



**Terra**EVENTS  
ITALY | SPAIN | PORTUGAL | FRANCE

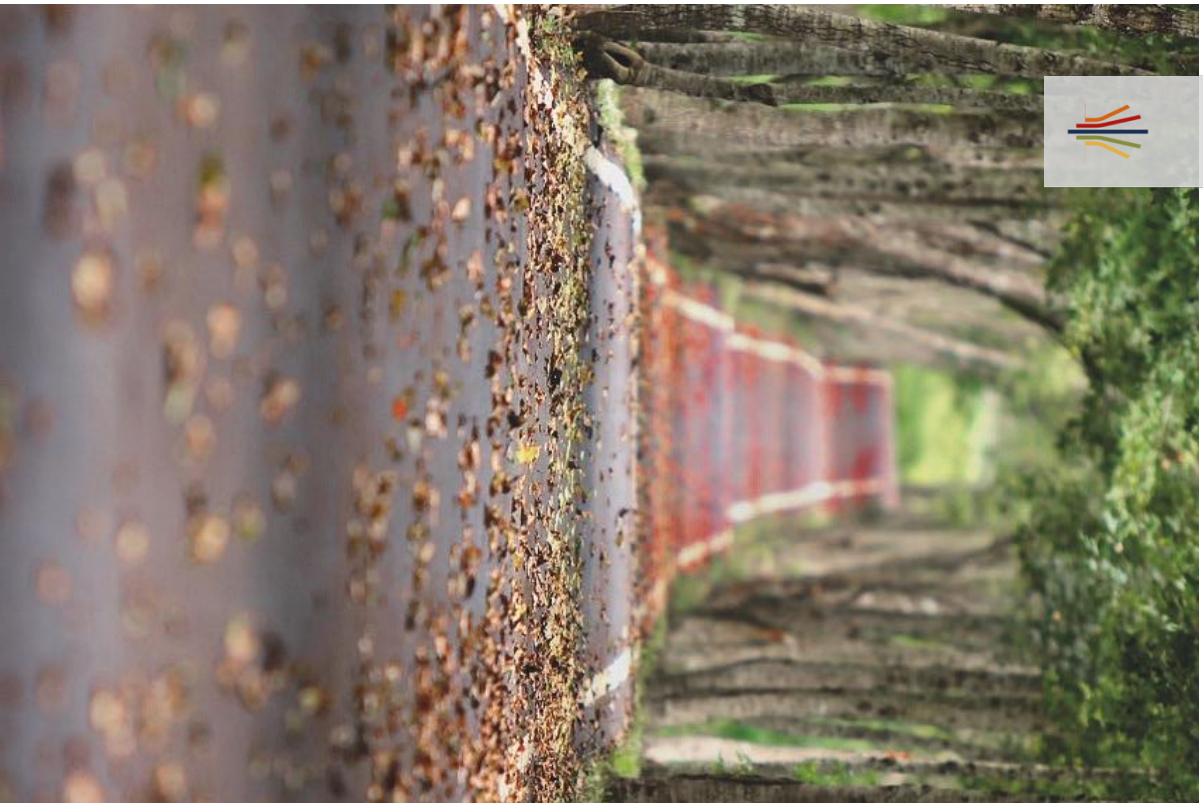


## WHO WE ARE

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“ We are a growing network of **wholly owned** Destination Management Companies in prime MICE destination countries and cities in Europe, principally around the Mediterranean ”





## UNIQUE SELLING PROPOSITIONS

- 01** We are the one and only DMC offering such **widespread** coverage in European countries with **staffed** offices in:  
ITALY: Milan, Rome, Florence, Venice  
SPAIN: Barcelona, Madrid, Mallorca  
PORTUGAL: Lisbon, Porto  
FRANCE: Paris
- 02** MSA's for clients with multi-year business operated in our range of destinations, providing **uniform T&Cs** and **financial benefits**
- 03** Dedicated **Key Account Manager** for repeating clients operating events in our destinations.
- 04** Client **Loyalty reward program** with a dedicated and customized approach, including a variety of benefits from complimentary services to educational opportunities and other ad-hoc solutions.
- 05** An **enduring and established network** of local, political, institutional and economic **relationships** in our destinations, allows us to **open doors** to original and unique experiences
- 06** Evolving from the scope of services of more traditional DMCs, we provide a fully integrated event management approach through our **in house creative department** offering a range of services including event design, content development, graphics and technical production.
- 07** Through **ongoing** local relationships with a **selected** choice of **vetted suppliers** and partners, we are able to obtain the best quality and most cost-effective solutions for our clients.
- 08** All our local DMCs are **certified members of ADMEI**, the global voice for the destination management industry and the premier resource for education, standards and practices within the DMC industry

# VALUES

## Trust

is the cornerstone of our identity

We believe mutual trust should be at the heart of our relationships with our people, our partner-suppliers and our clients.



## Evolution

is what allows us to stay ahead of the game

We believe the business events industry is a dynamic, constantly changing environment and we must actively evolve in terms of what it means to be professional destination management consultants.



## Responsiveness

is the art of business courtesy

We believe the ultimate business courtesy is to provide prompt responses to our clients and suppliers-partners. We challenge ourselves, to respond swiftly, proactively, creatively to new impulses and ideas.



## Responsibility

is a multifaceted effort that we embrace thoroughly

We believe we have responsibilities towards people and the planet in the pursuit of profit. We sign up to the triple bottom line - people, planet, profit - and believe we are accountable to our clients but also our supplier - partners and our people.



## Adaptability

is the portal into the wide world of creativity

We believe in being agile, nimble, adaptable in pursuit of creative solutions.





# MISSION



## OUR MISSION

TERRAEVENTS crafts event solutions turning ideas and concepts into awesome attendee experiences

## OUR ESSENCE

Our roots are deep in the ground of our core values: **T**rust, **E**volution, **R**esponsiveness, **R**esponsibility and **A**daptability

## OUR PROMISE

We approach every project with passion and enthusiasm striving to deliver the most creative and cost effective solution

## OUR VIBE

At TERRAEVENTS fostering relationships with our clients and with our partners suppliers is a priority to achieve our results

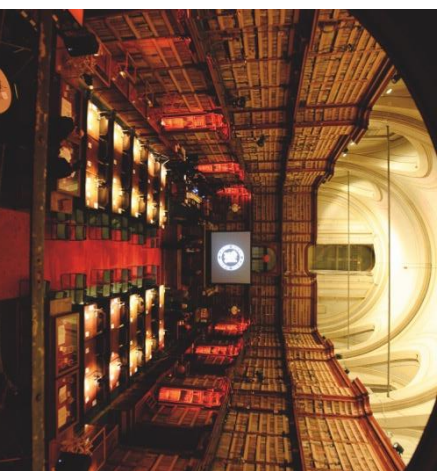


# SERVICES



## INCENTIVES

We will help you discover the best solutions to match your objectives, with tireless dedication and exceptional attention to those little details that make all the difference.



## MEETINGS & CONFERENCES

By providing cutting edge technical solutions, modern creativity and impeccable delivery we allow our clients to fully focus on the meeting contents and the need of their attendees.



## CORPORATE EVENTS

Our creativity, local knowledge and abundant variety of resources will result in a superior guest experience and a measurable ROI of the event.



## HOSPITALITY PROGRAMS

Our countries host some of the most sought after sporting and cultural events for which we can provide red carpet access, corporate hospitality packages as well as regular ticketing.



