies** that can guarantee improved results.

### #Forward-Looking Approach

Our aim is to deliver outstanding experiences through the use of **new formats, remarkable venues, engagement tactics, multichannel communications and networking solutions**.

### #Experience-oriented

## OUR INTERNATIONAL SCOPE

We have **17 offices around the globe**. Our highly **responsive, creative and talented local teams** pool ideas together to deliver **worldwide knowhow** with **strong local delivery and knowledge**. Through our extensive partner network, we cover an additional **150 destinations** around the globe.

### #Worldwideknowhow&localexperience

## TOWARDS SUSTAINABLE EVENTS

At AIM Group, we understand the importance of playing our part in **creating a more sustainable future for the Earth**. AIM Group has the expertise to provide the best **sustainable event management** solutions and we adhere to the **ISO 20121 sustainable event industry standard**.

We support our clients in their overall approach towards **sustainability at events** and we identify the best ways to **leave a positive legacy** in the local communities where we organise meetings. We also support charitable organisations and the planning and organisation of charitable events.

### #positiveimpact



## 2019 AIM Group at a Glance



**17**  
Worldwide  
Offices



**60**  
Years in  
Business



**350**  
Talented  
Event  
Professionals



**80%**  
Women  
**20%**  
Men



**+3,000**  
Events Organised  
& Experiences  
Designed



**26**  
Languages  
Spoken



**+100**  
Association  
Meetings



**400,000**  
Handled  
Delegates



**+400**  
Clients



**410,000**  
Managed  
Room Nights



**30**  
Core PCO  
Clients



**15**  
Association  
Management  
Contracts



**22,000**  
Followers on  
Social Media



**4,500**  
Hours of  
Staff Training

A person stands on a rocky outcrop, arms raised in a 'V' shape, symbolizing victory or achievement. The background features a vast, flat landscape under a dramatic sky with orange and blue hues, suggesting a sunset or sunrise. The overall mood is one of triumph and accomplishment.

**2019**  
**SUCCESS**  
**STORIES**

# THE CHAMPIONS. A SELECTION OF AWARD-WINNING PROJECTS

## WORLD TUNNEL CONGRESS 2019

Blending the program with the destination into a multifaceted event



**The Challenge** - The WTC 2019 is a major international conference, which gathers **worldwide experts of design and construction of underground works**, focusing on

tunnelling, engineering and innovation. This edition's main event goals were to:

- **Foster knowledge sharing** among delegates through innovative meeting formats;
- **Enrich the programme**, blending traditional topics with unusual ones;
- Build a **strong connection with the destination** and the local professional community.

**The Solution** - In order to combine powerful learning with innovative formats, it was decided to add **bespoke off-site activities** and **technical visits** into the scientific program, and repeat them for small groups so that attendees could experience the event in a direct and engaging way.

The “content-blend” was assured as the scientific program integrated traditional topics related to tunnel engineering with **sessions dedicated to the 3As: Archaeology, Architecture and Art**. This blending was made possible by leveraging the evocative elements of the city of Naples and its local culture and traditions.

