



WIM
Event 26

ATTENDEE DECK



WHAT WIM EVENT IS

WIM EVENT 26

*The three days in November
when the community comes together
in one room, in one city, at one moment.*



18th–19th–20th November



Palazzo Corsini, Giardino Corsini,
Teatro della Pergola, Villa Corsini a Mezzomonte



Italian and English speaking Community



400+ Professionals from Italy and abroad



WHY BE IN THE ROOM

Four outcomes when the community converges

BE KNOWN

The people who could hire you, collaborate with you, or refer you are in the room.

Being seen by them — in your work, in your conversation, in your presence — changes what happens in the months after.

FIND OTHERS

The planners you want to work with.

The venues whose calendars matter. The photographers, florists, agencies, and specialists whose quality lifts your own.

The buyers, national and international, whose brief you could deliver.

MEET THE RIGHT PEOPLE

The community that comes to WIM Event is verified, active, and serious.

Not a directory, not a lead-generation feed. A room of professionals who work in this industry every day.

GROW YOUR BUSINESS

Real business comes from real relationships. The relationships that start at WIM Event become the collaborations, referrals, and projects that grow a business in the year that follows.



DOVE CI SAPO LASCIA?

PRESENTAZIONE DEI RISULTATI DELLA RICERCA SULLA SALUTE E IL BENESSERE

- Analisi dei dati raccolti durante la ricerca
- Risultati delle analisi statistiche
- Risultati delle analisi qualitative
- Risultati delle analisi quantitative

Il progetto è stato finanziato da:

- Ministero della Sanità
- Ministero della Salute
- Ministero della Giustizia
- Ministero della Pubblica Istruzione

Il progetto è stato coordinato da:

- Università di Roma
- Università di Milano
- Università di Napoli
- Università di Palermo

WHAT HAPPENS ACROSS THE THREE DAYS

A programme designed for the way this industry actually works

Across all three days:

B2B Community

Planners, venues, service providers and key market decision-makers gathered in one place to build curated relationships and connections aligned with what you do and who you want to reach.

Panels and content

Italian and international voices on industry shifts: trends, markets and business dynamics. Practical content designed to support day-to-day business management as well as spark new ideas.

Networking sessions

Informal, curated moments that spark genuine conversations and lead to real follow-ups by email, phone or call in the days after.

Social programming

Gala dinner, cocktails and cultural experiences in Florence: settings where relationships grow naturally through shared trust within the community.

DAY 1

Institutions, market data and WIM Fashion

Planners, venues, service providers and key market decision-makers gathered in one place to build curated relationships and connections aligned with what you do and who you want to reach.

DAY 2

Markets, communication and innovation

Deep dives into key market verticals, thematic panels focused on communication and technology. Round tables with operators and professionals who will be your next strategic partners.

DAY 2

Travel, MEDIA and future scenarios

Conversations with industry MEDIA, a focus on the relationship between private events and travel industry, panels exploring the new development trajectories shaping the sector.

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WIM EVENT 2026 — Programme

Teatro della Pergola, Firenze

Day 1

Wednesday, 18 November 2026 (2:00 PM–6:00 PM)

- 2:00 PM - **Check-in & registration | Teatro della Pergola**
- 3:00 PM - **Welcome address**
- 3:30 PM - **WIM Insights Observatory 2026 – University of Siena** (Preview of the WIM Survey 2026 data insights and panel discussion)
- 4:30 PM - **Wim fashion** (Fashion Show | Market Research | Panel Discussion)
- 6:00 PM - **End of Sessions**

Day 2

Thursday, 19 November 2026 (8:00 AM–5:00 PM)

- 8:00 AM - **Welcome coffee & guest reception**
- 9:10 AM - **The role of image in events**
- 9:30 AM - **WIM's Digital Thermometer** EventTech, Integration & Communication
- 10:00 AM - **How communication is evolving across the industry**
- 10:30 AM - **Italy through international markets' eyes**
- 11:00 AM - **Destinations and territories: From niche to global**
- 11:45 AM - **WIM Survey 2026: Market insights by industry segment – University of Siena** Presentation of the findings and panel discussion
- 1:00 PM - **Light lunch at the theatre**
- 2:30 PM - **New ways of networking – Roundtables 2.0**
- 5:00 PM - **End of sessions**

Day 3

Friday, 20 November 2026 (8:00 AM–13:00 PM)

- 8:00 AM - **Welcome coffee & guest reception**
- 9:00 AM - **Media: from local to global**
- 10:15 AM – **The Travel industry meets the events industry**
- 11:00 AM - **Insurance innovation serving the Events Industry**
- 11:10 AM - **Where Ideas Meet, We Inspire Memories**
- 11:30 AM - **WIM in the Future:** Upcoming projects, the WIM Tour and the 2027 programme
- 12:45 PM - **Closing Sessions**
- 13.00 PM **Lunch at Giardini Corsini**

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THE COMMUNITY BEHIND THE EVENT

WIM Event is the annual moment of a community that operates every day of the year

THE CONTEXT, IN NUMBERS:

- **8 years** of continuous operation
- **2,500+** active businesses in the network
- **600+** round tables and structured discussions
- **200+** partners, media organisations, and sponsors
- **Permanent research** observatory developed with the University of Siena

PAST SPEAKERS AND PARTICIPANTS:



PAST PARTNERS AND SPONSORS:



WHO WILL BE IN THE ROOM

The composition of the community that converges in November

BY ROLE:

Planners, designers, DMCs, travel advisors, venues, hospitality groups, agencies, suppliers, and the specialists whose work makes the industry what it is.