# THE GROWTH

2010	1 country, 1 office 2 staff members, 15 events	2011	1 country, 2 offices 4 staff members, 35 events	2012	1 country, 2 offices 6 staff members, 60 events	2013	1 country, 3 offices 8 staff members, 80 events	2014	1 country, 4 offices 11 staff members, 100 events	2015	2 countries, 5 offices 17 staff members, 125 events	2016	3 countries, 7 offices 24 staff members, 150 events	2017	3 countries, 8 offices 28 staff members, 170 events	2018	4 countries, 10 offices 33 staff members, 200 events
Launch of <b>+39 ITALY</b> Opening of <i>Milan office</i>	Opening of <i>Rome office</i>		Opening of <i>Venice office</i>	Opening of <i>Florence office</i>	Launch of <b>+34 SPAIN</b> Opening of <i>Barcelona office</i>	Launch of <b>+351 PORTUGAL</b> Opening of <i>Lisbon office</i> Opening of <i>Madrid office</i>	Launch of <b>+39 LUX</b> and <b>+39 SPORT</b> Opening of <i>Mallorca office</i>	Rebranding to <b>TERRAEVENTS</b> Pre-launch of <b>TERRAEVENTS</b> <b>France</b> Opening of <i>Porto office</i> Pre-opening of <i>Paris office</i>									





# TERRAEVENTS TEAM

Lorenzo, Heather, Natalia, Fatima, Giulia, Barbara, Gaia, Duarte, Sara, Clelia, Selene, Ana Maria, Monia, Kostia, Rossella, Francesca, Anna, Ilaria, Alessia, Mattia, Danilo, Sydney, Katrin and Laura ; our talented team representing the best of professional expertise, the spirit, aspirations and values of TERRAEVENTS.



## Numbers of our team:

- **300 years of experience** in the event management business
- We speak **more than 10 languages**
- More than **3000 events** operated
- Managed transportation for more than **2.000.000 people**
- Provided more than **3.000.000 meals**
- Transacted business for more than **80.000.000 euro**

... and they've done all this with an overwhelmingly positive feedback from clients whilst managing a regime of happiness for their respective husbands, wives, children, friends and pets!



# COMPLIANCE & RISK MANAGEMENT

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A comprehensive approach which combines Risk & Compliance management both internally and externally – evaluating, determining and controlling risks related to our activities.  
A proactive approach through implementation of preventive and contingency procedures to mitigate risks and consequences.

- 01** A process of **vendor evaluation** according to a strict **code of practice**, with annual appraisals to ensure adherence to internationally recognized standards for performance criteria including financial solidity, H&S within the workplace and environment, cyber risk, corporate social responsibility & business ethics.
- 02** **Cyber Security & GDPR** through the implementation of a robust governance system we ensure the protection of data belonging to our clients through secure IT systems which address and mitigate the most common threats to cyber security; together with an assessment framework generating transparent records of data protection steps for GDPR audits.
- 03** Our working procedures encompass **checklists and working modules** specific to effective management and execution of your event ensuring each and every detail of an event to be covered.
- 04** Our suppliers and staff receive both written and verbal briefings which we share with you. All briefings include **crisis management procedures** subject to regular and frequent revisions together with detailed list of emergency contact numbers.
- 05** Active engagement of our staff in **event emergency preparedness and risk management training** as provided by the Association of Destination Management Executives International (ADMEI) being the only course customized for meeting, event and destination management professionals.





# BRANDS

Along with the national declinations of the brand (Italy, Spain, Portugal and France) the development of TERRAEVENTS includes the creation of two sub-brands, each with a specific strategy and a dedicated team aimed at two fast growing market niches:



## TERRAEVENTS Lifestyle

Specialized in private celebrations, weddings and individual luxury experiences for discerning travelers.



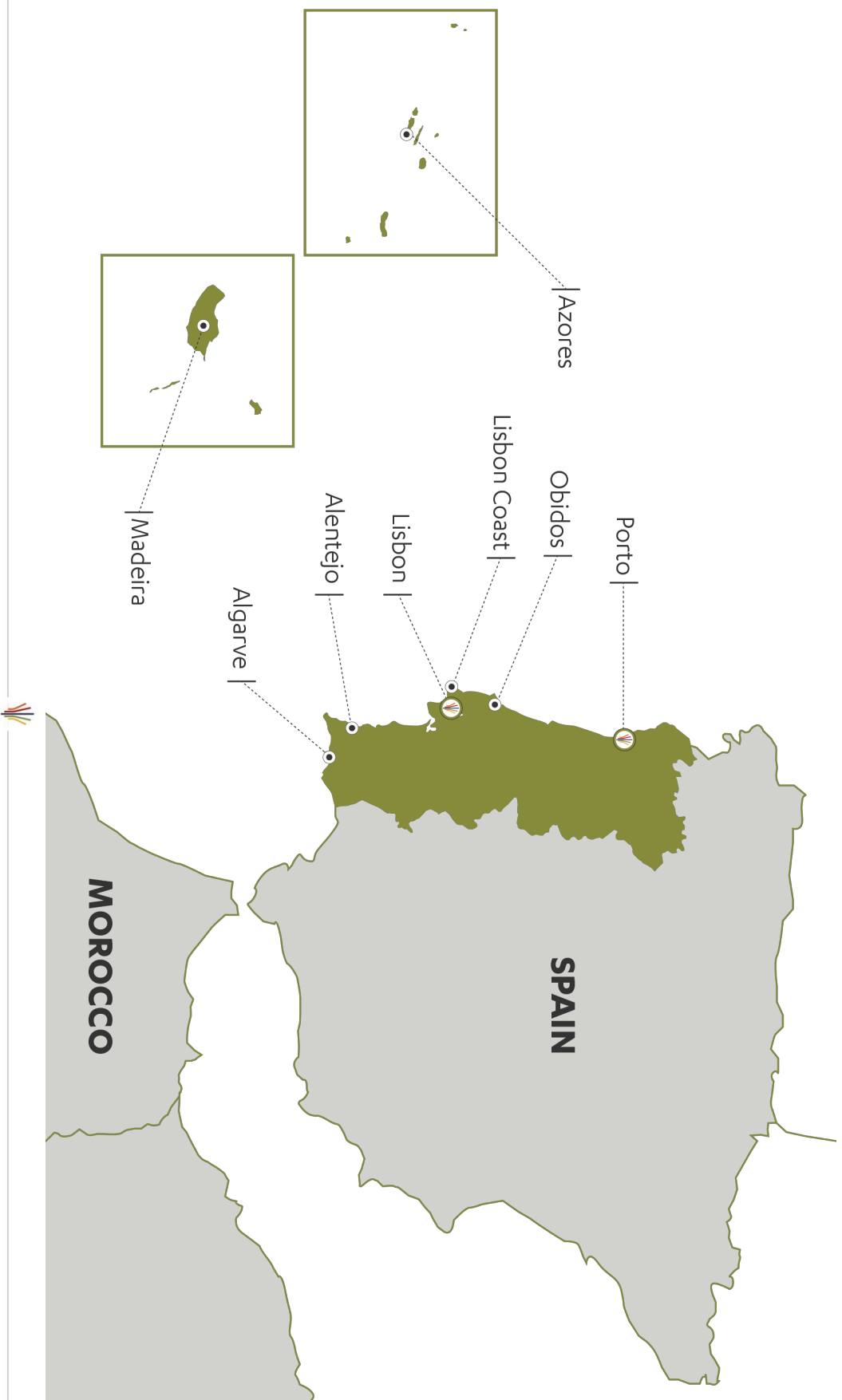
## TERRAEVENTS Sport

Specialized in offering unique hospitality experiences at major sporting and cultural events.



