



WORLD'S IMAGE

World's Image is a communication company that takes care of the creation and management of the distinctive element of choice for institutions and companies: the image.

World's Image is the image of the world, a vast, complex and fascinating territory, whence more and more competitive contexts emerge requiring a clear and unique positioning in the market. Designing the identity of a company means knowing its history, its people, its products and its culture.

Harmony, analysis, study and curiosity: these are the foundations upon which we build unique experiences.

To create is likewise to give a shape to one's fate

Albert Camus

World's Image Corporate oversees the organization and management of national and international events for companies and government bodies' internal and external communication to promote the brand, the launch of new activities, products and services.

World's Image Communication Design designs, carries out and produces graphic, multimedia and interactive tools supporting communication.

World's Image Media Relation is a partner specialized in the research and management of useful contacts to the business development, as well as a press office promoting events and initiatives.



WORLD'S IMAGE
corporate

- CONFERENCES AND CONVENTIONS
- BUSINESS MEETINGS
- EXHIBITIONS AND FAIRS
- CULTURAL EVENTS
- MULTIDISCIPLINARY FESTIVALS
- FEASIBILITY STUDIES
- ORGANIZATION OFFICE
- CREATION AND MANAGEMENT OF MAILING LISTS
- LOCATION SEARCH
- CATERING SERVICES
- TRANSFER SERVICES
- HOTEL BOOKING
- SWORN TRANSLATIONS IN ALL LANGUAGES
- MULTILINGUAL HOSTESSES AND STEWARDS
- ARMED AND NON-ARMED SECURITY SERVICE
- PROVISIONE OF TECHNICAL AUDIOVISUAL SYSTEMS
- INTERACTIVE SYSTEMS AND VIDEOCONFERENCE
- PHOTO REPORTAGES
- FILM MAKING
- VIDEO POST-PRODUCTION
- BUDGETING
- STAND AND MARQUEES DRESSING
- SPORT EVENTS
- PROVISION OF SPORTS APPAREL
- CUSTOMIZED TROPHIES, MEDALS AND GADGETS
- TEAM BUILDING
- INCENTIVE / BUSINESS TRAVELS
- DESTINATION MANAGEMENT COMPANY
- MANAGING OF ALLOTMENT AND HOTEL BOOKING
- BROKERAGE OF TOURS BY TOUR OPERATORS
- ORGANIZATION OF CUSTOMIZED TRAVELS AND TOURS
- ORGANIZATION OF ENTERTAINMENT AND LEISURE ACTIVITIES
- PERMANENT, TEMPORARY AND MULTILINGUAL SECRETARIAL SERVICES
- SCIENTIFIC OFFICE AND ABSTRACTS COLLECTION
- SIMULTANEOUS, CONSECUTIVE AND CHUCHOTAGE INTERPRETING SERVICES



WORLD'S IMAGE
communication design

- MARKS CREATION
- CORPORATE IDENTITY CREATION
- BUSINESS PUBLISHING
- CATALOGUES FOR EXHIBTOPNS AND EVENTS
- EXHIBITION TOTEMS AND PANELS FOR EVENTS AND DISPLAYS
- PACKAGING
- ADVERTISING
- WEB DESIGN
- WEB MARKETING
- MOTION & MULTIMEDIA DESIGN
- INTERACTIVE AND MULTIMEDIA TOOLS CREATION
- MULTIMEDIA TOURS FOR EVENTS AND EXHIBITIONS
- EXPO DESIGN FOR EVENTS
- ADVERTISING CAMPAIGNS FOR THE LAUNCH OF NEW PRODUCTS AND SERVICES



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media relation

- CONTACTS DEVELOPMENT
- BUSINESS PARTNERSHIPS
- MARKETING
- RELATIONS WITH MEDIA
- PRESS OFFICE
- PRESS CONFERENCES
- DRAFTING OF PRESS RELEASES AND FOLDERS
- PRESS ISSUES MONITORING
- PRESS REVIEWS
- DOCUMENTS FILING
- INFORMATION AND OPINION ARTICLES
- EVENTS PROMOTION

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CORPORATE COMMUNICATION & TEAM BUILDING

CONFERENCES & CONVENTIONS



As part of Corporate Communication, conferences and conventions are an **important investment** as they are essential communication tools to launch new products, to present **business strategies**, to **discuss on specific** scientific, commercial, socio-economic and territorial development **topics**.