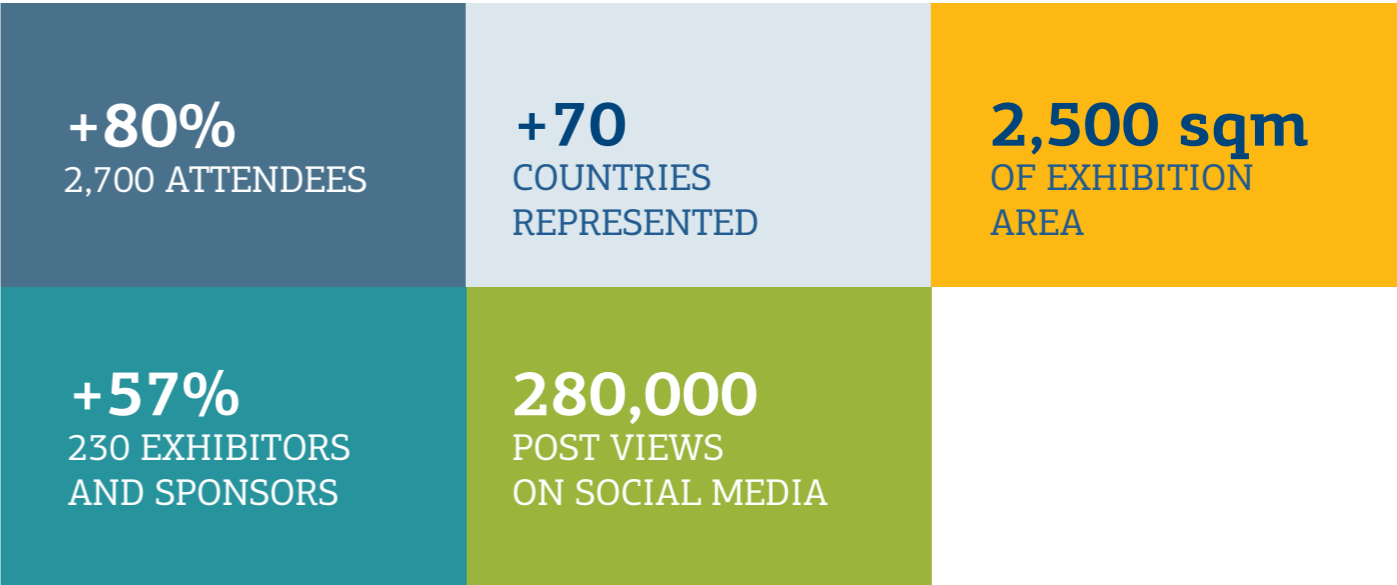
Finally, the **rich social programme** offered guests the opportunity to experience a strong connection with the local destination. The **stunning locations** used ensured some memorable and unique moments.



**The Outcomes** - The congress ran very smoothly, participants were able to enrich their knowledge and networking, whilst **discovering Naples at its best**. The results are equally as remarkable: the number of **attendees increased by 80%**; the number of countries represented surpassed 70; the number of **exhibitors increased by more than 50%**. The scientific programme also benefitted from very active participation: 750 papers were presented and 180 oral presentations were held at the congress (marking an increase of 27%).



# WORLD TUNNEL CONGRESS 2019 IN NUMBERS



# 102<sup>nd</sup> LIONS CLUBS INTERNATIONAL CONVENTION

Mega Event in Busy European City



**The Challenge** - Bringing the world Lions Clubs Convention to Milan was a great win, since it was the fourth time that the event came to Europe and the **first time ever to Italy**. An achievement obtained thanks to the efforts of a joint bid team. This **mega event** had **many complex features**:

- Large meeting spaces;
- 5,000 hotel rooms blocked 5 years before the event at a fixed rate;
- Complex transportation plan;
- Strong support and involvement of the city;
- A parade with thousands of people through the heart of the city.

**The Solution** - The conference sessions were hosted at MiCo Convention Center and managed by MiCodmc. This mega event also **included numerous social, charity and flagship events that took place over more than 20 days**. AIM Group's role was multifaceted and involved supporting the smooth organisation of the event, especially in the following key areas:

- **Social activities.** We developed a **personalised program** with **gala dinners**, entertainment, **experiential activities**, cooking classes and cultural visits.
- **International Parade of Nations.** We supported the organisation of a spectacular parade attended by more than **15.000 delegates who marched through the heart of Milan's city centre**.

- **Comprehensive transport plan.** We managed all logistics including all the transfers from hotels to the congress center and to the various events and the Parade. **Over 85.000+ people were transferred over the 20 days.**
- **Accommodation.** We managed accommodation for the VIP and LCI delegations and **processed more than 20.000 visa requests.**
- **Pre-and post-convention tours.** We designed **tailor-made packages** to visit other fascinating Italian destinations, from Florence and Venice to Positano and Sicily.

**The Outcomes** - All of the events were **successfully managed and smoothly organised** to the immense **satisfaction of guests and LCI organisers.** As testified by **Mario Castellaneta, Host Committee Chair:**  
“The International Convention of Lions Clubs is a once-in-a-lifetime event. We are very satisfied with the results! **It would have been impossible for us to organise this event without the organisational help and professionalism of AIM Group International and MiCodmc.** They supported us in all the key issues. It was very important for us”.



