

Target Motivation announces plan to revitalise its Rome and Milan offices

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Target Motivation, a Venice-based event agency, has announced that it will be celebrating the [post-pandemic comeback of the Italian MICE industry](#) by revitalising its Rome and Milan offices.

The agency plans to recruit new employees to its offices who will work closely with their Venice headquarters and will include live communication creatives, project managers, event managers, and producers. According to Target Motivation, the goal behind this project is to stimulate business in Rome and Milan, the cities in Italy with the highest international demand for events.

Target Motivation's current customer portfolio stretches across multiple sectors including banking, insurance, automotive, technology, and renewable energies. Over recent years, it has evolved from a DMC to an incentives agency, branching out into becoming a Continuing Medical Education provider and PCO (Professional Congress Organiser).

On the investment into its Rome and Milan offices, Alessandro Sbrogiò, owner of Target Motivation, said: “(Our customers) feel they are in good hands, and our expansion into Rome and Milan is the consequence.”

“By strengthening the workforce in these cities, as well as in our Venice headquarters, we have added potential to our supply chain throughout Italy.”