# DESTINATIONS WE SERVE

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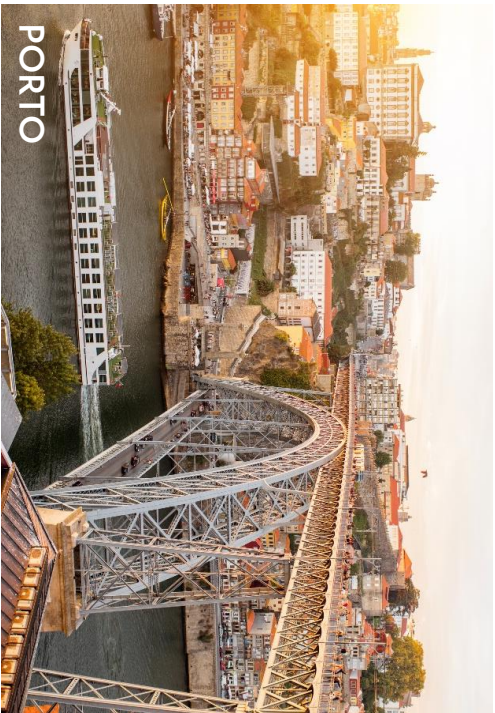




# MAIN REGIONS



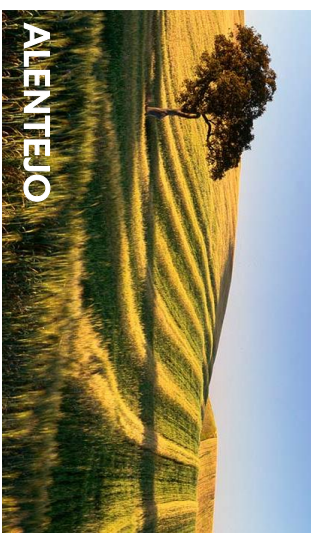
LISBON



PORTO



DOURO



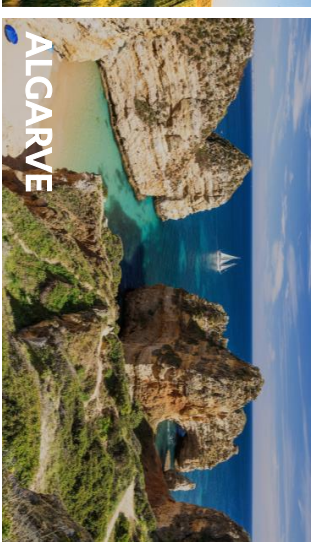
ALENTEJO



MADEIRA



CENTER



ALGARVE



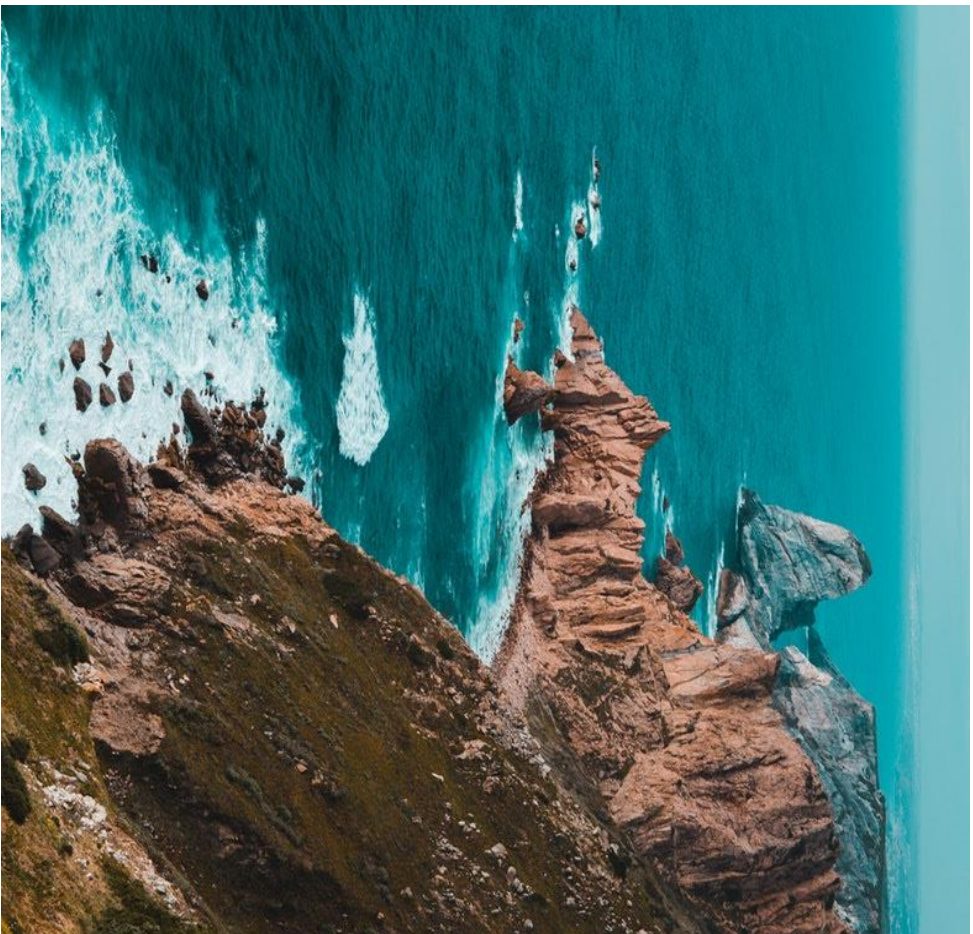
AZORES





# WHY PORTUGAL

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- ✓ Very well connected to the main EU destinations
- ✓ Great weather conditions all year long
- ✓ Good value for money services and accommodation
- ✓ Emerging destination for incentive travels
- ✓ Diversity is the landmark of Portugal where tradition and modernity blend together in perfect harmony.
- ✓ Well-developed travel infrastructures with a range of awarded four and five star hotels
- ✓ Outstanding venues for meetings, incentives and events
- ✓ A wide collection of outdoor activities with a variety of entertainment activities that fit everyone's wishes.





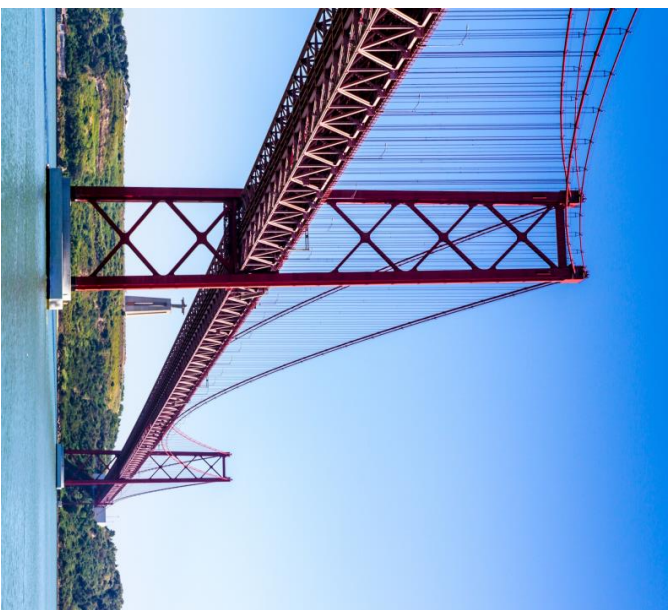
## NEW/RECENT OPENINGS

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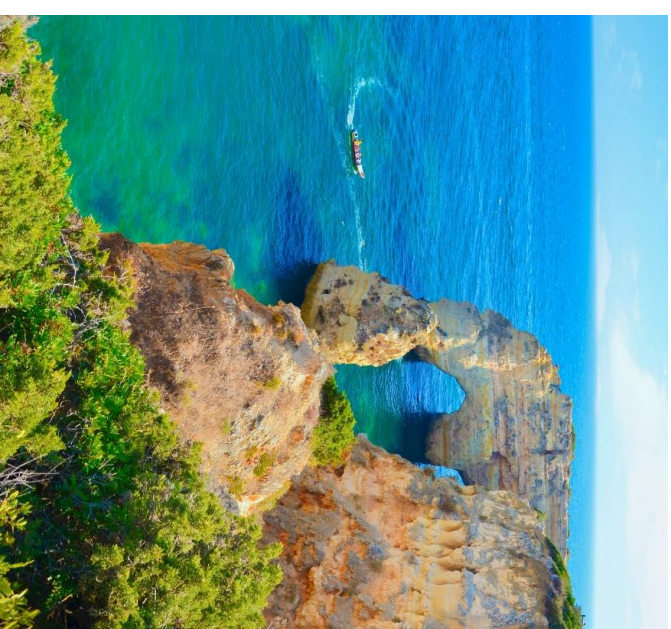
### PORTO