# THE 102<sup>nd</sup> LIONS CLUBS CONVENTION IN NUMBERS

+25,000 PARTICIPANTS	46 HOTELS MANAGED FOR VIP & LCI DELEGATIONS	20,000 VISA REQUESTS MANAGED	17 DAYS OF PARALLEL MEETINGS
15,000 PEOPLE AT THE PARADE	29 SOCIAL ACTIVITIES AND DINNERS	85,000 PEOPLE TRANSFERRED	

# THE HIGHLIGHTS. SOME OF THE MOST IMPACTFUL MOMENTS

## Interactive World Congress 46th APIMONDIA International Apicultural Congress

Montréal, Canada

A rich and varied congress program, a dedicated trade fair and a multichannel promotional campaign engaged beekeepers, honey-traders, scientists, technicians and legislators for an interactive world congress that was celebrated as a great success. The last edition, organised by AIM Group, was quite complex, with 5.500 attendees; 241 exhibitors in an exhibit area of 5.000 sqm; 100 speakers; 50 symposia; 9 hands-on workshops; 9 round tables; 940 abstracts presented.



## Hybrid Live Surgery - Floretina International Retina Meeting 2019

Florence, Italy

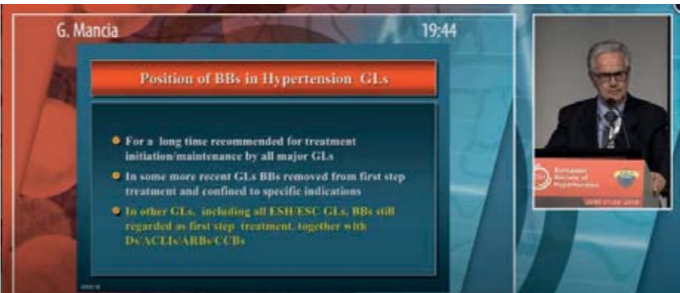
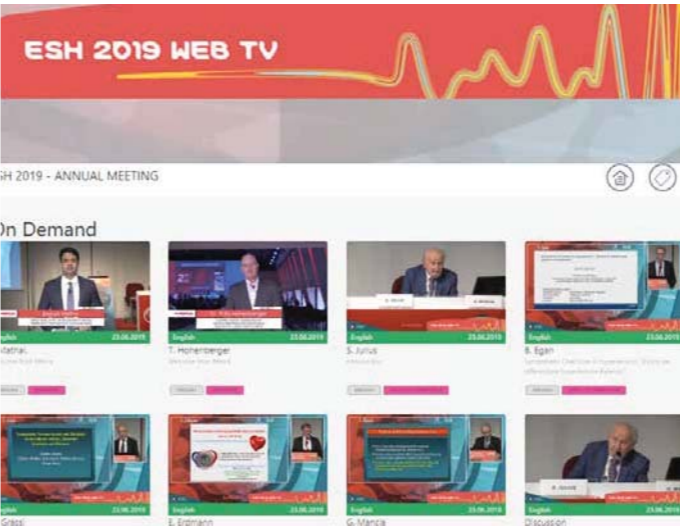
44 live 3D surgeries were streamed from 8 different hospitals around the globe including Athens, Florence, Kuwait City, Lugano, Mexico City, Memphis and Tel Aviv. This cutting-edge congress provided the ophthalmologist surgeons an extraordinary learning and knowledge sharing opportunity. Distances of 100's and 1000's of km were overcome. The audience was able to interact with the surgeons as if they were in the surgery itself and even offer their contribution to solve sudden surgery challenges.



## Web TV Channel - 29th European Meeting of Hypertension, ESH 2019

Milan, Italy

At the ESH 2019, a WEB TV channel was used to broadcast some of the scientific programme virtually and was offered as a new communication and sponsorship opportunity. Sponsors were in a position to add their own content to the broadcast including: interviews with company representatives, corporate videos, a welcome messages; as well as their Satellite Symposium streamed online as a hybrid event. The channel was easily accessible to the 2.300 attendees via the congress app and displayed on big screens and was also available on the congress website, which attracted an additional 850 online attendees.