Customer care, which has always characterized the way in which World's Image operates, results in a **continuous assistance** from the early stages of definition and **planning of the event** to the management of all activities required to create a **moment of success**: feasibility studies, location research, spaces design, contact with participants and sponsors, hotel booking.

World's Image was created and developed in the institutional area. Over the years it has enriched its **professionalism** by differentiating its areas of **expertise** and by expanding its services to different types of Customers to finally operate alongside **big companies**.





Rome, Nuova Fiera di Roma – Finmeccanica Group, **Managers Convention 2009**
Organization office, hostess service for reception and technical support



Milan, Nuovo Polo Fieristico di Rho – Finmeccanica Group, **Managers Convention 2008**
Organization office, hostess service for reception, transfer management and technical support

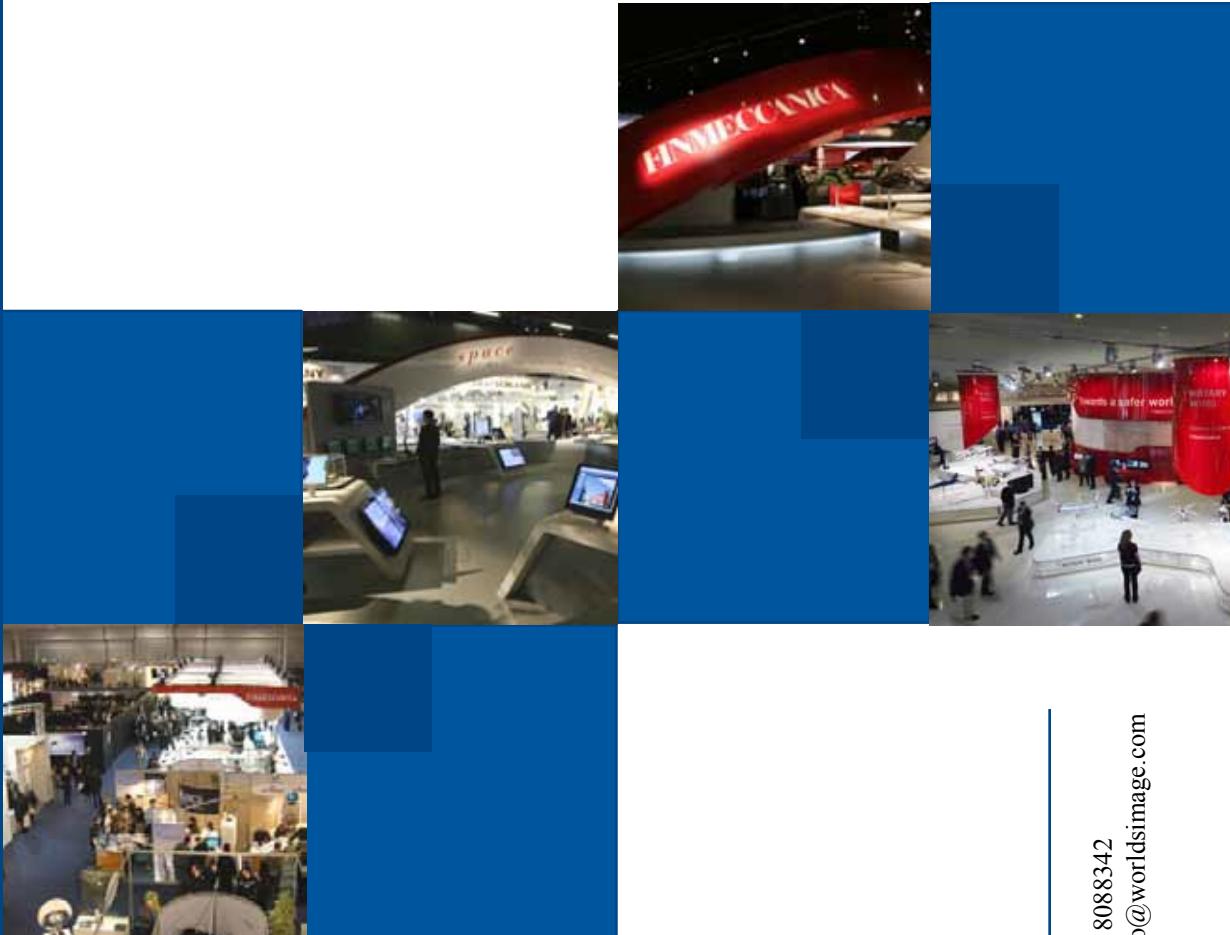




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CORPORATE COMMUNICATION & TEAM BUILDING

EXHIBITIONS & FAIRS



Participation in exhibitions and fairs increases the potential for exposure to companies that aim to strengthen the brand and to expose their products and services in order to improve the sales and the presentation to the public.

Expo events are an essential tool for those who want to **turn to domestic and international markets**, thanks to the **visibility** and **media coverage** that they are able to create.

World's Image has been successfully operating in the organization of fairs and exhibitions guiding its activities to the initial contact with the trade fair complex that will host the event, the reception of Italian and foreign delegations by highly qualified staff, the preparation of security measures and personnel, the management of the exhibition space.

The Customers who over the years have relied on World's Image successfully reaching their goals are numerous and varied.



UK – Finmeccanica Group, **Farnborough International Air Show 2010**
