

 COLOMBINIGROUP

# 8<sup>th</sup> Edition

# Meeting Top Partner

Turin - Italy    April 13<sup>th</sup>-14<sup>th</sup>-15<sup>th</sup>, 2024

## SCHEDULE FOR SATURDAY 13<sup>TH</sup> APRIL

- 2:00 pm **Arrival of participants and check-in at Hotel NH Piazza Carlina 4\*. Meeting registration**
- 2:30 - 3:00 pm Welcome coffee
- 3:00 pm **Meet-Up in “Santa Croce” Meeting Room – NH Piazza Carlina 4\***
- 3:00 - 3:15 pm **Heritage in Motion: The Evolution of Colombini Group**  
Speech by Emanuel Colombini *President of Colombini Group*
- 3:15 - 3:45 pm **Global Business Excellence: Perspectives from Colombini Group**  
Speech by Giovanni Battista Vacchi *CEO of Colombini Group*
- 3:45 - 4:15 pm **Group Sales Strategy & Growth Drivers**  
Speech by Massimo Moroni *Chief Sales Officer*
- 4:45 - 7:00 pm Turin Sightseeing
- 7:45 pm Meeting in the foyer for the Welcome Dinner
- 8:00 pm Welcome Dinner “Restaurant Carlina”, NH Piazza Carlina 4\*

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## SCHEDULE FOR SUNDAY 14<sup>TH</sup> APRIL

- 7:00 - 9:00 am Breakfast
- 9:15 am **Meet-Up in “Santa Croce” Meeting Room - NH Piazza Carlina 4\***
- 9:30 - 10:00 am **How to boost the Brand through a strategic communication plan**  
Speech by Erika D’Amico *Brand & Communications Director*,  
Alberta Sacconi *Event & Communications Coordinator*  
Laura Muccetti *Digital Marketing Febal Casa Coordinator*
- 10:00 - 10:30 am **Growing Together: implementing the global approach to the project business**  
Speech by Gianni Roveda *Head of Contract Dept.*
- 10:30 - 11:00 am Coffee Break
- 11:00 - 11:30 am **Customer Service, CRM, and Academy - Focus on current setup and new opportunities**  
Speech by Ferruccio Ferri *Head of Commercial Services*
- 11:30 - 12:30 am **Focus room “San Massimo” - Create your own training plan**  
**CRM&Salesforce** Gianluca Epiceno *CRM & Trade Marketing Manager*,  
Eleonora Sabbatini *Coordinator Customer Service Export*  
**Metron, Academy & Service** Ferruccio Ferri *Head of Commercial Services*,  
Luca Rossi *Sales Academy*, Ivano Rossi *Product Trainer & Sales Coach*  
**Contract Projects** Gianni Roveda *Head of Contract Dept.*
- 12:30 - 2:00 pm Lunch
- 2:30 - 3:50 pm **Workshop**
- “Santa Croce 2” Meeting Room: COLOMBINI GROUP OF AMERICAS / APAC**  
**“Proposing a lifestyle and how to increase sales through the process”**  
Speech by Fabio Pitton *CEO of Colombini Group of Americas & Maria Bezler Export Manager APAC*
- “San Massimo” Meeting Room: FEBAL CASA - EMEIA**  
**“Driving Revenue: Analyzing our business, market and strategies to achieve top sales performances”**  
Speech By Moreno Semprini *Head of EMEIA Febal Casa*
- “Santa Croce 1” Meeting Room: COLOMBINI CASA - EMEIA**  
**“Strategic Growth: Enhancing Sales in Colombini Casa EMEIA Through Commercial Initiatives”**  
Speech by Loris Vandi *Head of EMEIA Colombini Casa*
- 4:00 - 5:45 pm **Team building - Experience @ Museo Lavazza**
- 7:45 pm Transfer to Villa Sassi
- 8:00 pm Aperitif & Gala Dinner

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## SCHEDULE FOR MONDAY 15<sup>TH</sup> APRIL

7:00 - 9:00 am Breakfast and check - out

9:30 am **Meeting in the foyer**

10:00 - 12:00 am **Transfer to Milan – Salone del Mobile Rho Fair**

12:00 - 1:30 pm Lunch at Club House Restaurant

1:30 - 3:00 pm **Colombini Salone del Mobile Stand visit**

3:30 pm **End Meeting**