## Flagship Event for Neurosurgical Federation - EANS Congress 2019

Dublin, Ireland

The European Association of Neurosurgical Societies (EANS) is a growing federation with the aim of enhancing the quality of neurosurgical patient care through training, education and research. The annual congress is their flagship event that AIM has organised five times. Due in part to our investment in a strong communications and digital marketing campaign as well as a new sponsorship and exhibition strategy, this congress recorded impressive results in terms of number of delegates (1.760 attendees, +12% vs 2018), exhibition area (924 net sqm. sold, +14%) and total sponsorship & exhibition income (+14,4%).



## Horse assisted leadership training

*Dubai, UAE*

Our Dubai office and affiliate partner Challenge Network organised several experiential training programs focused on leadership and holistic corporate wellness. The training helped companies address some of their major goals including: developing talent, managing leadership in a constructive way and supporting individuals to feel comfortable at work and be more productive. The team created a unique training program which involved hands-on horse-assisted leadership training in an exclusive horse club in Dubai. The training program also included mindfulness sessions.

## Hybrid Academy brings together Physicians from 8 Countries Cardio Academy 2019

*Prague, Czech Rep. + 8 countries online*

The first edition of Cardio Academy dedicated to Central-Eastern European physicians was successfully organised thanks to an innovative, hybrid format. A special webex with an online live streaming of all the conference sessions connected the 157 gathered participants onsite in Prague, with a further 218 people attending via live streaming from 8 different countries.



## Speciality Events for Cardiothoracic Anaesthesiologists EACTA Events @ Annual Congress

*Gdańsk (Poland), Charleroi, Ghent (Belgium)*

Thanks to a new 4-year association management contract, AIM quickly organised several specialist events for the European Association of Cardiothoracic Anaesthesiology: the Echo-Course in Gdańsk (Poland), the MasterClass in Charleroi (Belgium) and the 34th EACTA Annual Congress in Ghent (Belgium) with a focus on sponsor engagement and effective scientific content sharing.

## Novartis at Milan Design Week Reimagine medicine: Re-Design Migraine

*Milan, Italy*

For the first time Novartis decided to organise an experiential event at the Milan Design Week which focused on the “re-design” of migraine therapy. It was a highly-innovative format appreciated by the large numbers who attended. The event was open to the public for 6 days and attracted more than 7.500 visitors.



## The House of Bones SIOT 104<sup>th</sup> Annual Congress

*Rome, Italy*

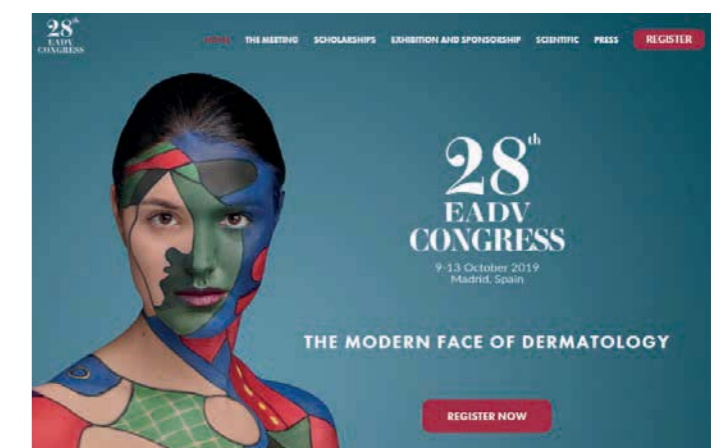
During the Italian Society of Orthopaedics and Traumatology (SIOT) 104th Congress a special, public event was organised, so called “The House of Bones”. This unique awareness-raising event allowed people discover, experiment and learn how to keep their bones healthy. The House of Bones offered each visitor a complete experiential path from individual visits with physicians to diagnostic screenings, from appointments with nutritionists to cooking workshops, gym and dance classes.



## Modern and inspiring brand Communications Campaign - EADV Congress

*Madrid, Spain*

For the prestigious European Academy of Dermatology and Venereology (EADV) Congress, AIM Group implemented an innovative, communications and marketing plan, which helped radically change the congress image, creating a truly modern and inspiring brand image and strengthening the association's reputation. The integrated strategy included an innovative, Picasso style, visual identity, which was used on all collateral and in some promotional videos. Several engaging field activities were also organised which involved participants in a new and meaningful way.