Organization office, hostess service, delegations reception and organization support



Paris – Finmeccanica Group, **Le Bourget International Air Show 2007**
Organization office, hostess service, delegations reception and organization support





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CORPORATE COMMUNICATION & TEAM BUILDING

CULTURAL EVENTS



The organization and promotion of cultural events and multidisciplinary theatre, cinema, entertainment, music and art festivals, is now one of the most common communication activities and with a strong **strategic** value, having as its goal the tourist, cultural and social promotion.

For several years World's Image has been working for and with social groups, business companies, public institutions and associations which, throughout the **creation** and direction of entertainment and **cultural events**, intend to promote their activities and the social and territorial context in which they operate, as the main feature of a cultural event is to **increase the visibility** of its promoters and the contents of the event.

The well-established experience in this field allows World's Image to intervene at different times of the event: creation of content, marketing, communication and promotion of the event through information tools.





Rome, Auditorium della Conciliazione – Finmeccanica Group, ***Christmas Concert 2008***
Organization office, guests reception and care, load-in and load-out



Rome, Auditorium Parco della Musica - Compagnia per la Musica in Roma, ***The September Concert 2010***
Organization office of a series of travelling concerts with internationally-famous artists

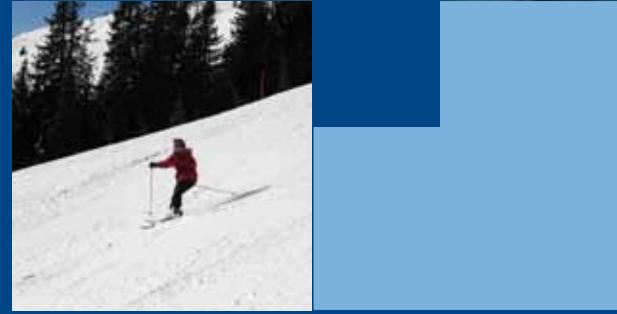




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CORPORATE COMMUNICATION & TEAM BUILDING

SPORTS EVENTS



As part of the company's **Team Building**, great attention is paid to the organization of sports events for the employees. This type of event is an activity of internal communication, in order to facilitate the **integration** of employees, to lighten periods of high productivity and to increase the **sense of belonging** to the company.

