



MEETING · INCENTIVES
CONFERENCES · EVENTS



OUR PHILOSOPHY

The continuous evolution of these years has not changed the company's philosophy and Master Group, after more than 20 years of activity as a DMC, is among the incoming operators of excellence. Always in line with the expectations and dynamics of the market, the company, solid and reliable, continues to evolve in a careful and constant manner.

OUR SOUL

passion and innovation fuel the spirit of Master Group in complete harmony with its ambition for growth and ability to look to the future. The complete dedication to the customer and the commitment to satisfy every specific need are part of the company's tradition and characterize its work with particular attention to detail.

OUR HEART

the value of human resources in Master Group is absolute, not simply individuality, but a proven and highly reliable group. An active and committed team that with dedication proposes and puts into action complete solutions.



FOUR LETTERS, ONE CONCEPT.

We develop, plan and organize meetings, incentive trips, conferences, events and team buildings.

A dedicated department that combines the experience of a communication agency with the specific knowledge of logistics. This department takes care of every stage of organization with the utmost professionalism.

Working with the biggest international brands, our product confirms itself among the most important in the field of corporate and special events in Italy.







MEETINGS



MEETINGS

A focal point to any functional group is regular meetings. In a healthy organization, almost all decisions will be made at these meetings and there will be a sufficient level of discussion to ensure all those attending have a good idea of the activity and arguments in the different topics the organization is involved in.

MICE offers complete meeting solutions. From venue selection to accommodation, our professional staff will take care of every aspect of your upcoming event.

PLANNING

One of the most important parts of an event is choosing the right program and the appropriate atmosphere. MICE works together with you to select a unique program that will successfully meet the goals of the event through:

- Detailed Program Development;
- Programming;
- Ground Transportation and Transfers;
- Accommodation;
- Contract Management;
- Social Activities;
- Tours.



SITE SELECTION

MICE will help you select the appropriate venues for your meeting. We take care of all of the details such as catering and audio-visual so that you can be sure that your attendees will have an ideal experience.

- Venue Selection;
- Catering;
- Preparation;
- Music & Performances;
- Audio Visual





INCENTIVES

ACTION AND
INTENSITY.



INCENTIVES

The term itself, «incentive» relates to events that are designed to motivate participants and increase the effectiveness of a team with a common experience. Whatever its duration or the number of people involved, the key words are Live, Share, Act and Discover.

Incentive is not a standard program. Its power lies in the originality and access to exclusive products, unusual and usually inaccessible, that only an event agency can put at your fingertips.



FROM YOUR SPECIFICATIONS, MICE WILL CREATE AN INCENTIVE, WHICH FITS WITH THE IMAGE OF YOUR BUSINESS. OUR GREATEST VALUE IS TO KNOW HOW TO SUBLIMATE YOUR EVENT TAKING INTO ACCOUNT YOUR BUDGET AND REQUIREMENTS.

MICE provides the best solutions for the organization and the choice of location, transportation, accommodation, programs, tours, excursions, restaurants, entertainment, activities.

Our goal through these incentives is to mark the

minds of your employees.

MICE also offers a wide selection of team-building activities. Whether your group prefers adventure or arts, we can build a fun, challenging, and unique team-building activity for them. We customized activities for each group. In a team building, it detaches itself from the individual in his unit, his personal goals and achievements. It is committed to work proactively in group cohesion, feeling the strength of the plurality; through reward, recognition, friendliness or simply exchange.





CONFERENCES



CONFERENCES

YOU NEED TO SUBMIT RESULTS, NEW DIRECTIONS AND GOALS OF YOUR BUSINESS.

MICE will offer you a space that we will equip with technical means audio, lighting and video so that your audience can follow your actions in the best conditions. You can be assured of the most professional service and delivery of the highest calibre. Having completed the successful planning of your convention, MICE can then implement your plans to make it become reality.



From the accommodation of your delegates through to the Audio-Visual requirements, we will produce a convention to stand out above all others. Offering a completely flexible Convention management service ensures that you get the best and most cost effective package. MICE can provide anything.

VENUE:

The choice of venue is key to the overall impression of your convention. Whether you are looking for a Congress Centre or a more unusual venue, MICE will provide advice on the ideal location. We will make your search easier if you need a meeting room at the last minute, a large-scale conference facility, a location or hotel rooms for several hundred delegates.

ACCOMMODATION:

We can request a large number of bookings at the same location or near your event venue. We do all the negotiation and organization, so you are not tied into a contract with the venue. If you have a regular need in a particular area for accommodation for your staff or delegates, we are also experts in identifying suitable hotels. Our clients benefit from corporate rates negotiated by us.





EVENTS

SEEKING NEW
VENUES AND
ENTERTAINMENT.

MICE IS ALWAYS SEEKING NEW
VENUES AND ENTERTAINMENT TO
DAZZLE OUR CLIENTS AND CREATE A
SPECTACULAR FINALE TO ANY EVENT.





A corporate event is a chance to promote your company and product / service in a low key, professional and pressure free environment. It is the ideal route to increase staff motivation, reduce costs and trigger performance improvement. Strengthening business relations and building employee morale is central to any corporate event.

MICE organizes flawless events that allow optimal opportunity to build employee and client relationships, while alleviating the stress of work functions or corporate entertaining.

From sales conferences and award ceremonies to product launches and gala receptions, MICE provides the desired ambiance while effectively conveying your company's message.



CORPORATE EVENTS

MICE's event team will work alongside you to understand your aims, offering a personal service and creating inspirational events to achieve your objectives and exceed your expectations, all within budget!

A corporate event is a chance to show the image of your company and will leave a lasting impression in the minds of those you care about, unlike any other marketing strategy. We will take care of the event planning process through creative experience organizer to communicate key business messages and improve effectiveness to create inspirational events like:

- Outstanding creative events to give teams unforgettable experiences;
- Team building activities: fun and perfect for improving staff performance and allowing teams to unite itself;
- Corporate parties, evening entertainment and celebrations to reward staff and celebrate success;
- VIP hospitality: great to attract key clients and build relationships;
- Corporate activity days at a fantastic range of venues.



CONTACT

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