## Lively Delegate Interaction SIAARTI 2019 ICare

Rome, Italy

Fresh content, a more international profile and lively, multi-format events distinguished this SIAARTI congress. The anaesthesia and resuscitation congress had record-breaking numbers: 3.900 participants attended, an increase of 34% on 2018 numbers and a more diversified attendee demographic was reported (51% were women and 60% were under 40 years old). Master Readings, Meet The Expert, Hands-On Workshops, Simulation Rooms, a Talk Show Area and a public event with school children were all features of this successful event which was marked by increased interest and lively interaction among delegates.



## Local Community Engagement 19° RHSC General Meeting

Kathmandu, Nepal

Hands-on, practical sessions; games and competitions and local community engagement guaranteed a meaningful general meeting for the RHSC in Nepal. International experts in reproductive health met and exchanged knowledge and best practice in a community setting. Nepal is quite an unusual meeting destination so it was necessary to manage every detail but it also gave the opportunity to appreciate the Nepalese culture. A very positive outcome was the legacy on the local community. Local non-profit organisations and politicians were involved and best practices shared on the ground with field visits to healthcare centres and non-governmental organisations.



## Spicing up the scientific program Journées de l'Hypertension Artérielle JHTA 2019

Paris, France

AIM Group has been organising the annual congress of the French Hypertension Association (JHTA) since 2007. For the last congress, a rich scientific program distinguished the meeting, with a new interpretation of the theoretical and practical sessions, such as: "All you need to know", "Learn the Technique" and "Point of views". This attracted more sponsors and strong attendance. Choosing a specialised French caterer which employs people with disabilities added a CSR dimension to the program.

## Post-Industrial Cool for Fideuram Christmas Parties

Milan-Rome, Italy

What is the most memorable moment in a company's social calendar? We interpreted the Fideuram Christmas and end of year celebration with creativity and ingenuity, making the mood relaxed and fun. Around 1.000 guests were invited to celebrate the end of the year at two corporate Christmas



Parties. The parties were organised in unique, post-industrial locations which were then brought to life through lively entertainment and engagement activities.

## Bologna boasts 30% increase in attendees 25° EARMA Annual Conference

Bologna, Italy

AIM Group organised for the first time the annual congress of the European Association of Research Managers and Administrators, which recorded a +30% increase in usual attendance. New learning formats, an innovative congress app and the appeal of a truly dedicated destination contributed to the success of the congress.



### New sponsor experience *CYTO Conference 2019*

*Vancouver, Canada*

The International Society for Advancement of Cytometry in collaboration with AIM Group, radically improved the sponsor experience at the annual conference in Vancouver. Thanks to sponsor surveys and focus groups we increased exposure and meeting opportunities at the exhibit hall recording a +29% increasing in exhibit booths and +16% increase in attendance (2.300 participants).

### Leonardo Top Clients Delegations and International Events

For the global high tech company Leonardo, one of the world's key players in Aerospace, Defense and Security, we supported several delegations of top clients, providing the best services and accommodation also with very short notice and facing complex needs. We supported the Company also for the organization of some special events, as Leonardo Matera 2019 – Apollo Soundtrack Concert, realized in the city European Capital of Culture 2019, and the annual Energy Seminar 2019 that took place in Mexico.



### Weather Alert – Disaster Averted *SIFO Congress 2019*

*Genoa, Italy*

During the conference of the Italian Society of Hospital Pharmacists, a severe weather alert disrupted plans and obliged the Society to review all activities in less than 24 hours. The emergency task force that AIM put in place helped the client analyse the situation; managed all the arrivals and transfers of the 2.000+ attendees (with no cancellation); disseminated and communicated all relevant information to participants, speakers and providers and quickly moved the dinner to the Aquarium which turned into a huge success, really appreciated by the attendees.