- Le Monumental Maison Albar / 76 rooms / February 2019



### LISBON

- The One Palacio Da Anunciada / 83 rooms / February 2019



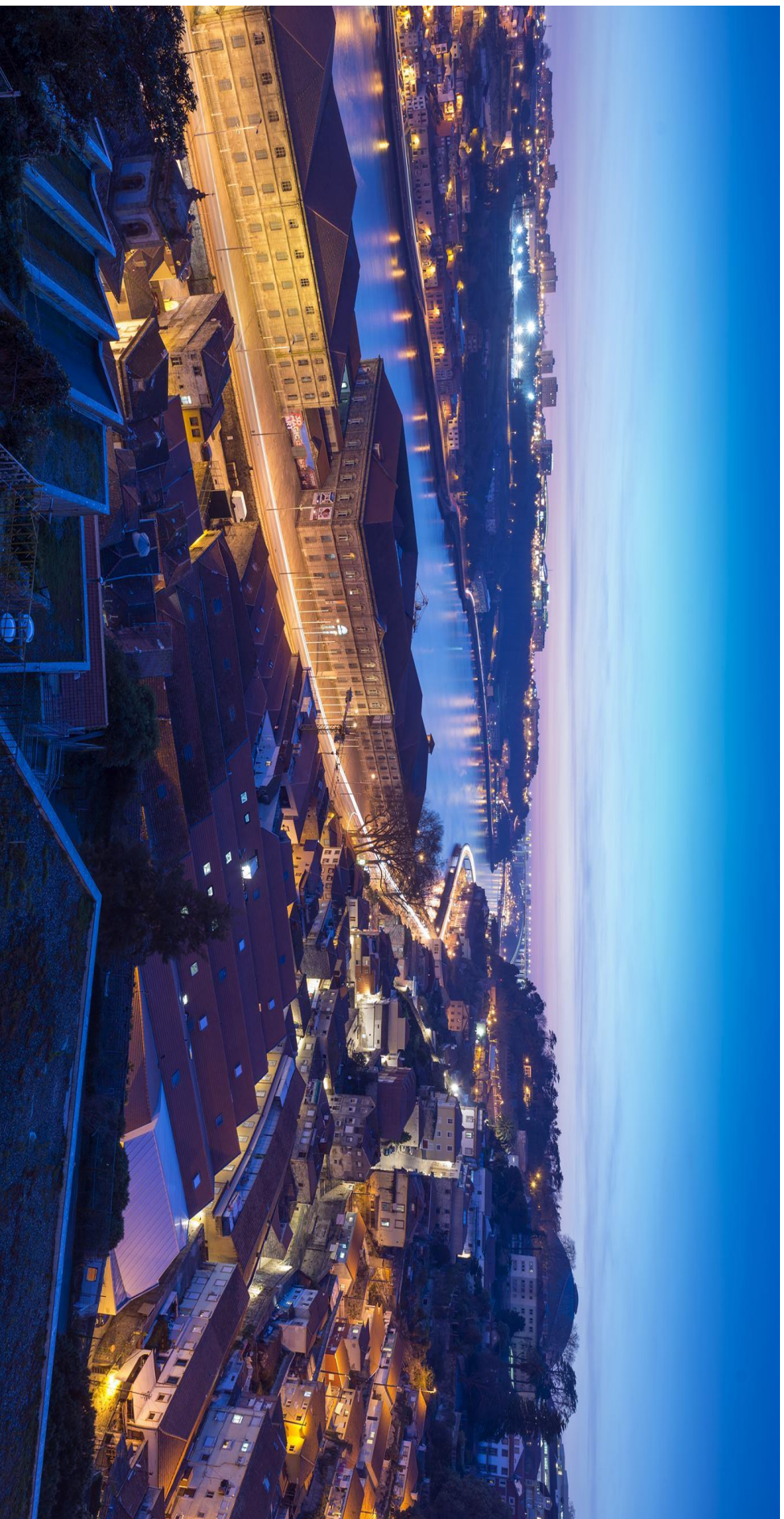
### ALGARVE

- Anantara Vilamoura / 280 rooms / opened as Anantara in 2017





