

BAXI PRESS TRIP - VENICE



The brief: The organisation of a press trip to the Veneto around carnival time to celebrate the launch of a new Baxi boiler including a visit to the client's factory. Our clients were looking to impress their attendees with that all important wow factor.

Our Solution: We created a whirlwind two-centre trip incorporating our clients' initial requirements and further suggestions on how to get the best from the destinations. The first night was spent at the 4-star Hotel Al Camin at Bassano del Grappa, close to the client's factory and known for its good food. The second night was in Venice at the luxury 4-star Londra Palace where all journalists had rooms directly overlooking the lagoon.

Those all important extras:

- Inspection visit included in price for client's PR company
- Double rooms for sole occupancy for twenty five guests
- One of Tastes of Italy's directors on hand in Italy
- Private visit to Bassano's finest Grappa distillery and gifts
- Cocktail reception and private dining room on first evening
- Rooms with a view in Venice for client's key guests and personnel
- Private opening of St. Mark's basilica and gala dinner afterwards
- Umbrellas arranged in Italy with corporate colours
- All transfers including private boats in Venice

"Great style, good detail – In fact, would you organise something special for my family in Italy this summer?"

Nick F. Baxi Potterton – **Press trip and product launch**, February 2005 – **Veneto**

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