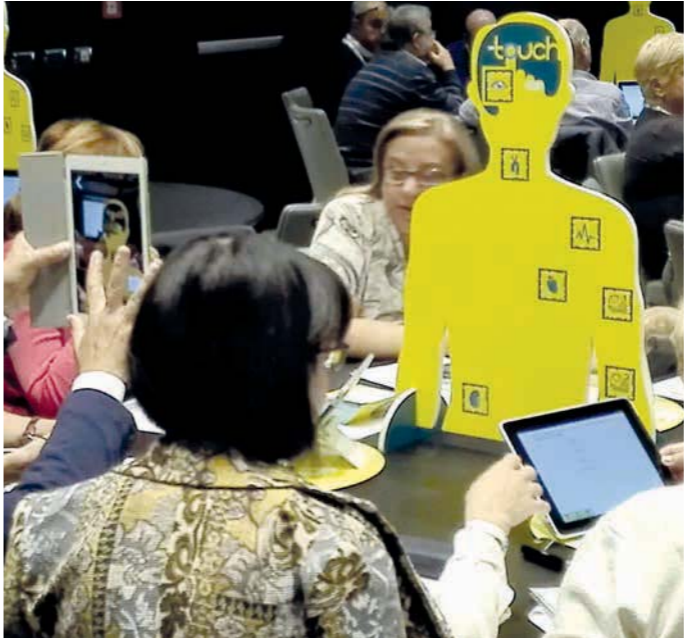
### Exhibitor satisfaction in Colorado *Annual Clinical Assembly of Osteopathic Surgeons*

*Colorado, USA*

AIM Group partnered with our Association client, the American Association of Osteopathic Surgeons, to increase exhibitor engagement. This included the introduction of Industry Sponsored Satellite Symposium which were very well received by both the corporate sponsors as well as the attendees.

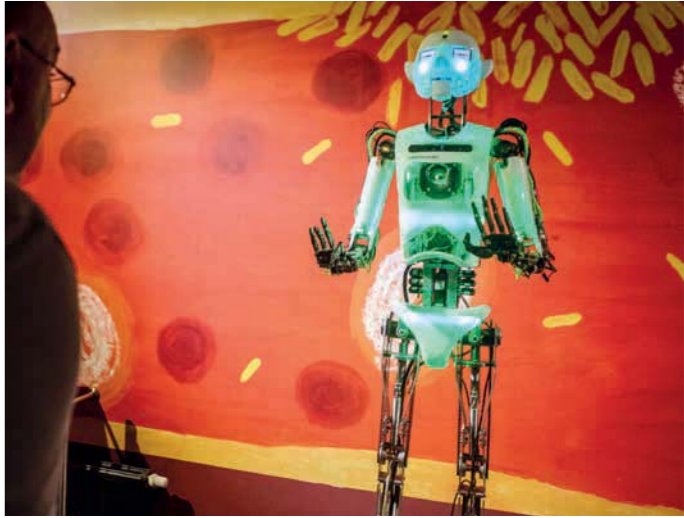
### CME Continuing Medical Education Events

Consensus meeting projects, training on the job, active learning, web platforms and apps, edu-games, augmented reality, soft skills, distance education projects, webinars and hybrid formats are just some of the innovations put in place to ensure the success of hundreds of CME (Continuing Medical Education) courses and events planned and organised every year in collaboration with major hospitals, research centres and scientific associations.



### Strategic Meetings Management

With longstanding experience in managing healthcare meetings, AIM Group developed an efficient method to organise corporate meetings ensuring optimised budgets, simplified procedures and cost control. Our Strategic Meetings Management service helps companies manage their events with accuracy, streamlined planning and compliance, ultimately allowing them achieve better results. Every year we support 25 clients, organise 1,600 events and manage 47,500 delegates.



# Corporate Events, Incentive & Team Building activities

Our DMC experts from 11 different countries organised hundreds of incentive travel programs and corporate social events around the globe, ensuring a high level of personalisation, a deep knowledge of authentic activities, tours and excursions and strong participant engagement. Team building activities are also a core strength of our DMC teams where they add a local touch or find a link to the group's personality or corporate identity. Some of the ingredients that help create a truly unique destination experience include organising dinners in emerging destinations and original locations; managing and curating cool social media engagement and injecting surprising and joyful entertainment into every experience.



**2019**  
**ACCOMPLISHMENTS**

## A NEW OFFICE IN DUBAI

AIM Group opened a new office in Dubai in the futuristic, metropolis of the United Arab Emirates. With this new office, AIM Group strengthens its **international network** to include 17 offices. Our Dubai presence is linked to the **partnership agreement signed with Challenge Network**, a company specialised in corporate training and management consulting. Headquartered in Rome, the Challenge Network has had an active presence in Dubai for more than three years. Through this excellent collaboration, the Group now provides corporate and association clients **integrated solutions** ranging from business consulting to event organisation, from communication to training. The Dubai team can support clients with innovative and effective solutions for their growth through **training projects and the organisation of meetings and events**. Given the attractiveness of Dubai, the office is also active as a Destination Management Company.



