

ANNEX III: ORGANISATION & METHODOLOGY

To be completed by the tenderer

Please provide the following information:

1. RATIONALE

- Anodilia SRL (Berlizzo Group) has been on the market for 20 years now. Our team is made of professionals who possess both knowledge and creativity to produce the most extraordinary results. We are perfectionists, therefore we have very well defined procedures to help us ensure the quality of our work. Event management is our main activity and that involves a very complex project management. We are proud to have put our signature under big outdoor events like the National Wine Day, the Christmas Fair, the Open Air Opera Festival Descopera, as well as classy indoor events like the Unicef Gala, the Generosity Gala, Wine Vernissage and many more. PR activities has been one of our activities as well. He have carried out promotion campaigns, both for the events that we organized, as well as part of our project that did not involve events. We have developed and implemented communication plans, have written communication strategies, have done media management including organizing events for the media and writing press kits.
- An explanation of the risks and assumptions affecting the execution of the contract.

2. STRATEGY

- Developing the list of tasks to be carried out and the detailed brief about each of them
- Approving the venues (if applicable)
- Drawing up and approving the attendee list
- Determining the equipment and translation needs
- Developing the event script and agenda
- Sending the invitations
- Writing the press release

3. BACKSTOPPING

- The team that will be involved in this project is made of:
 - An Account Manager who will be the person to communicate with the client's team
 - A designer who will be creating the design of the materials according to the request and the brandbook
 - A copywriter who will write all necessary texts
 - A media manager who will deal with the media
 - An event manager who will organize related to the events