# WHAT'S NEW

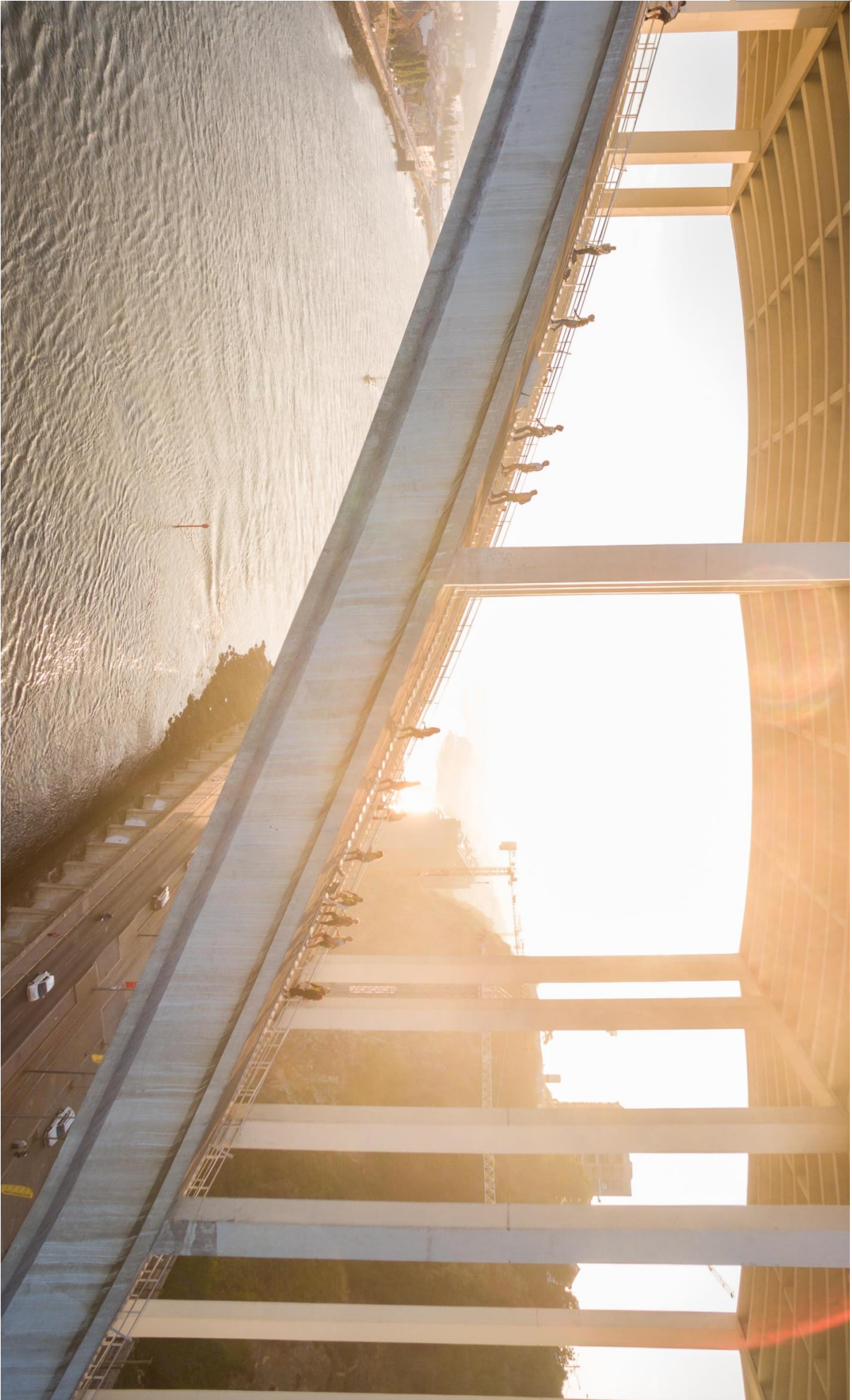


#unconventional





#bridgeclimbing





#wineexperiences







#fun



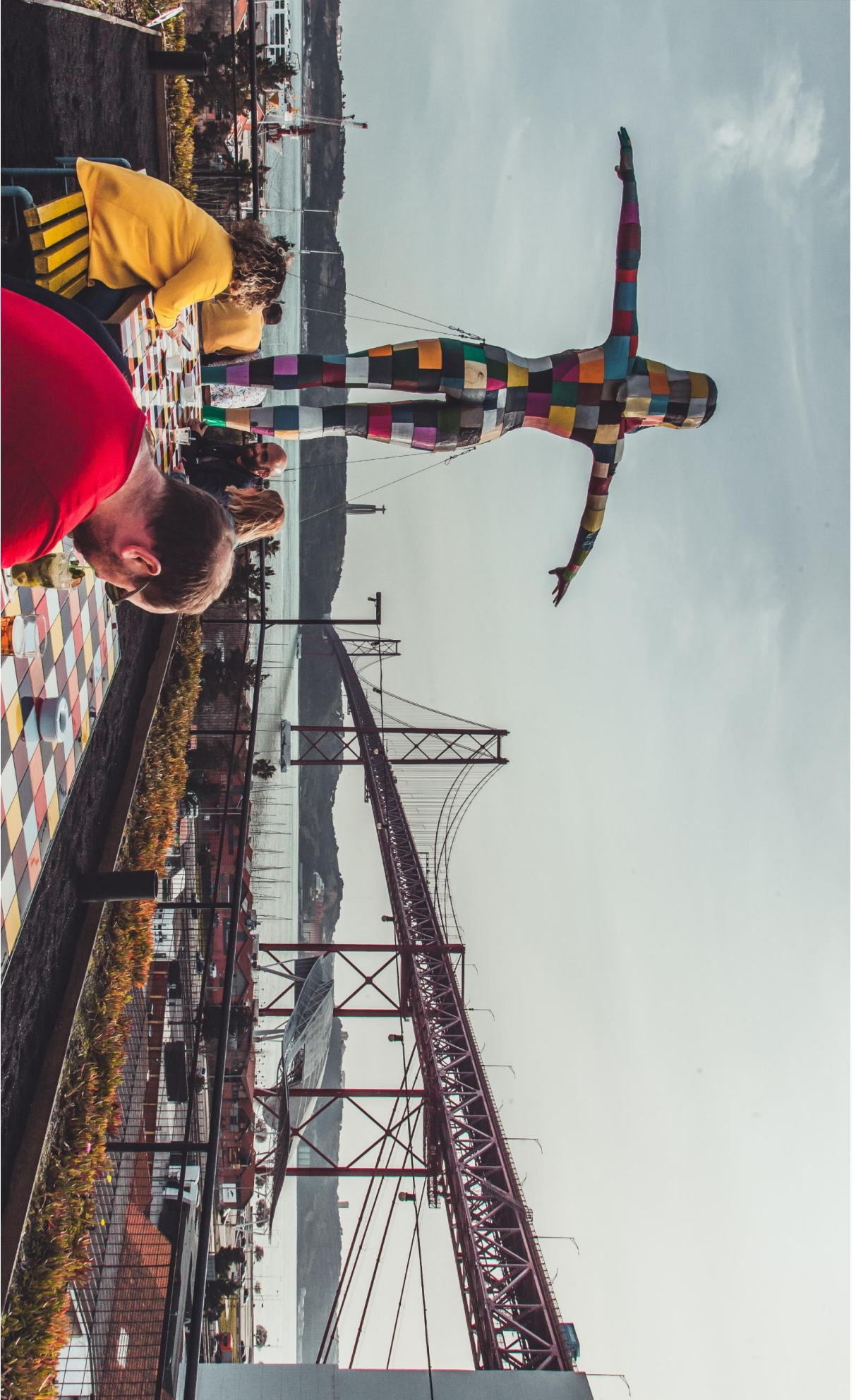


#coachmuseum