## AIM GROUP ACQUIRED THE MAJORITY STAKE IN VANGOGH

AIM Group International, already a 25% shareholder, acquired the majority stake in Vangogh communication agency. Vangogh is a dynamic and creative agency which has established itself as a recognised player in branding, strategy and communication. Through our combined forces, we are in a position to provide an **integrated conference, communication and digital offering** to our association and corporate clients. Vangogh has received more than 70 national and international awards. In particular, Vangogh is specialised in **brand reputation; digital and SEO strategy; digital advertising; web design; mobile sites and app development; video communication and social media management**. AIM Group will leverage the outstanding expertise of the agency and capitalise on the **significant commercial and operational synergies of uniting our teams**.



## AWARDS

AIM Group's excellence was recognised in 2019 after receiving several awards for innovative projects:

**World Tunnel Congress 2019**  
Eventex Awards  
**Gold Prize**  
Category Scientific Event



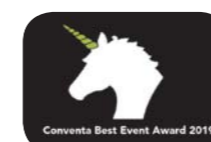
**World Tunnel Congress 2019**  
Eventex Awards  
**Silver Prize**  
Category Association Meetings



**World Tunnel Congress 2019**  
BEA Best Event Awards  
**2nd Prize**  
Conference Category



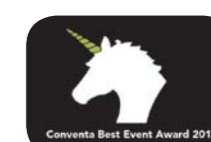
**World Tunnel Congress 2019**  
Conventa Awards  
**3rd Prize**  
Best B2C Event



**102nd Lions Clubs International Convention**  
Eventex Awards  
**Silver Prize**  
Category Convention



**IBA Welcome Party**  
Conventa Awards  
**2nd Prize**  
B2B Event Category



**Pinguini Paediatric Congress**  
Eventex Awards  
**Silver Prize**  
Category Medical Congress



**Top 30 Agencies**  
Eventex All-Stars Index  
**2nd Place**



## 2019 CORPORATE SOCIAL RESPONSIBILITY PROJECTS



The earth is not the only place where we work,  
it is also the place where we live.  
That is why we consider it our first client.  
Doing something for its future - for our future -  
is what we consider our purpose and  
our commitment.

## REHABILITATION CENTRE “ENZO BUONGIORNO”, BURUNDI

AIM Group **established and continues to support a Rehabilitation Centre** in the Bubanza province of Burundi (one of the poorest countries in the world, with a severe lack of infrastructure and medical personnel). Named after AIM Group founder, Enzo Buongiorno, the Centre helps people with physical disabilities and with those suffering from post-traumatic treatment and post-surgical rehabilitation.

Our company has teamed with the International Foundation of Doctors for Central Africa (FIMAC), which realises **250 orthopaedics surgeries per year** in the Centre.

Through regular missions to Burundi, we are in a position to follow the developments of the local physiotherapy team who deal with the rehabilitation of children. The Rehab Centre has continuously grown in quantity and quality, becoming **a reference in the region**. The professional service provided by the Centre is recognized

for excellence by the Public Healthcare Authority. Since its opening, in the last quarter of 2015, the Centre has made **major improvements in people’s lives**. More than **1.150 patients have been treated**, half of them under **5 years** old.

## “FOOD-FOR-GOOD” NO MORE WASTED FOOD AT EVENTS

We support and participated in the ‘Food-for-Good’ programme, which has been recognised as best practice by the European Union Platform on Food Losses and Food Waste. The aim of this programme is to recover surplus food at the end of a convention lunch or dinner and deliver it to local charitable organisations (family homes, soup kitchens and refugee centres) thereby reducing the event’s environmental impact and supporting local communities. Since we got involved, the project **has donated 8,500 meals, +200 kilos of fruit and 500 water bottles**.