BY GEOGRAPHY:

Over 400 participants, with a highly qualified mix: 30% Italian venues, 30% service providers, and 40% buyers active across more than 20 international markets.

BY SENIORITY:

Founders, senior professionals, and the emerging talent who will define the sector in the years ahead.



WHAT PAST PARTICIPANTS HAVE TAKEN AWAY

Real outcomes from being in the room

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“Through WIM, opportunities emerged that reshaped the way I approach the market and contributed directly to the growth of my business. It is not only about aesthetics: it is about developing a stronger project vision, building meaningful collaborations, and working more strategically with planners and venues.”

Francesco Mencucci, Flower Designer, Marche

“
“In twenty-five years of experience, I have always believed in the value of building networks and relationships. With WIM, I found a platform that does this with professionalism, structure, quality, and clear purpose. Once you enter the WIM ecosystem, you immediately understand that concrete opportunities can truly take shape.”

Angelo Garini, Wedding Planner & Mentor,
Lombardia

”
“WIM gave us access to knowledge, perspectives, and contacts that would have taken years to develop on our own, allowing us to save both time and resources. Through direct exchanges with buyers and industry professionals, we learned how to present the castle not simply as a venue, but as a complete experience: a place capable of carrying emotion, identity, and value.”

Giacomo Cavazza, Location, Emilia-Romagna

The Westwick Collaboration

From a first encounter at WIM 2017 to the collaboration behind Ed Westwick’s wedding, the relationship between Costanza Giaconi, CEO of Bianco Bouquet and Tonio Sgueglia became a concrete example of what the WIM network can generate.

Together, they transformed Rocca Cilento Castle into much more than a venue: they helped position it as the heart of a destination experience. An authentic, still under-discovered territory became desirable, visible, and narratively powerful — capable of attracting international attention, creating cultural and commercial value, and opening new opportunities for the wider Cilento area.

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THE COMMUNITY YEAR-ROUND

The community continues after November

WIM Event is the annual convergence. The community operates every day of the year.



The platform where members find each other, discover collaborators, and stay connected to the community between events. Monthly webinars open to anyone working in the sector.



18 in-person stops across Italy through the year — the community coming into your region, not only into Florence.



The research arm developed with the University of Siena. Analyses, reports, and sector intelligence that make the year's work sharper.

***Being at WIM Event in November is how many members first enter the community.
IT IS NOT WHERE THE RELATIONSHIP ENDS.***



HOW TO ATTEND

Members

Existing WIM community members access WIM Event as part of the annual community rhythm. Attendance is included at the appropriate membership tier; specific arrangements follow from the member's tier and role.

Next step:

A short conversation with our team to confirm attendance and answer specific questions about the programme, the venues, and how the three days will work for your role.

CONTACT

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SELLER – PRICE LIST WIM EVENT 26

REGISTER UNTIL SOLD OUT

reserved for Bronze, Silver & Gold membership holders

SINGLE LOCATION

- non hotel: 3.000€ + VAT 22%
- hotel: 3.500€ + VAT 22%

HOTEL CHAIN OR VENUE AGGREGATOR

- 7.000€ + VAT 22%

FREELANCER OR SERVICE COMPANY

- Up to 500.000: 2.500€ + VAT 22%
- 500.000 < 1.5 MLN: 3.000€ + VAT 22%
- Over 1.5 MLN: 4.500€ + VAT 22%

ADDITIONAL GUEST* 400€ + VAT 22% reserved for *Gold* membership holders

*Reserved exclusively for internal company members who have an active role in the registered company.

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BUYER – PRICE LIST WIM EVENT 26

REGISTER UNTIL SOLD OUT

reserved for Bronze, Silver & Gold membership holders

WEDDING & EVENT PLANNER

- Up to 200.000: 1.000€ + VAT 22%
- Over 200.000: 1.300€ + VAT 22%

TOUR OPERATOR & DMC

- Up to 1 MLN: 1.300€ + VAT 22%
- Over 1 MLN: 1.500€ + VAT 22%

ADDITIONAL GUEST* 400€ + VAT 22% reserved for *Gold* membership holders

*Reserved exclusively for internal company members who have an active role in the registered company.

Let's WIM
Together

PRODUCTION



TOSCANA
PROWIDING TURISTICA

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GROUP



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HOST DESTINATION PARTNER

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