#LxFactory





#drivingexperience





#design





#buggytours





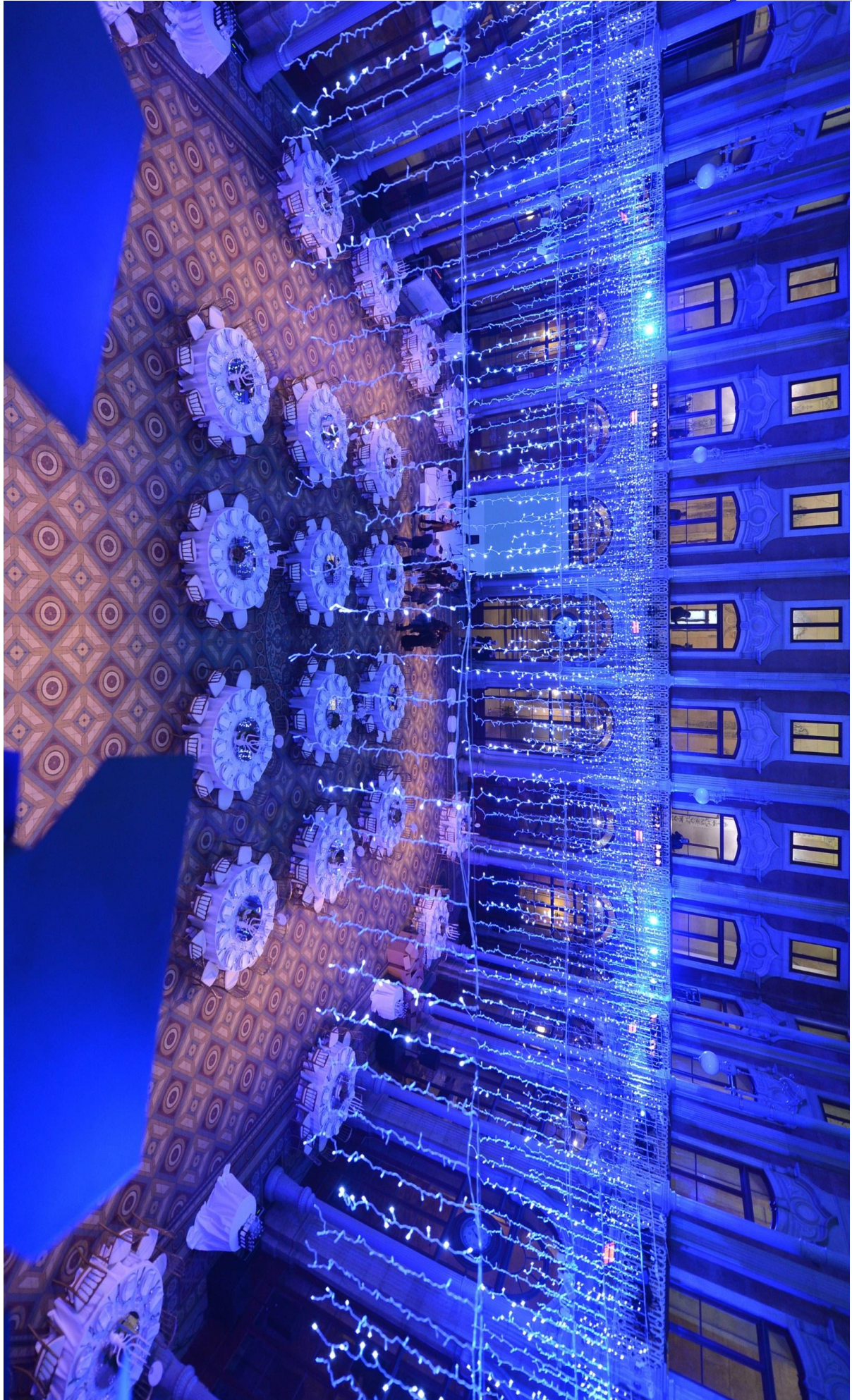
## OUR STORIES

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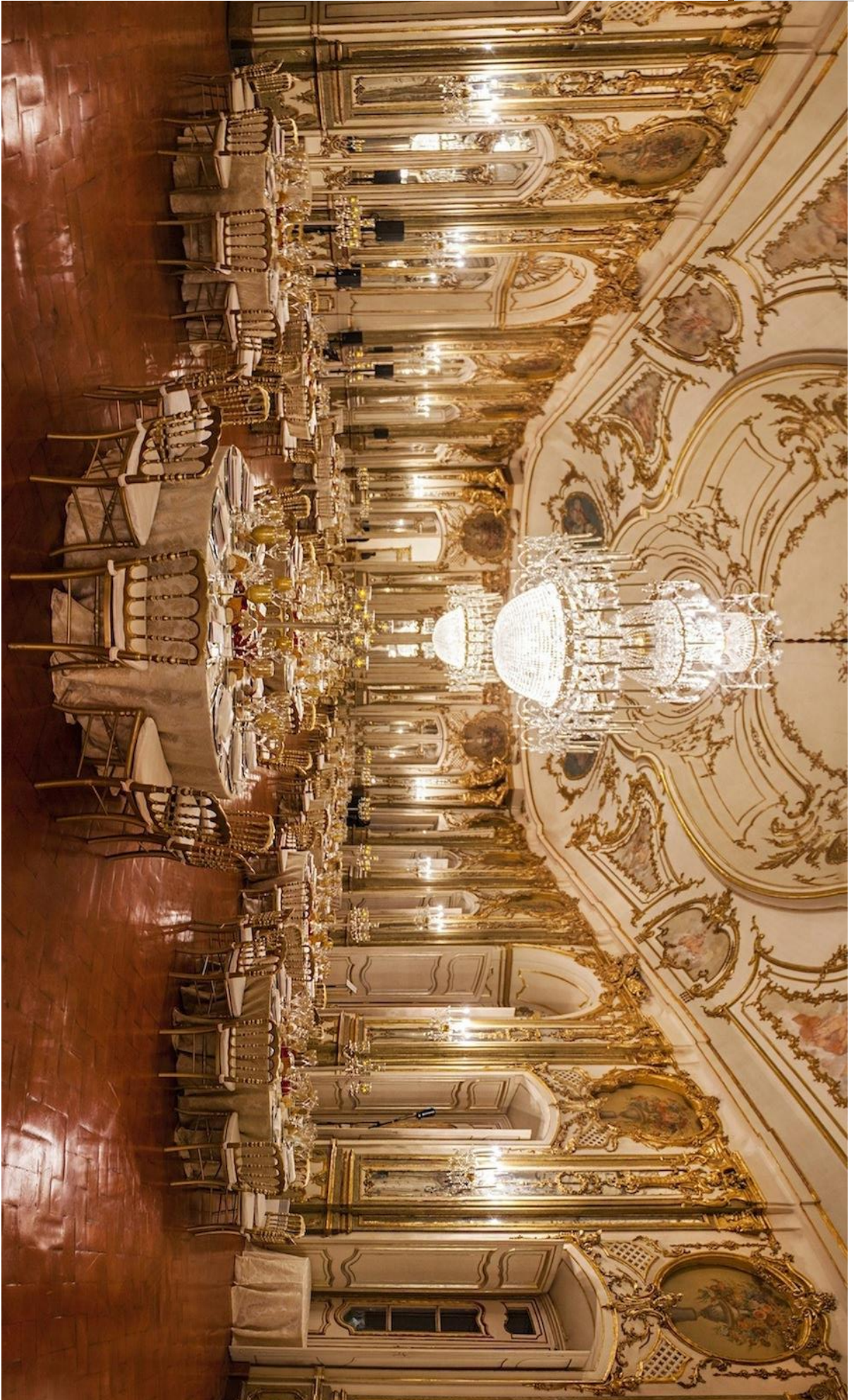


