



## ROME

# A hard act to follow

VM Ware is keen to keep on improving its Partner Exchange on Tour and Forum events. This year's exceeded expectations

### FACTFILE

COMPANY	VM Ware
EVENT	Partner Exchange on Tour and Forum
GROUP SIZE	160
AGENCY	Imageware
DATE	15-16 May 2013
VENUE	Rome Marriott Park Hotel

### Pre-event planning

Software company VM Ware's Partner Exchange On Tour and Forum offers its partners an update on what the company is doing, an insight into future products and facilitates networking. In 2013, there were 18 events taking place across Europe, Russia, Israel, Dubai and South Africa, with one in Rome taking place over two consecutive days in mid-May. To increase interest among partners, there were three separate tracks aimed at different disciplines, including sales, marketing and technical, together with sessions tackling specific issues on a deeper level. Ahead of the event, marketing activity was linked to IT

publications, with email marketing and banners used to promote the event.

**Challenges** The Rome Partner Exchange on Tour and Forum were scheduled for 15-16 May, only two days after similar events in Milan. This meant the company had to manage two Partner Exchange On Tour events and two VM Ware Forums in the space of four days, resulting in a very busy period for the firm.

**Solution** Agency Imageware ensured that the event ran smoothly, anticipating VM

Ware's requests and understanding its needs, giving clear instructions to ensure timings were adhered to.

**Client verdict** "Every year we improve the results from previous events; this is the demonstration of good teamwork and the growing interest we are able to build around the event," says Stefania Cugini, senior marketing manager at VM Ware Italy. "Our challenge is keep on improving. For next year, we are looking at using bigger spaces and increasing the number of interactive sessions."



On the agenda the forum, held at the Rome Marriott Park Hotel (left), was multidisciplinary in its approach



## VENUE UPDATE

Located between the Pantheon and the Caffè Sant'Eustachio, the **Pinacoteca del Tesoriere**, housed in Palazzo Patrizi, opened for events earlier this year. It features an Imperial Ballroom for up to 150 and seven conference rooms seating up to 250.

This summer, the five-star **Regina Baglioni Hotel** in the iconic Via Veneto opened the Roman Penthouse, which can be used for meetings and includes two bedrooms and a dining area. A private 300m<sup>2</sup> terrace offers a 360-degree view over Rome.

The five-star, 30-room **JK Place Roma** opened in September, within walking distance of the Spanish Steps. It has a roof garden bar, a lounge and bar/restaurant.

Also in September, Dorchester Collection took over the



Where the action is (clockwise from below, left) Pinacoteca del Tesoriere; JK Place Roma; Regina Baglioni Hotel entrance and terrace



management of the 121-room **Hotel Eden**, and announced plans to renovate the property to enhance the building's heritage, with a completion date yet to be set. The hotel has two meetings spaces, holding up to 130.

The **Starhotels Michelangelo**, close to the Vatican City, reopened in September following renovation. The property has 179 rooms and two modular meeting rooms for up to 180 delegates.