



BEA NEWS



European Best Event Awards: it's time to raise the curtain.

On November 23rd at 15.00 by Spazio Eventiquattro - Gruppo 24 Ore, Milan, the best events in Europe will receive the sought after Elephant.

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UKRAINE - Olimpiyskiy was solemnly opened

Fully remodeled Olympic Stadium opened in Kiev. The opening ceremony featured 2,500 volunteers and 500 actors, dancers, acrobats and artists including the Colombian singer Shakira. The ceremony concluded with a spectacular fireworks display.

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SPAIN - New BMW 1 Series, a 360° Launch.

Over 200,000 people interacted with the brand and the product through www.cualestulinea.com and were able to access the new BMW 1 Series' presentation. 10,000 people attended the Concert with Alejandro Sanz, and 20,000 people saw the live Streaming broadcast from BMW Spain's Dealership network.

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ITALY - Florence lights up with FlashEnergyShow, signed GEM Fonema.

The agency realized for Enel "The Divine Energy", a spectacular event created as a backward journey, starting from Paradise, passing through the Purgatory and finishing with a resounding arrival in hell. In previous days, the city had been contaminated by the passion for the Divine Comedy with activities of guerilla and street marketing.

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GERMANY - Vok Dams Munich Organizes German Partner Conference 2011 for Microsoft

For the seventh time in a row, Microsoft engaged the know-how of the Munich office of the event specialists of Vok Dams for the conception and implementation of the largest German Microsoft event.

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BELGIUM - Unique sound and light show on the artificial lake in the Obourg quarry.

For a century now, Holcim has controlled the 4 natural elements to create products and to develop attractive projects. During the second weekend of September 2011, Holcim celebrated this exceptional anniversary with a set of sound and light in the open air quarry of Obourg.

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SPAIN - Barcelona heats up with sensation innerspace.

Over 17.000 people dressed in white got together in Innerspace. The 8th of October, the city of Barcelona dressed in white to receive for the first time Sensation with it's brand new show, Innerspace. Over 17.000 people from all around the world enjoyed in Palau Sant Jordi more than 7 hours with the best dance music.

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ITALY - Mediamarket chooses Sinergie for a transversal communication and celebration project.

Sinergie uses its best expertise to design, plan and manage a full year of celebrations dedicated to the 20th anniversary of Mediamarket.

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GERMANY - Summer highlights at Hagen Invent

October 2011. The experts for live communication at Hagen Invent certainly had their work cut out for them in September, with an above average number of event and incentive projects on the agenda, ranging from a round tour of Namibia to attendance at a trade fair in Toronto, Canada.

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THE NETHERLANDS - Events & MICE Trade Fair, April 2012.

This time for the 14th year, the leading trade fair for the Dutch Events & MICE industry; event12, is going to be held on the 4th and 5th April 2012. Due to the growing demand of events, meetings, incentives, congresses and exhibitions beyond our borders, this edition we are planning to launch an international MICE area.

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