

Target Motivation celebrates the full return of the MICE industry

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Photo Credit: Target Motivation

NEW STAFF MEMBERS IN ROME, MILAN AND VENICE

Target Motivation, a Venice-based event agency, celebrates the full return of the MICE industry to normal by giving new life and energy to its offices in Rome and Milan, implementing the workforce with new staff members, including live communication creatives, project managers, event managers and producers, with the aim of stimulating business in these cities, the strongest in Italy in terms of demand for events from abroad.

The agency, active since 1985, has grown continuously over the decades. Today it counts in its portfolio important customers from various sectors: banking, insurance, automotive, hi-tech, and renewable energies. It is a solid reality that with its innovative style has managed to face and overcome increasingly compelling challenges, gradually evolving from DMC to incentive house,

Continuing Medical Education provider and PCO (Professional Congress Organizer), then integrating a business unit specializing in communications, creativity and graphics, another one for product launches, a studio of architects and designers for installations, décor and scenography, a business travel office, a multilingual organizational secretariat and twelve ambassadors active throughout Italy – **providing world-class service in their own areas of pertinence** and personally taking care of the guests' experience with the incomparable added value of their knowledge of the places. This highlights the primary importance that Target Motivation gives to logistics since each event is logistics-based.



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Alessandro Sbrogiò, the owner of Target Motivation, said: *“We are pretty satisfied because our customers, always increasing, trust us. The relationship with them is getting confidential, thus letting us anticipate their needs, I’d say even surprise them in some way. They feel in good hands, and our expansion into Rome and Milan is the consequence. The decision to invest in these two cities is so appropriate that it has already given feedback in a few months: not by chance, but by strengthening the workforce in these cities as well as in the Venice headquarters we have added potential to our supply chain throughout Italy.”*

Also noteworthy is the network of affiliates called Net Tam (“net” for network and “tam” in the sense of “tom-tom” [“tam” in Italian], i.e. “making resonance”), now widespread in 23 countries and allowing Target Motivation to be present in each continent. These partners are DMCs in their own country, thus focusing on incoming, and are selected on their solidity and approach to work – meaning attention to detail, visibility, professionalism, customer relations and availability. They are located in South America, the United States, Canada, anywhere in Europe, the Emirates and other areas of Asia and Africa.