#traditional



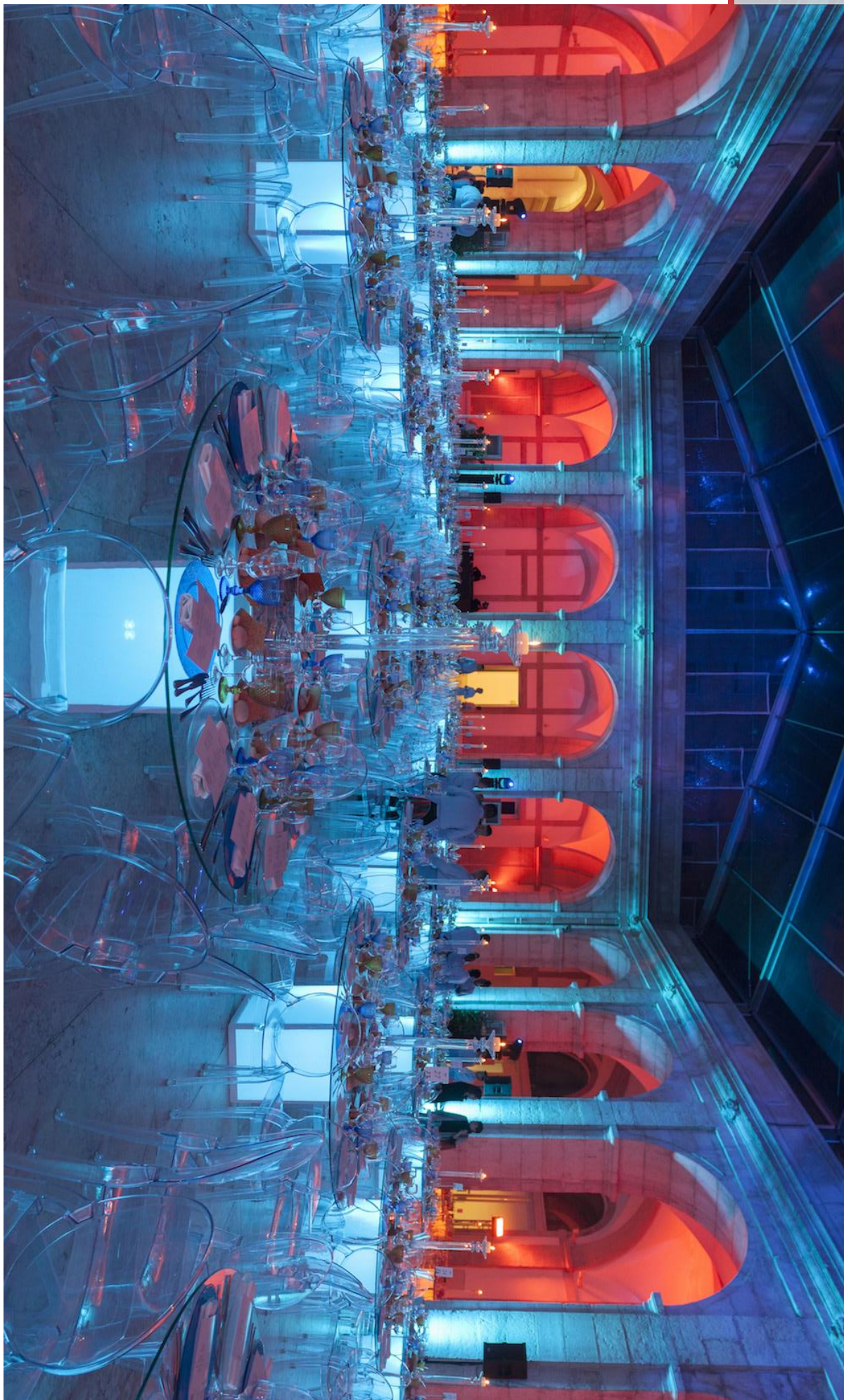


#classy



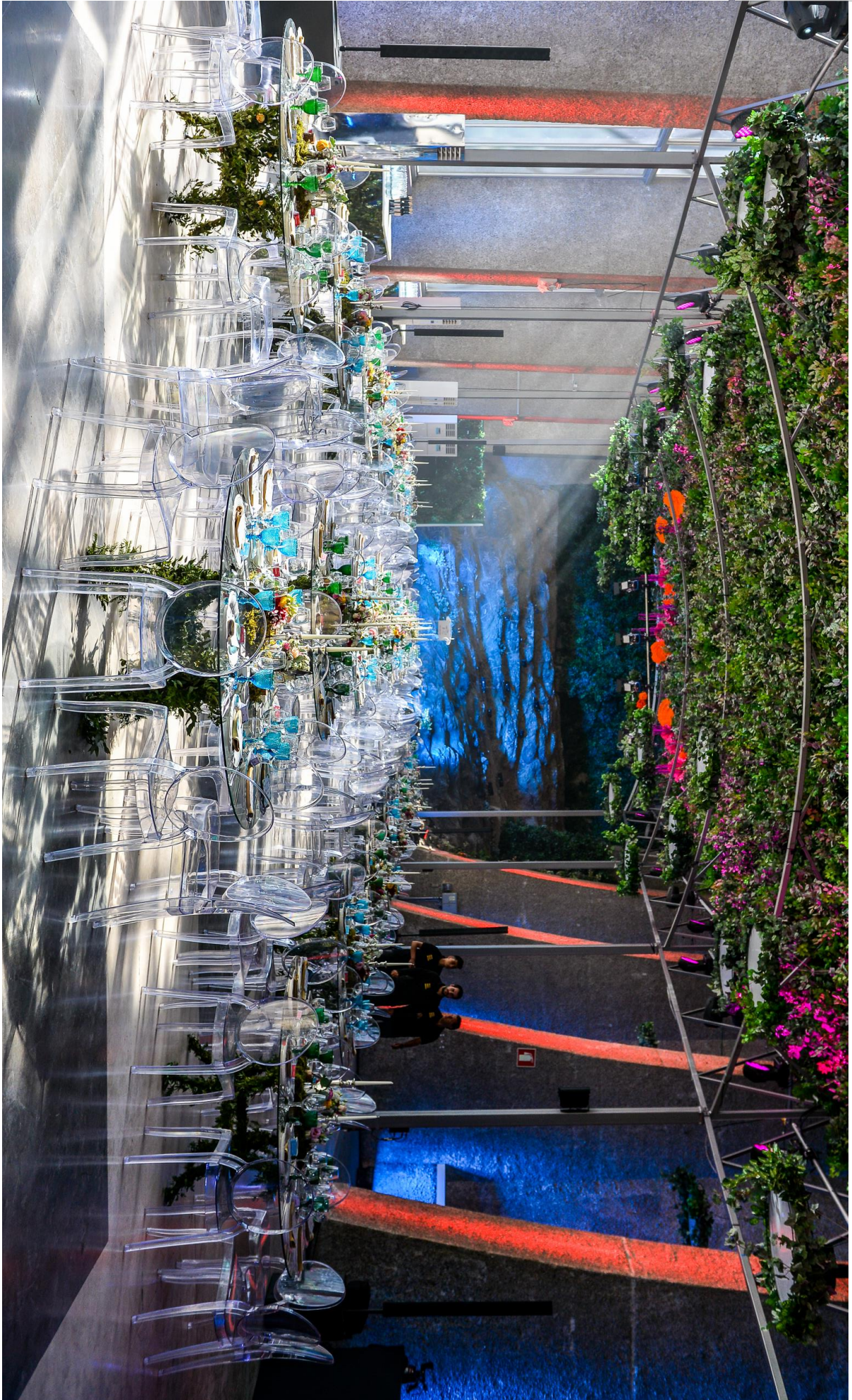


#innovation



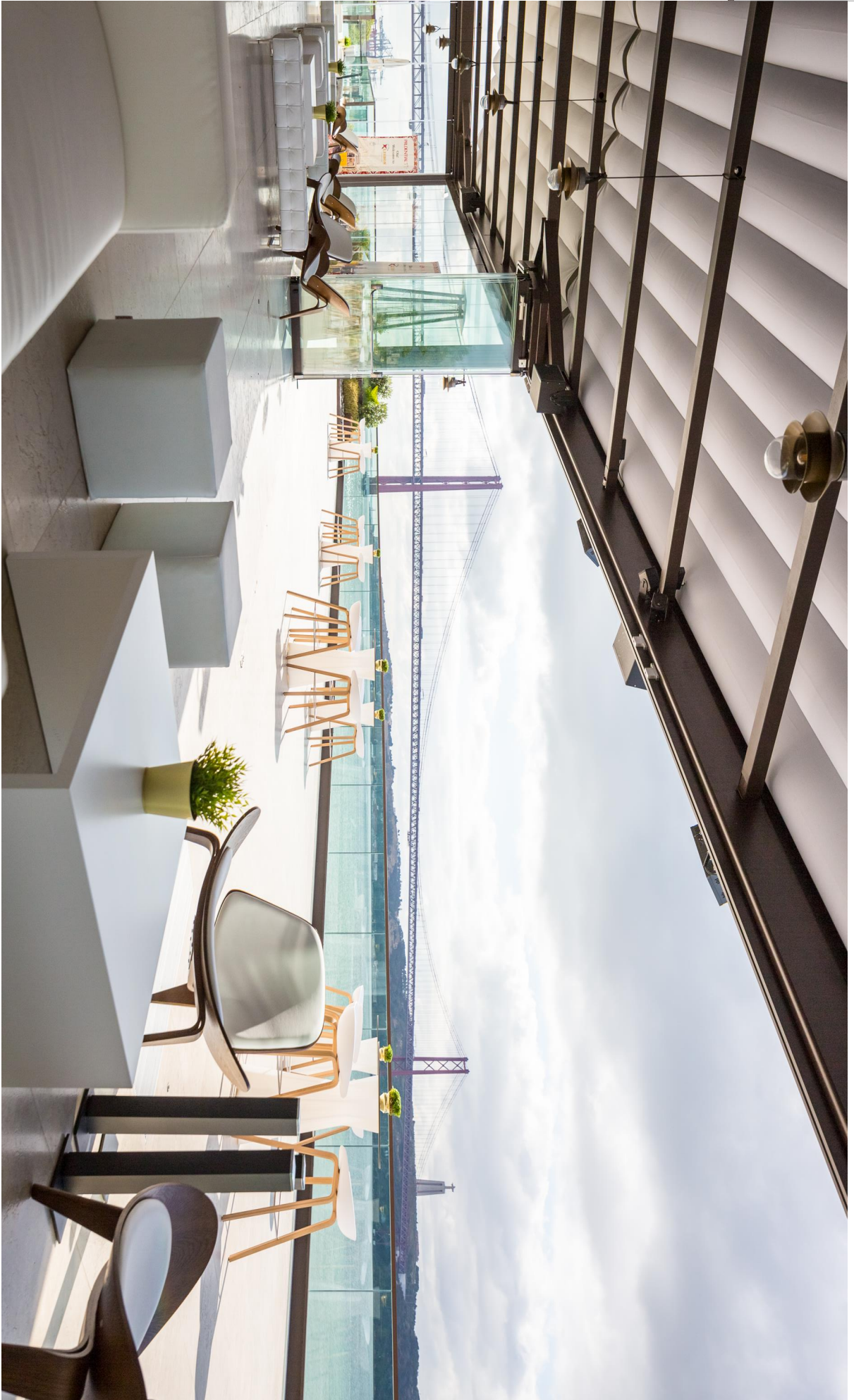


#oneofakind



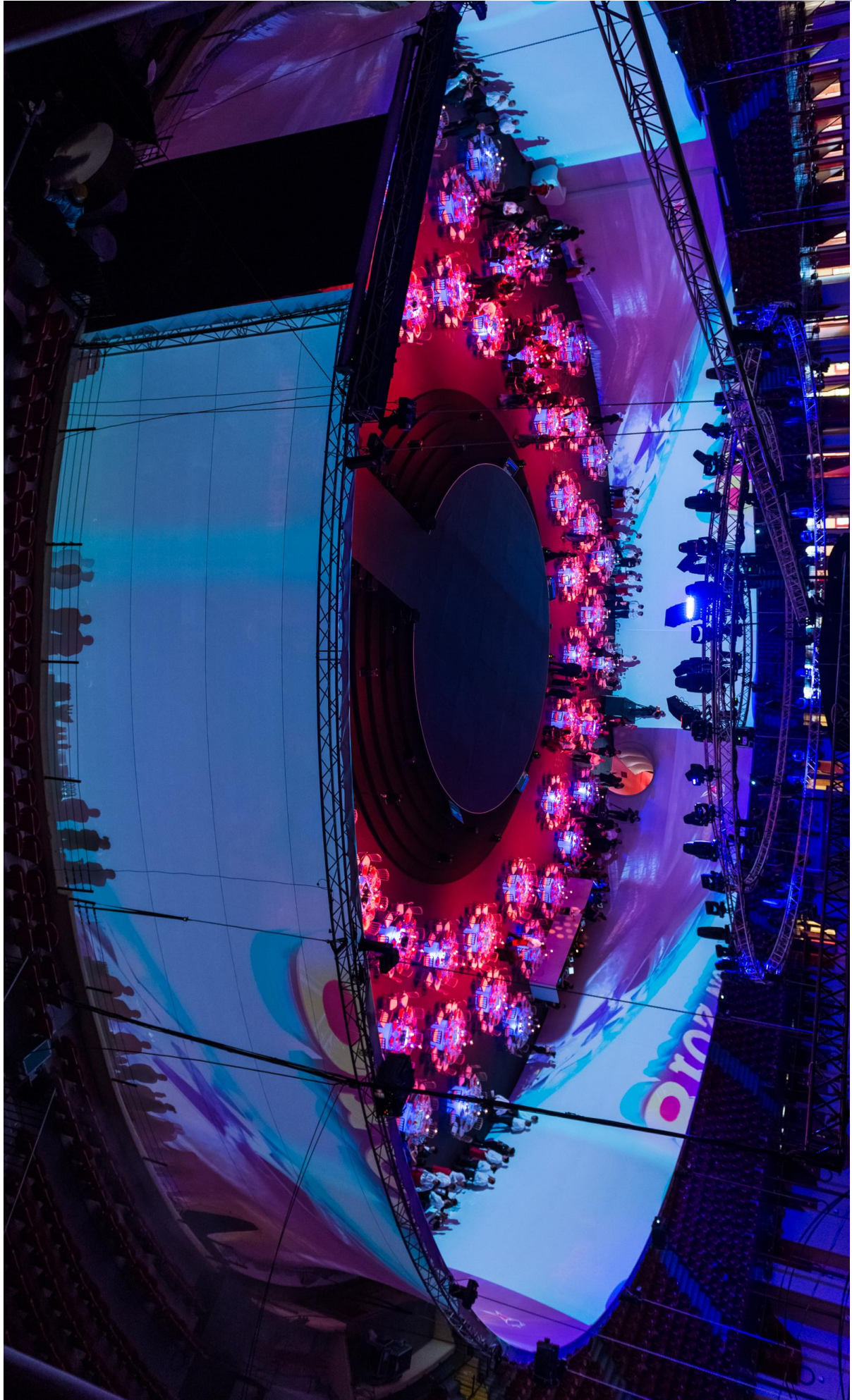


#contemporary





#eventproduction