## SUPPORTING “SAVE THE CHILDREN”

For many years, AIM Group has been supporting children through the “Save the Children” adoption program. Every child deserves a strong start, a chance for a successful future, but too many children are not getting the opportunity to reach their full potential. We do our part and help children in the Save the Children programmes in El Salvador and in Uganda.

## REDUCING ENVIRONMENTAL IMPACT

AIM Group considers it crucial to integrate environmental sustainability into every aspect of our lives but in particular in business.

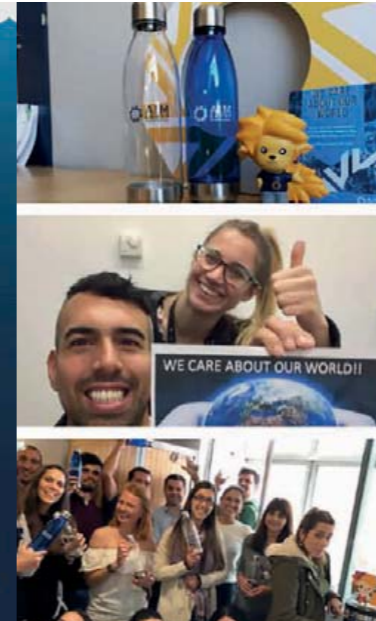
We are promoting a series of activities under the umbrella of the IAPCO (International Association of Professional Congress Organisers) **CSR campaign: “Not just a drop in the ocean”** and we signed the **IAPCO Plastics Pledge**, which involves taking concrete actions to rid the Meetings

Industry of single-use plastic.

AIM Group’s commitment to reduce our environmental impact has influenced the way we plan our events and congresses, reducing and recycling plastic programs at events, from badge holder collection to using reusable dishes and cups or organising paperless conferences with digital invitations, e-posters and apps.

In 2019, **each of the 350 AIM Group staff members in 17 offices** across 11 countries **received a brand-new eco-friendly 100%-recyclable bottle** to use and reuse every day instead of using and wasting single-use plastic bottles.

Moreover, we promoted a **waste recycling campaign** and a **comprehensive education program** for AIM Group staff members to encourage them to increase recycling and improve the quality of materials they use.



A man with dark hair and a beard is wearing a VR headset. He is looking down, and the scene is lit with a strong blue light, creating a futuristic and immersive atmosphere. The background is dark, and the man's face is partially illuminated by the blue light. The text "WHAT WE DO: BEYOND MEETING SERVICES" is overlaid on the bottom right of the image.

**WHAT WE DO:**  
**BEYOND**  
**MEETING**  
**SERVICES**

# SOLUTIONS THAT MEET YOUR BUSINESS GOALS

Our long experience helps ensure the smooth running of every 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.

## Congress Organisation & 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 clients. **Innovative, dedicated, highly-skilled and creative teams** are the keys to our success. We are experts in:

- tailored and creative experience design;
- impactful formats;
- content development;
- powerful learning;
- audience engagement;
- multichannel communication;
- innovative networking activities;
- targeted sponsorship strategies;
- event marketing and promotion.

## Virtual, Digital & Hybrid Events

Digital events are increasingly used to help 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-presence events with virtual sessions; **Multi-hub & Digital events** with

in-presence 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.

## Digital Communication

Through our brand-new 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; big events and on demand event organisation; **PR & media relations**; reputation and crisis management.
- 4 Measure and Optimise** - **data analysis, business intelligence**, insight generation, performance tracking and reporting.

## 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 Events

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**.

## 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.

## Corporate Training & HR Consultancy

Our training, team-building and talent development solutions are focused on **transforming teams to achieve growth and value**. We work with People, for People.

## Management Consulting

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

## 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**.

## 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 more than six decades we have been contributing to the history of the meetings industry.



AIM Group was born in 1960 from the pioneering vision of Enzo Buongiorno, an eclectic entrepreneur and man of profound human values. Creativity and innovation have always inspired us and lead us to succeed and grow over the years.

## 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.

## 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 for 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.

## 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 meeting 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 investment in communication.

AIM Group acquires the **majority stake of Vangogh creative communication agency**, specialised in digital, brand and strategy, and takes over the management and operations, establishing a new governance structure.

## A new office in Dubai.

Continuing the international expansion, **AIM Group opens a new office in Dubai** through the Affiliate Partner agreement with Challenge Network.

# 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



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