



**PROMO LEADER SERVICE CONGRESSI
WON ICCA BEST MARKETING AWARD 2007**

Outstanding triumph of a “made in Italy” product at the ICCA Awards 2007, the price every year presented by the International association of the meeting industry operators, unequalled for its prestige all over the world. The European Psychotherapy congress, realized by the Florentine agency Promo Leader Service Congressi, elected by the high majority of the over 900 delegates gathered in Pattaya (Thailand) for the annual general assembly.

A stunning Italian success marked the annual general assembly of ICCA, the international association of the meeting & incentive industry operators. The **15th EAP Congress** (European Association of Psychotherapy), held in Florence from June 14th to 17th and realized by the agency promo Leader Service Congressi (member of PLS Group), **won ICCA Best Marketing Award**, the yearly acknowledgement which recognizes the excellence and outstanding achievements of organisations in their effort to market their destination or product. Entries can range from full scale campaigns and branding exercises to individual promotions and events.

This outcome has been made even more gorgeous by the coexistence of many circumstances. First of all, the **level of the finalists**, which for the first time were four instead of the usual three, right because of their excellence and of the high number of participants. Secondly, their **heterogeneity**: the project submitted by the Florentine agency was the only one consisting in an event; the other three were Congress Frankfurt marketing plan, the new strategy of Convention Bureau Australia and the innovative renewed launch project of the Australian Gold Coast. Being all these “International marketing products”, the Italian victory – performed through a congress event, i.e. a communication project whose creative idea and multiform realization have been much appreciated – has turned out to be more meaningful. An exceptional performance – it must be said – bringing Italy in pole position among the most modern players in the meeting industry.

To complete this outlook, it has to be remembered that Promo Leader Service Congressi has been **the first Italian agency to ever enter the short list**, and that ICCA’s president, the Australian **Leigh Harry**, while presenting the award has declared as follows: «A victory in this edition, with so high-levelled participants, really means having reached the highest level of excellence in all the aspects of the event marketing, strategy and organization».

The prize has been given to Mr. **Luigi Cammi**, PLS Group president, at the end of ICCA Congress closing ceremony, after his personal presentation to all the delegates and the attendees, on October 30th, the entire project in all its value added and dynamism.

The EAP congress was held in Florence from June 14th to 17th, but it had already been on the stage thanks to the previous big involvement of both institutions and citizens. Titled “**Humour and other strategies to survive emotional crisis**”, and run jointly with the third FIAP congress (the Italian federation of Psychotherapy associations), under the presidency of prof: Rodolfo de Bernart (FIAP President) and of Prof. Alfred Pritz (EAP General Secretary), it gathered 1,300 specialists from all over the continents, with people even coming from China, Australia, the USA, Morocco, South Africa; it was attended by professor **Patch Adams** himself, the man who invented clowntherapy, and made all the people living in Florence participate to it. With a reference to the scientific theme of the meeting, the agency staff got to wear and let everybody wear as well a characteristic sign of clowns’ attire, the “potato-shaped” nose, in a violet version – being this the city colour. More than 21,000 violet noses were delivered at the Artemio Franchi stadium, on May 27th, during Fiorentina-Sampdoria, the last 2006-2007 national football league match. The initiative was aimed to benefit the Foundation of Meyer Paediatric Hospital, and joyfully coloured the stairs up to the field of game, where a local choir, the

Piccolo Coro Melograno, composed by seventy children, sang the anthem and the two teams – Fiorentina (Florence) and Sampdoria (Genoa) – entered giving a parade of strictly violet noses. The fund raising, in the stadium and in other key points of the town, turned out to be **over 56,000 euros**. During the congress days at last, in the historical palace Medici Riccardi, a photographic exhibition was set up, with portraits of the whole Fiorentina football team or of many local institutional authorities wearing their violet noses.

Such a general participation is unrivalled in the Italian history of medical scientific events.

«I am happy and still moved», declares president Luigi Cammi right after receiving the award. «Having won thanks to an international event, with beneficence purposes, that has so much excited all my fellow citizens, makes me feel even more honoured, if possible, than being the first Italian managing to get up here. I dedicate this success to my extraordinary staff, real maker of the congress and of its realization, and I furthermore express a wish: that from now on ICCA podium gets familiar to all the Italian operators. My country is full with very good professionals, internationally in the van. I'll really be happy if I turn out to be the first in a long series of acknowledged colleagues».

Promo Leader Service Congressi is a communication, marketing and organisation agency for national and international congresses, specialising in synergies between the corporate and the medical world. Its rich service portfolio includes: logistic and organisational activities for *consensus conferences*, workshops, seminars and conventions; scientific societies management; solutions for set-ups and special scene backgrounds; travel and housing settlement; editorial, communication and marketing projects; complete managing of corporate meetings and private events.

PLS Group is the network, born in 1989, to which Promo Leader Service Congressi belongs. It consists of two more societies bringing different and integrative services: **Centro Consulenze**, provider for continuous medical education credits (ECM) by the Italian Health Ministry and the Regional Ministries of Tuscany, Lombardy and Veneto, creating and realising, together with the local institutions, educational projects for all medical professionals; and **OKmedico.it**, developing on line editorial, communication and marketing projects and producing virtual ECM courses. PLS Group societies, each by itself or in synergy, grant high value added consultancy and the best redemption levels.

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