Working for public and private companies, World's Image plans and creates various sports events: football tournaments, ski races, hockey games, swimming races, volleyball, basketball, tennis.

World's Image takes care of the entire planning: searching for **sports facilities** to meet every need in Italy and abroad, searching and booking of hotels nearby, finding sponsors, organizing transfers, supplying technical audiovisual equipment and custom-made sports kits, creating photographic and audiovisual material.



UK, Farnborough – Finmeccanica Group, **Football Tournament Finals 2010**
Organization office, sports ground preparation, supplying of kits, prizes and recognitions



Misurina (BL) – Finmeccanica Group, **Ski Race 2010**
Organization office, hotel booking and managing, transfer, reception and hostess service





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CORPORATE COMMUNICATION & TEAM BUILDING

INCENTIVE TRAVELS



A company's success, in terms of productivity and motivation of its staff, is closely related to the effective management of **relational and emotional factors**.

The incentive activity is focused on the organization of travels for the employees of companies in order to experience moments of leisure in contexts other than the business, to create **participation** and aggregation among the people, to break preconceived relational schemas through a significant group **experience**, while encouraging **new business solutions, new spurs** for employees and a positive image return for the Customer.

Through careful analysis of the economic and motivational needs of the Customer, World's Image plans and organizes **original and innovative incentive activities**: reward travels in Italy and abroad, wine tasting tours, cultural and natural tours in places of great charm.



Puerto Vallarta, Mexico

A beautiful resort that is part of the **incentive travels** dedicated to companies



Karnak Temple, Luxor - Egypt

One of the destinations for the **company reward travels**





GRAPHICS



Graphic design meets the requirements of visual communication using a set of **visual codes** – lines, colours, shapes, images, text, composition, balance – in order to **convey messages** to the users at a glance.

Thanks to **highly professional software** and professional value in the field of graphics, design and illustration, World's Image manages the entire creative and design phase of communication products: design of the graphic concept and layout for magazines and publications, product design and production executive, textual content development and print production.

The graphic designs made by World's Image are able to meet the specific needs of the Customer who wants to develop its **recognition** in the market through a **coordinated image**, tools for corporate and institutional **publishing**, graphic designs for different kinds of events and products **packaging**.



WEB & NEW MEDIA

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communication design



The Web and New Media tools are an important showcase for companies, organizations, businesses and professionals who wish to increase their visibility, market competitiveness and promote a strong **identity** in a widespread manner, promoting their image **without territorial limits**.

The skills of several professionals within the graphics area – graphic designers, web designers, illustrators, motion and multimedia designer – allow World's Image to design and create **websites** in accordance with certain criteria of **usability** and **accessibility**, and multimedia to be used in different application areas: multimedia presentations of products and services, technical and graphic implementation of interactive CD-ROMs, multimedia catalogs, **interactive tours** to be included in the planning of exhibitions and cultural events.

The distinctive features of each design are the **formal consistency** with the image of the Customer, the **use immediacy** of the product and the **communicative clearness**.



Geneva – **International Motorshow 2010** – Touch system to present the features of the cars



Geneva 2009 – Balexert Shopping Centre – Info point and way finding





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media relation

MEDIA RELATION

PRESS OFFICE



A competitive business structure, which works actively on the market and which sets goals for **growth** and development, cannot leave out a press office to disseminate and promote information about it externally.

Through targeted **strategic actions**, World's Image becomes press office for public and private companies: analysis and structuring of information addressed to the national and international media through print, radio, television and web; archiving and **monitoring of press reviews** with reference to the field and activities pertaining to the Customer; **public relations**; promotion and dissemination of **editorial initiatives**, corporate events, cultural and sports events; contacts with information centres and national and international news agencies; structuring of editorial articles, forums and debates for corporate journals; design of advertisements to **promote** the image and services offered by the Customer; organization of press conferences and writing of press releases and press folders.



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