



WHERE IDEAS
MEET

THE B2B COMMUNITY
FOR THE PRIVATE EVENTS INDUSTRY

WIM is the community that gives event professionals in Italy
qualified access to the right people, work and opportunities,
efficiently and securely.

WHAT WIM IS

WIM is the professional network for Italy's private events sector, established and nurtured by industry insiders over the past eight years.

Today, it brings together more than 2,500 professionals, including event planners, venue representatives, caterers, photographers, florists and production agencies operating in Italy and international markets.

The community thrives through two interconnected channels.

On the ground, **WIM Live** delivers an annual calendar of in-person gatherings and regional meetups across key Italian destinations.

In the digital space, **WIM Online** provides continuous connection through our dedicated platform and regular webinar series, ensuring peer collaboration and practical insights are always within reach.

WIM is neither an open directory nor a marketplace. Instead, it provides the framework for a market that has long been fragmented, replacing isolated working practices with verified introductions, shared benchmarks, and a trusted business environment built for long-term commercial development.

THE INDUSTRY WE SERVE

Italy's private events sector is shaped by a handful of large organisations and a majority of independent studios and specialists. In fact, roughly 75% of WIM members operate as freelancers or run boutique teams of fewer than five people: a clear reflection of the broader industry landscape.

Success in this market relies entirely on mutual trust. A planner's reputation depends on the dependability of their photographers, venues, florists, and caterers. A venue's reputation is also shaped through the quality of the events hosted within its walls, while a photographer's bookings grow through word-of-mouth recommendations from peers on the ground. No one succeeds in isolation; the right network of partners is often the deciding factor between a business that scales and one that plateaus.

Historically, these essential connections have been confined to private circles, informal phone calls, and local networks built slowly over decades. While effective, this informal approach limits growth, leaving professionals without a clear route into established circles. WIM was created to solve this challenge, providing a verified framework that turns informal relationships into structured, long-term business opportunities.

WIM LIVE the in-person experience

WIM Live sets the physical rhythm of the community through three formats, each designed for different moments in the business calendar.

The journey begins with the **WIM Tour**, a series of 14 to 18 regional stops across Italy, including hubs such as Florence, Milan, and Naples, as well as selected destinations abroad. Each stop serves as a focused professional gathering where local businesses connect directly with national and international demand.

The programme culminates in the **WIM Event**, the network's annual event held every November in Florence. Over three days, more than 400 professionals from Italy and around the world gather for industry analysis, structured networking, and face-to-face conversations that can lead to new commercial opportunities.

These activities are supported by an **international programme** spanning five global markets and involving professionals from twenty nationalities. Because Italian private events serve international demand, the programme connects supply and demand in both directions. It allows verified international buyers to identify Italian specialists, while creating opportunities for selected members to develop relationships in foreign markets that may otherwise be difficult to access independently.

WIM ONLINE the digital presence

WIM Online maintains continuity within the network throughout the year, keeping members connected between live gatherings.

At its core is the WIMforPRO platform, a digital hub where professionals connect, identify potential collaborators, and access the shared expertise of the community. It is built for members who want to integrate the network into their day-to-day operations rather than relying solely on annual events.

Alongside the platform, WIM Webinars host practical discussions on market developments, professional practices, and strategies for business development. Open to professionals across the private events sector, these sessions provide an accessible starting point for those wishing to understand the community and its work.

WIM INSIGHTS industry research and analysis

WIM Insights is the research and intelligence area of the community, developed in scientific partnership with the University of Siena.

By gathering data from thousands of enterprises across the private events industry, WIM Insights produces analysis of market trends, economic dynamics, and the operational conditions facing businesses today. The findings are published through reports and webinars designed as working tools to support informed decision-making.

The research focuses on three areas: establishing industry benchmarks and performance standards, supporting economic and regional strategy for public and private stakeholders, and developing academic literature for a sector that has historically operated without structured economic data.

Over eight years, this activity has included more than 600 round tables and involved thousands of operators nationwide, contributing to the definition and documentation of a previously fragmented market.

THE COMMUNITY

With more than 2,500 professionals, 200 partners, media organisations, and sponsors, alongside 38 B2B events delivered over eight years, WIM has developed an established presence within the industry.

The community reflects the range of professions operating across the Italian private events sector, while maintaining selection criteria intended to support trust between its members. It includes event planners, venues, photographers, florists, caterers, creative agencies, hospitality groups, and specialised craftspeople. The partner network also includes sector associations, academic institutions, and brands involved in the development of the industry.

What unifies the network is not simply the use of a badge or rating, but a shared commitment to professional standards and accountability among peers who understand the work and depend on one another's reliability.

ENGAGING WITH WIM

WIM provides structured pathways designed to reflect different stages of professional and business development.

To join the community, **WIM Online** membership is available to qualified professionals across Italy's private events sector. Different membership tiers allow professionals to choose their level of participation, from access to the network to memberships intended for businesses seeking an active role in ongoing industry collaboration.

To experience **WIM Live**, the regional **WIM Tour** stops and the annual **WIM Event** in November welcome members and selected industry guests through formats designed for different moments of the professional year.

For brands and industry stakeholders interested in supporting the community, WIM's **partnership and sponsorship programmes** provide tailored collaboration opportunities based on shared objectives.

Organisations, academic bodies, and regional institutions can also collaborate with **WIM Insights**, developing targeted research initiatives that produce market intelligence and contribute to the development of the private events industry.

Thank you for exploring who we are.

**This is WIM:
WHERE INDIVIDUAL BRILLIANCE
BECOMES COLLECTIVE MARKET POWER.**

*Let's WIM
Together*

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