#showtime





#surroundedbybarrels





#grapetrading





#tuktuk





#regatta





#tramtour





#foodietour



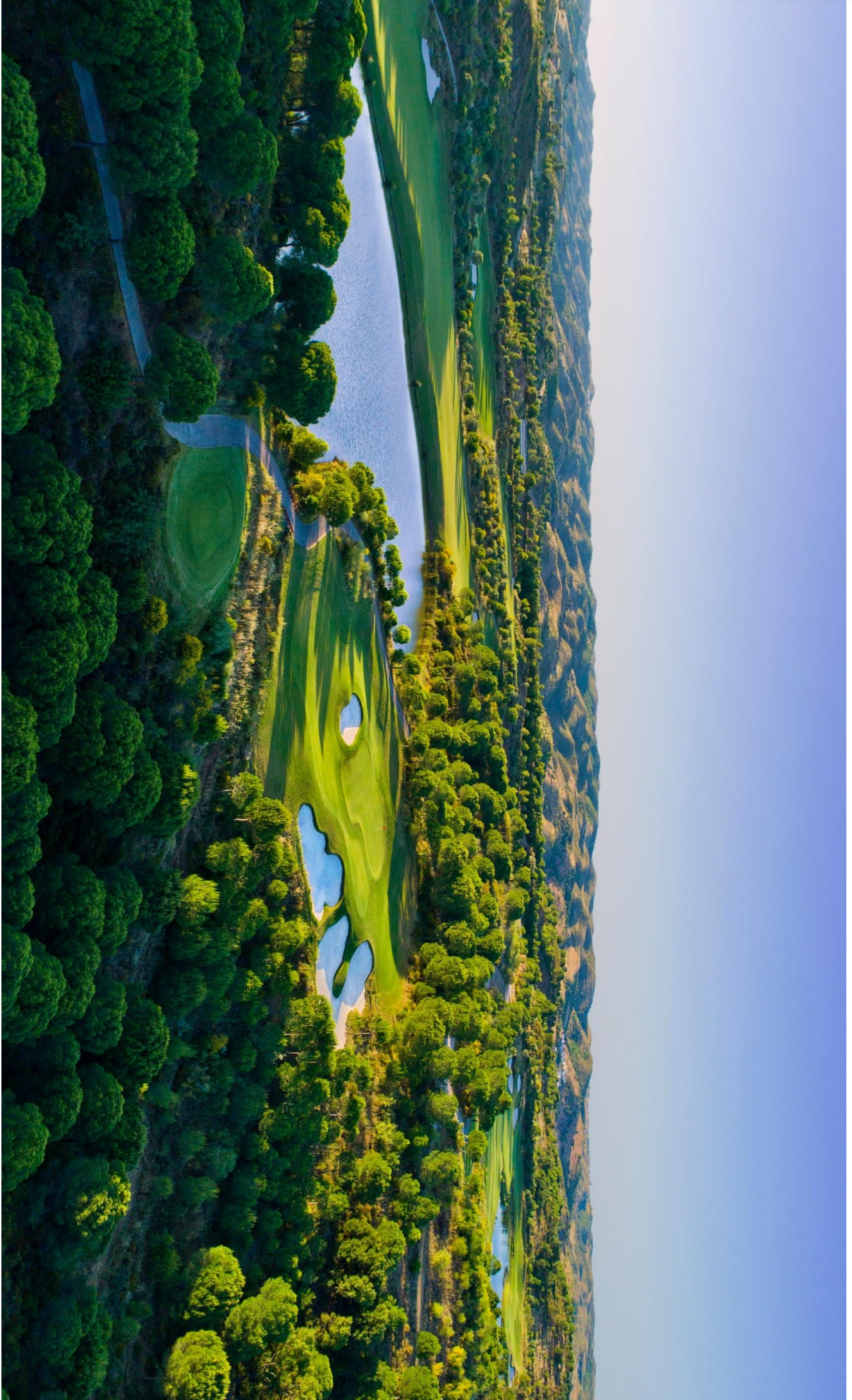


#jeepRally





#golfdestination





#waterSports







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